

# The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 7

NEW YORK, WEDNESDAY, FEBRUARY 12, 1930

Per Year—\$4.00



## AGAIN GUY LOMBARDO

### SCORES A SCOOP FOR YOU!

**T**HE melody maestro of New York's Hotel Roosevelt—a national broadcasting star—has made you another great Columbia money-maker.

Two sure-fire dance numbers (one the hit of Warner Brothers' new talkie) come in

for some glorious treatment at Guy Lombardo's deft hands—they're packed with his famous polish!

Stock plenty of these sellers *now*—then tell the world *you* have them! They'll splash lots of ink in the pleasant side of your bank-book!

Record No. 2089-D, 10-inch, 75c

UNDER A TEXAS MOON (from Motion Picture, "Under a Texas Moon")  
CAN'T YOU UNDERSTAND?

Fox Trots  
Guy Lombardo and His Royal Canadians

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



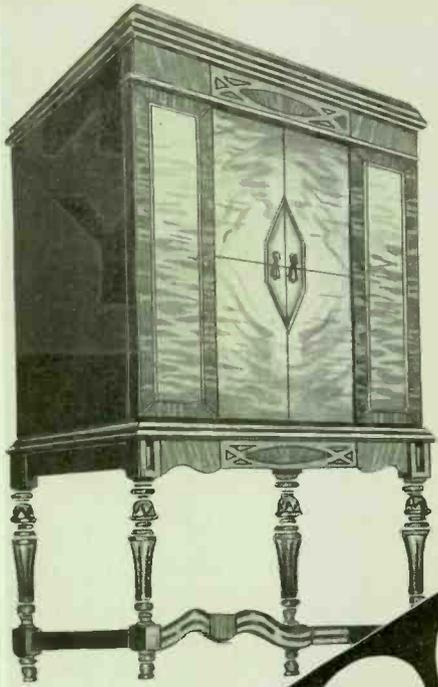
Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

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



## 4 screen grid tubes

Exhaustive research has proved that "Four Screen Grid Tubes" are necessary to derive the fullest efficiency from the "Screen Grid" circuit—to get power beyond any possible need—to insure perfect clarity of tone.

Three new Brunswick models—each an eight-tube set, and each designed for 4 screen-grid tubes—assure both the trade and the public the most sensational values in the industry.

Model S-31, Panatrope with Radio (pictured at the left) . . . \$249  
 Model S-21, Brunswick Highboy Console \$154  
 Model S-14, Brunswick Lowboy Console \$129  
 Prices quoted are without tubes.

in 1930 the most powerful radio-salesman will be **TONE!**

Just repeating "wonderful tone"—whether in advertising or in sales-talk—isn't going to sell any radio sets in 1930.

Storm flags are already flying. Unless, in this year of strenuous competition, a dealer can prove his claims for marvelous tone, he is almost certain to experience a Cold Summer and a Hard Winter.

Fortunate, therefore, the dealer who has back of him the House of Brunswick—schooled for more than twenty years in producing musical instruments of the finest quality.

Fortunate, first, because the public has come to expect great things of Brunswick . . . second, because in the new 1930 Brunswick sets (introduced almost 3 months ago and equipped with four screen-grid tubes), its expectations are completely realized.

In 1930 the most powerful radio-salesman will be TONE. Assure yourself of sustained and increasing radio sales by lining up with Brunswick—now.

# Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY, Chicago, New York, Toronto — Branches in All Principal Cities

# Another Big Year for **VICTOR RADIO**

**W**HILE opinions differ about the future for almost every make of radio-talking machine product on the market, isn't it significant when everybody agrees that VICTOR'S enormous success last year was only a beginning?

We know that the dealers in our territory are not going to swap certainty for doubt!

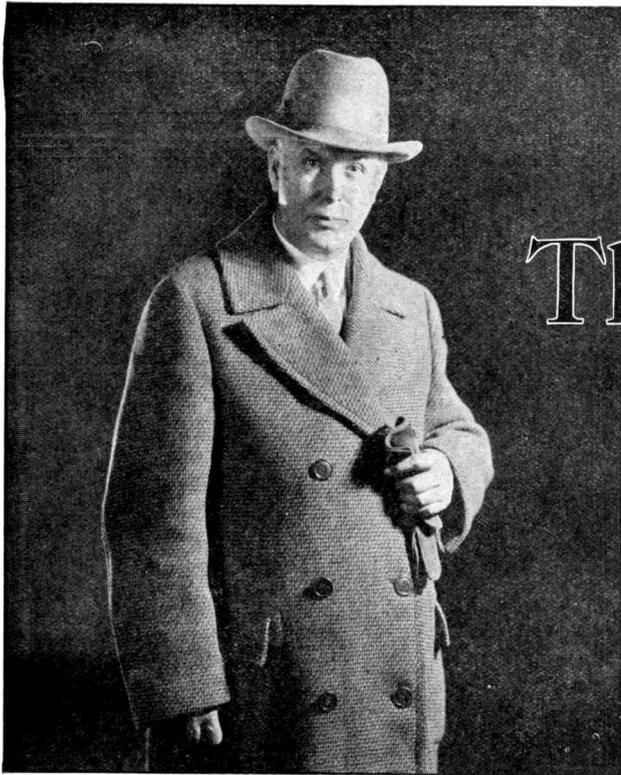


## **GRIFFITH VICTOR DISTRIBUTING CORP.**

Indianapolis, Ind.  
31 East Georgia Street

Cincinnati, O.  
1102 Sycamore Street

Louisville, Ky.  
817 W. Market Street



# The skeptic *converted*

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

But, tho hours of radio listening have made him

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

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

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

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

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

**Grebe  
radio**  
SUPER-SYNCHROPHASE



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



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

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## 500 TRADESMEN GATHER IN CLEVELAND FOR FOURTH ANNUAL CONVENTION OF FEDERATED; INDUSTRY'S PROBLEMS THOROUGHLY AIRED

### JOINT MEETINGS OF WHOLESALE AND RETAIL DIVISIONS

Howard J. Shartle Makes Address of Welcome—Michael Ert, Federated President, in Keynote Speech Outlines Possibilities of Radio Sales in Auto Industry — J. Newcomb Blackman Presides at Wholesalers' Session in Absence of Peter Sampson, Unable to Attend Due to Wife's Illness—Elaborate Social Program.

(By Wire to THE WEEKLY.)

Cleveland, Ohio, Tuesday.

The fourth annual convention of the National Federation of Radio Associations opened auspiciously here Monday with a joint meeting of the wholesale and retail divisions of the organization attended by five hundred tradesmen. Michael Ert, the association's president, opened the meeting, following which an address of welcome was made by Howard J. Shartle, president of the Ohio Radio Trade Association, and executive of the Cleveland Talking Machine Co.

In his keynote speech, Mr. Ert outlined the vast opportunities for radio sales there are in the automobile field. He predicted that radios will be stock equipment on cars, like bumpers and headlights.

"Radios kill the monotony of long summer tours," he said. "They create entertainment and no hazard. They shorten the distance from city to city."

He told the delegates that last summer he had installed radios on eleven different makes of automobiles and that every one has proved successful. Five radio manufacturers are making instruments for auto installation, he said, and motor car makers are beginning to put aereals in bodies.

Two other speakers in the wholesalers' section sounded the "loud-speaker-in-every-room" note. They were Harry Alter, general chairman, and Allan C. Forbes, both of Chicago.

Home-owners are now beginning to see the desirability of more than one radio, or at least more than one loud speaker in dwellings, they declared.

Mr. Forbes said the installation of radios in servant quarters was an excellent method of keeping contented cooks and maids.

Dr. George W. Allison, of Chicago, declared that the first thing to do in solving the "trade-in" problem was to recognize that it would be a permanent factor in the business. He said that the auto industry had solved it and the radio men, through cooperation, could do the same.

The RMA directors at their meeting discussed plans for interchange of radio patents to avoid litigation in the industry and reduce manufacturing and selling costs.

Subsequent sessions on Monday and today were marked by a series of informative discussions led by leading figures in the wholesale and retail radio-music industry. J. Newcomb Blackman, president of the Blackman Distributing Co., New York, officiated at the wholesale conferences, in the absence of Peter Sampson, president, who was unable to attend due to the necessity of his presence in Chicago where Mrs. Sampson had undergone an operation for appendicitis.

On Sunday, a meeting of the Merchandise Committee of the Radio Manufacturers Association, under the chairmanship of Major H. H. Frost was held, and factory executives who were present were much impressed with the confidence and optimism reflected in parleys with jobbers and dealers.

Social high-lights of the joint convention were provided last night by an elaborate banquet, interspersed with entertainment, and this evening a surprise party will be held for the attending tradesmen.

## J. S. DAGNEY HEADS DECCA DISC SALES

Waynesboro, Pa., Friday.

J. S. Dagney, widely known for the past half-dozen years in radio and radio furniture merchandising, has become sales manager for the Decca Disc Phonograph Co., of this city, maker of automatic phonographs. It is believed that in addition to the standard line of Decca Disc product, record-repeating mechanisms suitable for radio-combination and kindred uses will be marketed under expansion plans adopted by the local concern.

Stanley Dagney, as he is best known among his friends in the trade, was the first sales representative to join the Pooley Co. for radio work and he covered special assignments throughout the country for that concern in the merchandising of Pooley cabinets for Atwater Kent radio. He is enthusiastic over the opportunities presented in the new field. The Decca Disc company has been a member of the industry for some years past.

## Earl Creditors to Gather on Friday

An order has been made by the Chancellor of New Jersey on Friday in the complaint of John A. Cozzone & Co. and the Earl Radio Corp., New York, returnable February 14th at the Chancery Chambers, 763 Broad street, Newark, directed to all creditors of the Earl company to show cause why "the Receivers should not consider, negotiate and effect a modification made between the Receivers and Walter L. Eckhardt, ratified by the Chancellor on December 6, 1929, in respect to the particulars set out in the petition of the Receivers, a copy of which is now lodged with the Sergeant-at-Arms of the Clerk in the Chancery at the Chancery Chambers, 1060 Broad street, Newark."

The copy is available for inspection by creditors.

## ARTHUR WALSH, EDISON OFFICIAL, POSTCARDS "TOW" FROM JAMAICA

Arthur Walsh, vice-president in charge of the radio division of Thomas A. Edison, Inc., Orange, N. J., postcards the "Trade's Only Weekly" from Jamaica in the West Indies, where he is spending a vacation. Mr. Walsh reports that some of the natives of Kingston anxiously await the arrival of the "TOW" to the island.

## R. E. SMILEY BECOMES TUBE SALES MANAGER FOR KEN - RAD CO.

[Special to THE WEEKLY]

CHICAGO, ILL., Friday.

It was announced here today that Richard E. Smiley, sales manager of the Bremer-Tully division of Brunswick-Balke-Collender Co. until recent changes governing that branch of the Brunswick organization, has become sales manager of the Ken-Rad Tube Co., Owensboro, Ky., by appointment of Roy Burlew, Ken-Rad vice-president.

Mr. Smiley has an extensive acquaintance with radio and nation-wide popularity in important distributing circles. Before joining the Bremer-Tully Mfg. Co. prior to its absorption by the Brunswick company he was assistant general sales manager of the Atwater Kent Manufacturing Co. of Philadelphia for a period of years, entering the Kent organization about the time that it took up the manufacture of radio in the early days of the art. Mr. Smiley's first radio work was as an operator in the United States Navy and he is regarded as being thoroughly versed in the technical phases of the science, while in commercial activities his native ability and genial demeanor have made for him a wide circle of friends.

## U. S. RADIO EXPORTS SHOW NORMAL GAIN

Washington, D. C., Friday.

With exports of radio apparatus amounting to \$23,122,141, a gain of \$11,060,662 over the previous year, the United States foreign trade in electrical equipment of all kinds during 1929 reached the highest level in history with a total value of \$149,601,854, or \$38,880,354 in excess of 1928, according to the Electrical Division, Department of Commerce. This total is approximately \$36,000,000 greater than the value of exports for any previous year.

Canada was the most important market for radio apparatus although some of the South American countries, Argentina in particular, purchased considerable quantities. Australia and New Zealand were fairly good markets.

During 1929 Italy purchased an increasingly greater amount of radio apparatus from the United States such purchases consisting mainly of receiving sets, tubes and loud speakers. Other European countries are relatively unimportant as markets for American radio apparatus.

## Charges Dismissed In DeForest Action

Declaring that no proof had been produced to support the contention that stockholder interests were endangered, Vice-Chancellor Vivian M. Lewis, in Paterson, N. J., last Wednesday dismissed the application of H. C. Von Korff of Staten Island for the appointment of a receiver for the DeForest Radio Co., Passaic, N. J.

## BANKRUPTCY PLEA IS FILED AGAINST GOLD SEAL SUPPLY

A bankruptcy petition was filed on Monday by the Gold Seal Supply House, Inc., phonograph parts, at 15 West Seventeenth street, New York. Liabilities were given as \$13,896 and assets at \$30,841, main item being stock, \$30,000.

# The Talking Machine & Radio Weekly

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No. 6

## DANGER LINES OF PROFIT

Apparently the only certainties that have been realized in the uncertainties of the radio business thus far are that list prices have gone as low and trade discounts have gone as high as either or both will probably ever go. From such position of extremity, the producing industry and the distributing trades must now work toward permanence of profit. Otherwise, a repetition of the bankruptcy records which have just disgraced "the most magical of American industries" will recur every two or three years.

Perhaps it is asking too much of human nature to presuppose that after the tempestuous events of the last few months, the trade will settle in tranquil stability forever. On the other hand, presumably intelligent men remain in the guidance both of projects that are flourishing and are just above water. To the survivors it must now be clearly apparent that, outside of inferior product, inadequate price and excessive discount are the quickest and deadliest means for wrecking a radio business.

One premise clearly confronts the trade as a standard against which to measure the inherent soundness of any selling practice. It is, that the enjoyment and benefit of radio by the public are either entitled to profit or they are not. If a man cannot reconcile himself to the belief that the radio product or any radio service that he deals in should carry a profit, and a healthy one, in its sale, there can be no room for him in the business. Similarly, any practice or method of salesmanship which cannot prove profit as part of it is worse than useless.

Experience has clearly established that present price standards have been brought as low, for value received, within nine years in this industry as are commonly arrived at in cases of new invention after twenty. Experience has even more clearly established that the more of the list price there is given to the wholesaler and the retailer as trade discount or incidental allowances, the more will be given by these latter interests gratuitously to the public. It is not wholly in sarcasm but rather in a blundering effort at self-expression that a group of dealers recently resolved that any merchant giving more than thirty per cent. discount for cash sales was a price-cutter.

Radio has learned that there are limits of profit possibility beyond which it dare not go, that there are risks of loss which it dare not take, that there are fruitless fruits of labor which are not worth winning. The truth has dawned upon many in every walk of the business, manufacturing, wholesale and retail, for there is not a nook or cranny of the line in which the fever for volume without benefit, for activity without increment, for excitement without earnings, has not penetrated.

The basic factors governing income and outgo in the sale of radio or any other merchandise are retail price and trade

discount. From known minima as arrived at through the most shocking period the business has yet encountered, the course for the future can now be safely charted.

Anyone looking for a laugh out of last year's operations can get one by recalling the line that gave a \$10,000 dinner at a New York hotel and failed to get so much as a look-in at the metropolitan market. No, it's not the line you are thinking of. It was another one.

A liquidation operation has been conducted with the seller buying at 50, 10 and 47½ off the list and re-selling at 50, 10 and 35. It is recorded that several dealers asked for an additional 5 per cent. for advertising.

Persons accustomed to the stage accent of many who confront the microphone were unable, on the recent trans-Atlantic broadcast of the opening of the naval parley, to understand the king's English.

A Jersey radio store, window-displaying a close-out of one of the lines that were orphaned by the storm, used a placard saying with some frankness, "This set was uncalled-for."

Six makers of radio are reputed to be in a position to do 90 per cent. of the 1930 business. Any manufacturer will tell you who are the other five.

Many a man could be very well satisfied to do only ten per cent. of a \$500,000,000 business, but keep on doing it.

If the radio industry is serious about staging a fistic "battle of the century" any one of several of last year's magnificos will take on this Carnera for the loser's end, guaranteed. And for a preliminary, how about any of the lesser bankrupts, versus a creditor?

A new type of tube, reported to be in laboratory development, is described as being certain to stimulate sales. So it was the tubes that kept set demand below supply all last year, was it?

An uptown dealer has prepared the prize of a parrot for the first salesman who calls on him to show new models of the 1930 line.

Ice cracking on the ponds and open cars on the Madison-avenue line betoken that Spring is near. Time to make reservations for transportation and hotel at the Trade Show. A lot of new money will have been printed by then, so don't figure on buying any more of your own meals than heretofore.

## ROBT. H. STROUD NEW CONVENTION MANAGER FOR ATWATER KENT CO.

PHILADELPHIA, PA., Thursday.

The appointment of Robert H. Stroud as convention manager for the Atwater Kent Mfg. Co., this city, was disclosed today at factory headquarters. He succeeds T. Wayne MacDowell, who resigned recently.

Although Mr. Stroud is a new figure in the radio field, he brings to Atwater Kent a wealth of experience in organization work of a diversified character. For many years he was actively engaged in organizing chambers of commerce in many cities and towns about the country.

Mr. Stroud has also participated considerably in civic movements and in other organized activities in connection with his management of the Gloversville, N. Y., Chamber of Commerce.

## Colonial Names 2 Radio Set Jobbers

The Colonial Radio Corp., Long Island City, L. I., has appointed distributors to handle Colonial set sales in two merchandising centers in the East. Disclosure was made last week by Fred G. Carson, sales manager, of the appointments of the Vega Co., Inc., and Anderson & Co., as wholesalers.

The Vega Co. maintain headquarters at 155 Columbus avenue, Boston, Mass., and the Anderson organization at 81 Broadway, Buffalo, N. Y.

Sidney Finkelstein and John Wood have been added to the Colonial factory's sales staff. Mr. Finkelstein to contact Brooklyn accounts and Mr. Wood to do promotional work in Manhattan, it was further disclosed.

## Bosch Dealers Promote Amos 'n' Andy Stunt

NORTHAMPTON, MASS., Friday.

Arel & Berube, Bosch radio dealers in this city, have installed a Bosch set on the stage of two local theatres, where every evening at seven o'clock the theatres' programs are held up so that the audience can hear the radio performance of Amos 'n' Andy.

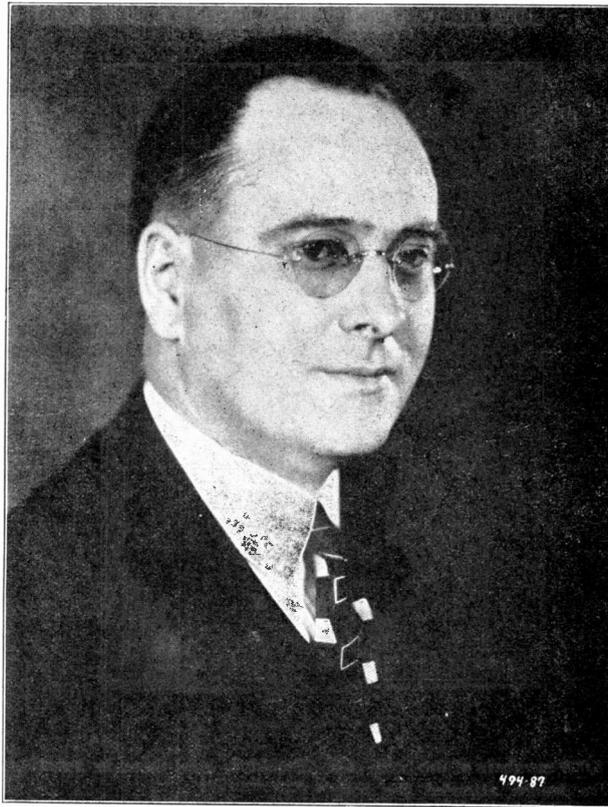
The local dealers state that the publicity attendant on the announcement that the program is being received through a Bosch set has resulted in a fine demand for this product from the community.

## RMA Members Meet In Chicago Today

A meeting of the members of the Radio Manufacturers' Association will be held in Chicago today, February 12, at noon. H. B. Richmond, president of the Radio Manufacturers' Association, has agreed to be present, coming from Cambridge, Mass., to address the gathering.

In addition to a discussion of topical radio problems, President Richmond will outline recent activities of the association.

## Vernon W. Collamore, New Manager of Radiola Division of RCA-Victor Co., Well Known in Trade



VERNON W. COLLAMORE

The photograph herewith is that of Vernon W. Collamore, formerly general sales manager of the Atwater Kent Manufacturing Co., who last week was appointed manager of the Radiola division of the RCA-Victor Co., Inc.

In his new post, Mr. Collamore, who has had twenty years of experience in

the specialty selling field, will be in charge of sales and merchandising of all RCA Radiolas and loud speakers throughout the country. Mr. Collamore succeeds E. A. Nicholas, who resigned to head a new distributing company which will handle exclusively the Radiola line.

## COURT DISMISSES ERLA RECEIVERSHIP PETITION

CHICAGO, ILL., Friday.

A recent petition to put the Electrical Research Laboratories, this city, into receivership has been dismissed by the courts after the company showed assets many times greater than its liabilities. At a meeting held last week, creditors of the company approved a composition settlement calling for the payment of indebtedness over an extended period of time.

Officials of the Erla company reported today that sales during the last thirty days have exhibited a remarkable upward trend, and that the general outlook of the company is decidedly optimistic. It was further stated that the company's financial condition has been due principally to extensive development work in equipping a new manufacturing plant and establishing a sales organization, combined with the unusual chaotic conditions and heavy price cutting during the peak of the last radio season.

Erla will continue regular production on the screen grid models, it was said. There will be no price reductions, according to an official of the company.

## R. H. WOODFORD RESIGNS CROSLY SALES CHARGE

CINCINNATI, O., Thursday.

Due to serious illness which will enforce his retirement from active business for a considerable time Raymond H. Woodford, who on January 1 was appointed sales manager of the Crosley Radio Corp., Cincinnati, has resigned and will take an extended rest at his home in Evanston, Ill. Mr. Woodford suffered an attack of acute indigestion which almost proved fatal soon after reporting to Cincinnati and as a nervous collapse ensued he concluded to follow medical advice and seek freedom from business duties, though Powell Crosley, Jr., president of the company, offered him an unlimited leave of absence in which to regain his health.

Mr. Woodford was formerly for five years sales manager of the radio division of the Stewart-Warner Speedometer Corp. and left that post in expectation of entering radio with the Baldwin Piano Co., the latter concern later deciding not to extend its activities. He was earlier for years with the American Piano Co. and the Columbia Graphophone Co.

## GARSIDE STATEMENT SHOWS DE FOREST CO. IN STRONG POSITION

Commenting on the recent dismissal of charges against the DeForest Radio Co., Passaic, N. J., James W. Garside, president, stated on Friday that the company has progressed remarkably in its expansion plans. Mr. Garside pointed out that the company's statement for the first six months of renewed activity showed a net profit of \$176,829.02. The following six months showed a profit of \$261,109.46. Notwithstanding the stock market condition, the eighteen months ending December 31 netted a profit of \$626,424.98. This period included three months required for rearranging the old plant, obtaining the necessary new equipment, and securing additional personnel, as well as other production delays, Mr. Garside said. January, 1930, showed a 24 per cent. increase over the previous month's business. On January 24, 1930, assets were \$79,958.41 in excess of liabilities, according to the DeForest president.

Mr. Garside concluded by stating that: "The DeForest company has no matured and unpaid obligations, and has the necessary working capital to enable it to continue its business upon a basis consistent with the volume of sales."

## ENTIRE BRUNSWICK LINE TO BE SOLD THROUGH JOBBERS

CHICAGO, ILL., Monday.

That with the coming of March 1, all Brunswick merchandise of the Radio-Panatrope division of the Brunswick-Balke-Collender Co., Chicago and New York, will be handled by distributors rather than through branch operation, was stated by Arthur A. Trostler, Radio-Panatrope sales manager for Brunswick. The initial move in this direction was made some time ago, with the appointment of a New England wholesaler, and last week distributors for New Jersey and New York, respectively, were named.

"It is most gratifying," said Mr. Trostler, "to note the many applications we are receiving for our franchise. We have every reason to believe that the distributors today realize the importance of connecting with a concern financially responsible, a firm with the background of years of merchandising and manufacturing."

## H. G. Erstrom Back From Trade Survey

Chicago, Ill., Friday.

H. G. Erstrom, executive secretary of the National Federation of Radio Associations and the Radio Wholesalers Association, has just completed a southern trip, where he visited Cleveland, Cincinnati, Louisville and adjacent cities in the interest of the two organizations.

He reports that business conditions are greatly improved in the southern territory and that the trade is highly optimistic over sales prospects for this year.

## Personals

Don Mackenzie, of the cabinet manufacturing firm of Hawley & Mackenzie, spent the week-end with his family in Asbury Park, N. J.

Major H. H. Frost, president of the Utah Radio Products Co., returned to the New York offices of the concern from several days' stay in Washington.

E. F. Stevens, Jr., in charge of record sales for the Brunswick-Balke-Collender Co., has returned to the Windy City following an Eastern business trip.

Richard Voynow, recording director of the Brunswick-Balke-Collender Co.'s Chicago laboratories, has returned to headquarters following a recording expedition to Minnesota.

Herbert A. Brennan, of the Stromberg-Carlson radio sales agency of Gross-Brennan, Inc., has gone to Florida to spend a short while with Mrs. Brennan and their daughter.

Alfred Jurjuran Bohn, the radio escutcheon magnate from Utica-out-of-Ogdensburg, New York, favored some of his friends in New York and Philadelphia with a call during the past week.

Walter L. Eckhardt, well-known Philadelphia radio potentate, was in New York one day last week, resisting the temptations of a number of people who are urging him to get back into the business.

Nathan Abrams, sales manager of the Electric Clock Corporation of America, returned to the firm's headquarters in Chicago last week after a visit to the trade in the East, making his headquarters in New York.

L. C. Wiswell, prominent Spartan wholesale distributor in the Windy City zone, and Mrs. Wiswell, sailed from New York on the "Veendam" Monday evening for Havana for a several weeks' vacation 'neath Cuban sunshine.

Word from London, England, is that the mid-Winter trip of Louis Sterling, chairman of the board of the Columbia Phonograph Co., to the New York headquarters has been postponed for a fortnight. Mr. Sterling was expected at about this time.

A. A. Trostler, sales manager of the Radio-Panatrope division of the Brunswick-Balke-Collender Co., has returned to Chicago headquarters following a three weeks' trip through the East. He leaves shortly for a protracted Southern sales tour.

David F. Goldman and Herb Fink, of the North American and North Ward Radio corporations, who are sojourning in the South with their wives, left Havana last Tuesday for Miami, Florida. Edward H. Davis, publisher of THE TALKING MACHINE and RADIO WEEKLY, and Mrs. Davis were also in Havana when the radio wholesalers were there and the sextette took in the night life in the Cuban capitol together.

## 6,000 Attend Annual Seedman Club Party; 3,000 Turned Away as Radio and Automotive Industries Join Hands and Frolic at Brooklyn Elks' Club



GEORGE J. SEEDMAN

Some 6,000 members of the radio and automotive trades attended the fifth annual entertainment and dance held Sunday night at the Brooklyn Elks' Club by the Seedman Club, a social and benevolent organization composed of employees of the G. J. Seedman Co., Inc., 765 Atlantic avenue, Brooklyn. The affair was held coincident with the announcement of the appointment of the Seedman company as distributor in the metropolitan district of Brunswick radio, Panatrope with radio and records, products of the Brunswick-Balke-Collender Co., Chicago.

In addition to the 6,000 who gained admittance to the grand ballroom of the Elks' Club, it was estimated by Seedman officials that at least 3,000 additional persons were turned away for lack of space.

A gala entertainment was presented by a colored revue, and Nathan Brisman, of the Hub Radio Co., Gotham dealer, acted as master of ceremonies.

Representatives and officials of a number of radio manufacturing organizations were present as were representatives of numerous automotive supplies manufacturers. Frank S. Hornig, Louis Bucher, Fred McIntyre and Thomas Dwyer, of the Brunswick-Balke-Collender Co., represented that company, and J. J. Steinharter, president of the Cable Radio Tube Corp.,

Julien Loeb, president of the Specialty Service Corp., Brooklyn, has completed arrangements for a Southern trip which Mrs. Loeb will take, accompanied by Miss Kay, who is known to the trade in Brooklyn, as "Specialty's Good Will Builder." Mrs. Loeb and Miss Kay will leave on the 21st and will visit Miami, Havana and other resorts in the South, Mr. Loeb accompanying them as far as Washington, D. C.

Brooklyn, was there in behalf of his organization.

In a short address, George J. Seedman, head of the large distributing organization which bears his name, declared that his firm's slogan for this year will be "Brunswick first in 1930." Mr. Seedman and officials of his company are unusually optimistic over the prospects of the Brunswick line in the metropolitan area.

The Seedman Club, which sponsored the affair, is headed by Joseph A. Scocco, president; Louis V. Levy, vice-president; Magdalen Titus, treasurer, and Rhoda Bernstein, secretary. Others on the dance committee were Harry Klamkin, Harry Turk, Dave Kanarek, Harry Karnow, George Gandenberger, Gertrude Kantoff, Leon Friedman, Dave Adelman, M. Beltzer, Nat Horowitz and Rene Bloomfield.

The executive staff of the Seedman organization is composed of the following: G. J. Seedman, president and general manager; J. A. Scocco, assistant general manager; Dave Kanarek, radio sales manager; Harry Karnow, equipment sales manager; Harry Turk, accessories sales manager; Harry Klamkin, purchasing agent; S. M. Katz, credit manager; Leon Friedman, assistant agent, and Dave Adelman, head counter salesman.

The Seedman company moved into its new four-story home last fall.

## NATIONAL UNION WILL SHOW RELATIVITY FILM

A motion picture on the Einstein theory of relativity will be shown at the Stuyvesant High School, New York, on Friday evening, February 21, under the auspices of the department of education of the National Union Radio Corp., New York. This showing is one of a series of talks and lectures on

## Foster Auto Supply Co. Gets Brunswick Line in Rocky Mountain Area

Denver, Colo., Friday.

The Brunswick-Balke-Collender Co., Chicago, has appointed the Foster Auto Supply Co., of this city, as distributor of its radio, Panatrope with radio and record products in this territory. The Brunswick company formerly operated its own branch office in this city under the direction of William A. Haeffler, who, together with his staff, will be retained by the Foster company.

The territory to be served by the local wholesale organization includes Colorado, New Mexico, Wyoming and Nebraska.

The second floor of the Foster building has been remodelled to house the Brunswick division, M. J. Milton, general manager, reported today.

## Jos. E. Rudell Forming New Canadian Company

Jos. E. Rudell, well known throughout the talking machine accessories field as the organizer of the former Vitaphonic Products Corp. and more recently sales manager of the Presto Machine Products Co., of Brooklyn, N. Y., left last week for Toronto, Canada, where he is planning to organize a new sales company. Mr. Rudell has arranged to represent the Presto company and will also handle the Superior line of combination cabinets, manufactured by the Superior Cabinet Corp., of New York.

The headquarters of the new company will be at 505 Yonge street, Toronto, and it is expected that a radio chassis will be included in the products distributed by Mr. Rudell's new company. Other products will be added as conditions warrant as it is Mr. Rudell's plan to represent several additional radio and talking machine firms in the Canadian territory, where he has been selling for the past several years.

## GENERAL RADIO DOES TRADE SERVICE WORK

Newark, N. J., Monday.

Frank L. Kaltman, of the General Radio Service, 48 William street, this city, reported today that he is enjoying an unusually fine season in his service business and parts sales.

The General Radio firm maintains a wholesale service station for dealers, distributors and manufacturers. The company is equipped to do all types of service work and has a modern laboratory.

## MAIDHOF BATTERY FIRM IN DIFFICULTY

A petition in bankruptcy was filed on Monday against Charles A. Maidhof, doing business as the Maidhof Battery & Ignition Service, radios, radio batteries and accessories at 174 East 177th street, New York, by three local radio firms, with claims totaling \$2,331.

The Irving Trust Co., New York was appointed receiver by Judge Goddard. Liabilities of the Maidhof firm were given as \$6,000 with assets of \$2,900.

radio tubes, electricity and other scientific subjects given by National Union.

## AMERICAN SCHOOL OF THE AIR INAUGURATED BY GRIGSBY-GRUNOW CO.; AN EDUCATIONAL EXPERIMENT; RAY S. ERLANDSON IN CHARGE

Members of the faculty and advisory committee of the American School of the Air met with representatives of the press at a luncheon in the Hotel St. Regis, New York, on Tuesday (February 4) in celebration of the inauguration of the series of educational programs to be broadcast every Tuesday and Thursday afternoon under the sponsorship of the Grigsby-Grunow Co., Chicago, maker of Majestic sets and tubes. Following the luncheon, the guests witnessed the first American School of the Air broadcast from the studio of the Columbia Broadcasting System.

The luncheon was in charge of Ray S. Erlandson, educational director of the Grigsby-Grunow Co., and executive director of the American School of the Air. In an introductory address, Mr. Erlandson explained the purposes of the School and told of its service to pedagogy. The educational programs will be broadcast over a hook-up of more than fifty stations, and it is expected that two million school children will hear the programs every Tuesday and Thursday from 2:30 to 3:00 P. M. Eastern Standard Time.

Others present at the luncheon included Dr. William C. Bagley, professor of education at Teachers' College, Columbia University, and head of the faculty of the American School of the Air; George Gartland, associate dean of the American School of the Air; Sam Pickard, vice-president of Columbia Broadcasting System; Miss Alice Keith, broadcast director of Grigsby-Grunow Co.; Mrs. Edward Markum, Miss Agnes Wynn, of National Educational Association; James E. West, of the Boy Scouts of America, and Armstrong Perry.

Mr. Erlandson was formerly secretary of the National Educational Association and joined the Grigsby-Grunow Co. last June. He has been in charge of all educational activities of the company, including exhibits and demonstrations at educational conventions and gatherings, and has also conducted other promotional activities for the company with success. Mr. Erlandson was the founder of the American School of the Air. He conceived the idea of the school as a means of giving educators throughout the country something to experiment with of a national scope. The best methods of teaching through radio will thus be worked out, Mr. Erlandson declared last week.

A special program will be broadcast in connection with the convention of



Ray S. Erlandson

the National Educational Association in Atlantic City from February 23 to 28. Educators in attendance there will hear the program in the auditorium of the Atlantic City Junior High School, which will be turned over for their exclusive use for the broadcast.

"The trend of radio programs of the future will be both educational and entertaining, and set manufacturers must play a greater part in providing such broadcasts for the public," Mr. Erlandson declared. "The Grigsby-Grunow Co. is pioneering this project of national educational programs, but others will be obliged to follow. In our broadcasts we will aim to build up our American heroes."

Hundreds of telegrams and other messages were received by the Grigsby-Grunow Co. following the initial broadcast last week. Messages from Salt Lake City and Denver disclosed that 75 per cent. of the school children in these cities heard the first American School of the Air program, while a telegram from Seattle, Wash., revealed that the program was received by every school in the city.

Members of the production staff of the American School of the Air include Harold McGee, dramatic director of the school; Henry Fisk Carlton and William Ford Manley, radio dramatists and continuity writers, and Annette Bushman, production manager. Warren H. Pierce, educational director of the Columbia Broadcasting System, is cooperating with the Grigsby-Grunow Co. in sponsoring the movement.



Prominent Figures in Initial Educational "School of the Air" Broadcast

## New United States Apex Console \$101, With Tubes

Marion, Ind., Friday.

Radio has at last followed the lead of the automobile industry in manufacturing sets complete, according to an interview today with J. Clarke Coit, president of the United States Radio & Television Corp., this city. In the old days of the side-winder automobile, one bought his car piece-meal, says Mr. Coit. "Windshield, horn, lights, and even occasionally front doors, were extra in the palmy days of the one-lunger. Finally motor car people saw the great light, and began to sell their cars complete, ready to take a drink of gasoline and start off up to the boulevard."

There has been a definite tendency among the radio-purchasing public, says Mr. Coit, toward radio sets complete with tubes. Manufacturers have been loath to initiate such a move, but our company recently introduced new 1930 United States Apex unified radio, complete with tubes at \$101.

The new United States Apex model is a seven-tube super-screen-grid set, in a console cabinet. It includes all the regular features of the Apex line—the multi-phase circuit, the full tone-color electro-dynamic speaker, the Apex super-screen-grid feature. The new set is now on display throughout the country.

The United States Radio & Television Corp. manufactures a full line of radio sets, including two battery models, one a console and the other a table set. Prices for the line range from \$58 to \$155. Among other projects now well under way at the local factory, is a new radio set for automobile use. This new set will shortly be introduced to the trade.

## J. E. Willis in Sales Post for Trav-Ler Co.

St. Louis, Mo., Friday.

J. E. Willis has been appointed assistant sales manager of the Trav-Ler Mfg. Corp., this city, maker of portable radio sets which have enjoyed wide favor in the national trade. Mr. Willis is intimately familiar with trade problems, and will devote his entire efforts toward the promotion of Trav-Ler trade contact and sales.

Mr. Willis severed his connection last week as assistant sales manager of the A. C. Dayton Co., Dayton, O., with which concern he had been connected for the past three years.

## CLAIMS MARATHON RECORD WITH A-K SET

Long Beach, Calif., Thursday.

What is claimed to be a world's record in marathon radio performance has been established by an Atwater Kent model 55 screen grid set owned by George Chamberlain, of this city.

Mr. Chamberlain's Atwater Kent has been in steady, continuous operation for 4356 hours, he declared yesterday. He purchased the Atwater Kent in August and has never turned off the switch since that day. It has been in constant use for twenty-four hours a day all that time—practically six full months! He is also using the same set of tubes that came with the set, he said.

He says that the reception has been uniform first class from the day the set was installed, and that the tone is as good as ever.

## Triangle Radio Supply To Hold Fada Dealer Luncheon Tomorrow

A gala dealer luncheon party will be conducted tomorrow (Thursday) by the Triangle Radio Supply Co., Inc., New York, Fada distributing organization, in the Southeast Ballroom, Pennsylvania hotel, New York. The affair will mark the recent appointment of the Triangle Radio Supply Co., Inc., as exclusive distributor in the New York area for the products of F. A. D. Andrea, Inc., Long Island City, N. Y. Heretofore, the firm was a co-distributor of Fada radio in New York.

Herman A. Linde, head of Triangle Radio, will outline a merchandising plan, which, he declares, has unusual merit, to the dealers in attendance, and a record crowd is expected.

## Russell-Heckle Co. New Edison Jobber In Southern Area Memphis, Tenn., Monday.

The Russell-Heckle Co., wholesale firm of note in this territory, and operating in Mississippi, Arkansas, northern Alabama and eastern Kentucky as well as in this State, has been appointed distributor in the territory mentioned for Edison Light-O-Matic radio set product, it was disclosed today by Joseph H. Hassel, sales manager of the company.

Mr. Hassel was formerly in charge of merchandising for the Edison Distributing Corp., wholesale organization in this district.

## Canadian Chain Stores Feature Bosch Radio

OTTAWA, ONT., Friday.

According to an executive of the Radiocraft Corp., Ltd., this city, Canadian distributor for American Bosch Magneto Corp., of Springfield, Mass., manufacturer of Bosch radio, the Mason & Risch, Ltd., chain of retail stores extending from eastern Canada to Vancouver, are featuring the entire Bosch line.

## WALTER O'HALLORAN COMMENDS TONE OF TRADE'S ONLY WEEKLY

The following letter was received last week by THE TALKING MACHINE and RADIO WEEKLY from Walter O'Halloran, 1834 East Seventy-second street, Chicago, sales representative for All-American Mohawk Corp., maker of Lyric radio. A check for a subscription accompanied the letter:

"Editor,  
"TALKING MACHINE  
and RADIO WEEKLY:  
"In order to be original, I am enclosing a check for my subscription to 'The Trade's Only Weekly.' Any one can send a check upon the receipt of a statement.

"Allow me to congratulate you on the soundness of the information contained in your late issues; the scholarly tone of the articles, and the felicitous C. A. W. humor.

"Sincerely,

"WALTER O'HALLORAN."

## H. E. Young, J. J. Davin Return to Headquarters After Two-Week Tour

Chicago, Ill., Friday.

A busy two-week period has just been completed by Herbert E. Young, general sales manager of the Grigsby-Grunow Co., this city and James J. Davin, sales promotion manager of the Majestic organization, who arrived here several days ago after attending a series of meetings throughout the east and in Canada.

When the two Majestic officials left this city, the first stop was Boston, where they attended a meeting Sunday afternoon. The following day they were in Portland, Me., where another Majestic meeting was held, after which they returned to the Hub City.

A few hours at the Boston office and then they boarded a train for Toronto, Canada, arriving there Wednesday. A conference was immediately held with officials of the Rogers-Majestic branch, and in the evening a meeting with 400 enthusiastic dealers on hand was conducted in Toronto. Following this gathering, Messrs. Young and Davin took a sleeper for Montreal, where another successful dealer gathering was held. On Friday, the pair visited Montreal dealers and in their tour of inspection, learned that two Montreal retailers were ordering the new "prosperity models" in carload lots.

Saturday and Sunday was holiday-time for the radio officials, and Sunday night the pair departed for Boston. Monday night they landed in New York, and after a few hours in the eastern metropolis, they boarded a train for Baltimore, where they attended a dealer meeting sponsored by the Eisenbrandt Radio Co., distributor there. This session was attended by some 450 dealers. The following day, the travelers headed back to this city.

Mr. Young reports that distributors' sales are running a few thousand a week above production. He also declared that the new line is meeting with unusual success in each center which they visited.

## Northern Distributing Takes on Brunswick Line In Jersey, Staten Island

Newark, N. J., Friday.

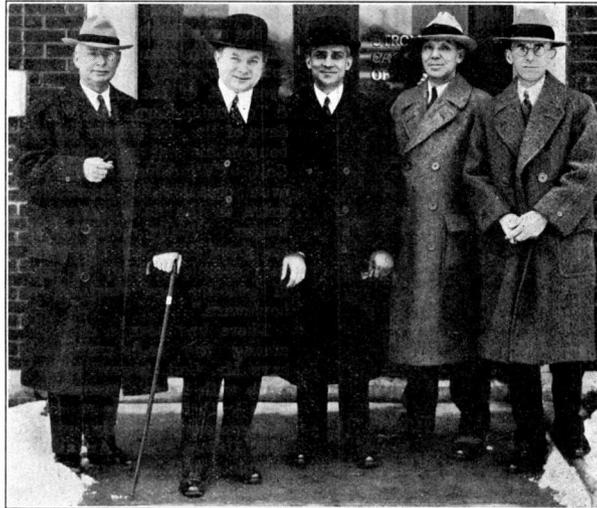
The appointment of the Northern Distributing Co., Inc., 235 Halsey street, this city, as wholesaler for the Brunswick line was reported yesterday by Sidney Rogovin and Bernard Max, heads of the local jobbing organization.

The Northern Distributing Co. will handle the complete Brunswick line, which includes radio, Panatrope, radio with Panatrope and records. The company will cover the northern New Jersey territory in addition to Staten Island, N. Y.

Northern Distributing Co. has a staff of experienced radio-music salesmen and officials are already planning an aggressive campaign for the balance of the winter season and for the spring months. A service department will also be maintained by the Brunswick wholesale house.

The company also distributes RCA Radiotrons and Speed tubes, the latter being carried exclusively in this territory by Northern Distributing.

## DAVID SARNOFF, PRESIDENT OF RADIO CORP., VISITS NEW STROMBERG-CARLSON FACTORY



David Sarnoff, RCA Head, Photographed With Stromberg-Carlson Officials  
While on a Recent Visit to the Rochester Factory.

Rochester, N. Y., Friday.

David Sarnoff, president of the Radio Corp. of America, was a recent visitor at the new plant of the Stromberg-Carlson Telephone Mfg. Co., this city.

The photograph shows Mr. Sarnoff with officials of the Stromberg organi-

zation, including W. Roy McCanne, president of the latter company.

Those in the picture reading from left to right are: G. A. Scoville, sales manager for Stromberg-Carlson; David Sarnoff, W. Roy McCanne, E. Hanover, vice-president of Stromberg-Carlson, and R. H. Manson, Stromberg chief engineer.

## H. P. Seeger Gets New Post With Ditson Co., Albany Victor Jobber

Albany, N. Y., Saturday.

Harold P. Seeger, formerly a field representative of the Victor Talking Machine Co., has been appointed assistant sales manager of the Oliver Ditson Co., 1039 Broadway, this city, distributor for the Victor division of the RCA-Victor Co., Inc., it was reported today by Paul E. Carlson, general manager. The Oliver Ditson Co. distributes Victor radio and talking machine products in the Albany area and in Vermont and Massachusetts.

Mr. Seeger was connected with the Victor organization for three years covering the Elmira, Syracuse and Albany distributing areas. He attended Cornell University.

## J. JOHNSON & SONS QUIT RADIO FIELD

NEW HAVEN, CONN., Friday.

The J. Johnson & Sons clothing store at 85-89 Church street, this city, has discontinued its radio section, which it has maintained for several years.

## JEFFERSON RADIO CORP. IN PROCESS OF LIQUIDATION

Detroit, Mich., Friday.

The Jefferson Radio Corp., 8782 Grand River avenue, this city, is being liquidated, H. J. Miller, general manager, reported today. The Grand River avenue office of the company will be maintained until the liquidation is complete, it was said.

## Special School Discount On Victor Radio Sets

CAMDEN, N. J., Friday.

A special drive to get Victor radios into schools, colleges and other educational institutions throughout the country is now being conducted by the Victor Division of the RCA-Victor Co., Inc. In line with this effort, a special discount of 30 per cent. off the list prices on all purchases of RCA-Victor products for bonafide use in the school room is being allowed.

The educational department of the RCA-Victor Co. is now prepared to materially reduce the cost to dealers of selling to the schools by increasing the promotional work involved. Help will be offered to all retailers who require assistance in closing important school sales.

A Victor official fifteen years ago said: "A Victrola in the schools is worth more in advertising value than twenty-five machines in homes." This statement is just as true today as then, an official of the Victor organization declared yesterday.

## J. M. NASH JOINS WILL A. WATKIN CO.

DALLAS, TEX., Thursday.

J. M. Nash has recently joined the Will A. Watkin Co., well-known retail organization of this city. The Watkin store features the RCA Radiola and Majestic.

Will A. Watkin, head of the local store, has been instrumental in the recent formation of a Radio Club by local Majestic dealers.

## Weymann Firm Is Now Covering More Compact Territory for Victor

Philadelphia, Pa., Friday.

A smaller territory in the greater Philadelphia area is now being covered exclusively by H. A. Weymann & Son, Inc., this city, distributing organization for the Victor Division of the RCA-Victor Co., Inc.

"After most careful consideration, we have reached the conclusion that we can render more efficient and satisfactory service to our dealers if we cover a smaller and more compact territory," H. W. Weyman, president of the local wholesale organization, said today in commenting on the change.

The territory now being covered by the Weymann firm is as follows: Philadelphia, all west of the Schuylkill River to the Sixty-ninth street section exclusive, covered by Roland Burrows; Chester, Montgomery and Delaware counties in Pennsylvania, excluding the Sixty-ninth street section, covered by Lawrence Urban; Bucks, Northampton, Lehigh and Berks counties in Pennsylvania, covered by William H. Doerr, and Burlington, Camden, Gloucester, Salem, Cumberland, Cape May and Atlantic counties in New Jersey, covered by Ed. J. McCormick.

## Atwater Kent Officials Address Distributors At Pittsburgh Meeting

Philadelphia, Pa., Thursday.

F. E. Basler, general sales manager of the Atwater Kent Mfg. Co., and several other factory executives addressed a joint Kent distributors' and distributors' salesmen meeting last week at the William Penn hotel, Pittsburgh.

Business trends in the radio industry were discussed and various sales, advertising and service policies were outlined by the different speakers. The general consensus of opinion seemed to be that Atwater Kent is all set for the biggest year in its history.

The five A-K distributors under whose auspices the meeting was held were the Esenbe Co., Pittsburgh; Johnstown Auto Co., Johnstown, Pa.; Briggs-Hagenlocher, Inc., Erie, Pa.; Gee Electric Co., Wheeling, W. Va., and Williams Hardware Co., Clarksburg, W. Va.

Speakers, in addition to Mr. Basler, were P. A. Ware, sales promotion manager; E. E. Rhoads, central sales manager, and Leon Charbonnier, service manager. O. H. Gasslein, Atwater Kent district supervisor was chairman of the meeting.

## Charles Ollstein Is Sanford Sales Manager

In a recent issue of THE TALKING MACHINE and RADIO WEEKLY, it was stated that F. A. Anderson was sales manager for the Sanford Radio Corp., Brunswick distributor in New York. Charles Ollstein is Sanford's manager.

Mr. Anderson has jurisdiction over the company's sales of Brunswick records.

# Are you "REGUSTED" Mr. Radio Dealer?

In the language of "Amos and Andy," many radio dealers are "regusted" with the "sit-shiation" and have reached a point where it is time to "check and double check." If you attended the Radio Trade Convention at Cleveland, you experienced the value of an interchange of ideas and experiences, and have been able to "check and double check" on many important trade matters.

Frankly speaking, in addition to the jolt that all business received through the sudden collapse of the stock market recently, we find that the radio industry was due for a period of "housecleaning" because many Radio Manufacturers had become victims of over-production, too many changes, and sales subsidies which established bad precedents and were disrupting the industry.

A "check and double check" will reveal that there are NOW but comparatively few dependable radio manufacturers. Those manufacturers will find it advisable to do business through dependable distributors. Those distributors will have to be supported and reasonably protected if they are to establish and maintain a corresponding sales policy among dependable dealers.

According to "Andy," "Amos" lacks business experience and "education." But "Amos" has money in the bank on which he gets interest and his "horse sense" philosophy causes him to question every "fool" proposition designed to get his money. He feels secure in the fact that he HAS his money and he GETS his income.

Mr. Radio Dealer, be like "Amos" and let the other fellow buy "distress" merchandise. Later that dealer cannot give service because he cannot get parts. Do not hesitate to tell your prospective customer to BEWARE of such purchases. Remove the bargain appeal by exposing the facts. "Check and double check," before deciding upon the radio line you handle, the distributor with whom you will do business, and don't do business with any finance company that your trusted distributor does not approve. If you select a dependable radio, the manufacturer and distributor will help you in your problems. Promises may be fewer and less alluring but performances will be dependable and profitable.

There will be a LIMITED number of dependable manufacturers, distributors and dealers during 1930 who can stand a "check and double check." Outstanding among them will be

## EDISON

*The name EDISON commands the world's respect and inspires the world's confidence*

The name EDISON on the EDISON Light-O-Matic Radio carries with it the responsibility of a reputation. This product is among those of the Thomas A. Edison Laboratories. Millions of prospective customers have only to know that a radio bearing the name EDISON is available and they will immediately "check and double check" with you.

BLACKMAN, the EDISON Distributor for the Metropolitan Territory, has been "checked and double checked" for a generation. EDISON the manufacturer and BLACKMAN the distributor, extend to dependable radio dealers an opportunity to "check and double check" the EDISON Radio and to become EDISON Radio Dealers if the territory is not already adequately represented.

J. NEWCOMB BLACKMAN

**Blackman**  
**DISTRIBUTING CO. INC.**

**28 West 23rd St. New York, N. Y.**



## They Are Sending Customers Looking for You If You're Sylvania's Dealer

The Sylvania Foresters provide more than just radio entertainment. They are business builders **LOCALLY**, for every Sylvania Dealer — and their friendly salesmanship makes customers for him out of hundreds who otherwise would merely be passers-by.

Wherever "the Flashing S, on a green oak leaf" appears on a Sylvania Dealer's window, it is just as though his name and address were mentioned in the radio announcements of the Sylvania Foresters. And these announcements are heard by millions each week over WJZ, KDKA, KWK, KYW, WBZ, WBZA, WHAM, WREN, WBRC, WNBZ, KFAB, WGY.

**Sylvania Products Co.**  
Emporium Pennsylvania  
Licensed Under RCA Patents



**Sylvania**  
FORESTERS



## CLEVELAND JOBBERS REPORT INCREASING DEMAND FOR SETS

A-K SET BUSINESS IS BRISK

**Herman Lesser Re-enters Retail Field — William Lang Dead — Lyon & Healy Feature RCA Model 33 for DC Users.**

CLEVELAND, O., Friday.

There was a very noticeable increase in the number of orders received by several of the leading wholesalers during the past week. A number of dealers voluntarily increased their orders and the general feeling prevails about the trade that conditions are steadily improving. The new models are attracting a lot of attention although there is very little newspaper advertising being done at the present time by the manufacturers or jobbers. It is noticeable that dealers are using their neighborhood papers quite extensively to call attention to new models and that the more aggressive are canvassing for business.

Much interest is being manifested in the new iceless refrigerators to be brought out this Spring by several radio manufacturers and a large business is confidently looked forward to.

Atwater Kent dealers throughout the territory have expressed themselves as very well pleased over the advertisement of the Atwater Kent Mfg. Co. relative to its business affairs. Incidentally the advertisement has resulted in a number of applications being made for the Atwater Kent franchise. The Cleveland Distributing Co., local distributors, report business is improving. Much interest is being shown in the concert of the Wooster Glee Club at Music Hall in which Miss Rowe, recent winner of the national audition of the Atwater Kent Mfg. Co., will be featured.

Herman Lesser, former president of the H. Lesser Co., now an Atlas unit, is to engage in the retail business again and will open a store on Prospect avenue.

William Lang, who conducted a repair shop for small goods in Cleveland for more than a quarter of a century, died early Wednesday morning after an illness of several weeks. He specialized in repairing violins and other stringed instruments and was widely known in the local trade. He was around sixty-five years of age and had been active until taken ill. He was unmarried and is survived by two brothers.

A. L. Maresh and Rexford C. Hyre attended the meeting of the Ohio Music Merchants Association at Columbus, O., this week, which was held at the Dresler Wallick hotel. Otto B. Heaton, president of the association, presided and appointed the various committees to serve for the ensuing year. It was decided to hold the mid-year meeting of the association at Cincinnati on April 7th and a committee was appointed to select a hotel and make all other arrangements. The delegates to the meeting were entertained by President Heaton at his beautiful home on the banks of the Scioto river following the meeting.

The Cleveland Talking Machine Co., Victor distributors, held a meeting for

their dealers' sales ladies, which was well attended. Miss Yates presided. A great deal of interest was shown by all those present in the talks and demonstrations.

Lyon & Healy are featuring the RCA model 33 with DC current, with good results. Downtown Cleveland has only DC current and this model is proving a favorite among those living in hotels and apartments in this area. The RCA Theremin is also enjoying good sales.

Dealers throughout the city who carry the Keykord line of banjos and guitars are being given the opportunity to have these instruments demonstrated in their windows and many are taking advantage of it. The demonstration at Herman Wodicka's store on Huron road and which is broadcast by the Keykord trio, has proven unusually successful and resulted in a number of sales.

A committee consisting of Anthony L. Maresh and Robert L. White of the Cleveland Music Trades Association has been appointed to negotiate with the Musicians Union regarding the excessive cost of furnishing orchestras for various musical organizations who wish to produce operas and other plays. There are about 1400 union musicians in the city and but 200 are working at their profession, but the scale of wages demanded prohibits the production of privately produced operas. A number of organizations have asked the Cleveland Music Trades Association to see if the wage scale cannot be modified and Mr. Maresh and Mr. White, professional musicians as well as music store owners, will endeavor to arrange the matter satisfactorily to both sides.

W. Hagemeister, music merchant of St. Clair avenue at E. 138th street, was elected to the presidency of the East End Kiwanis Club the past week.

—DIHM.

## Motor Parts Co. in Big Philco-Theatre Tie-up

Philadelphia, Pa., Thursday.

An elaborate tie-up between Philco radio, product of the Philadelphia Storage Battery Co., and the Stanley-Warner Co. has been held in this city by the Motor Parts Co., Philco wholesaler, here. The tie-up is in connection with the local showing of the picture "The Love Parade," featuring Maurice Chevalier.

Outdoor posters featuring photos of the famous French matinee idol blurred and clear have been posted throughout the city, and on each of the boards a small circle was pasted telling of the run of the picture at the Boyd Theatre for an extended period.

Facing the lobby and entrance to the theatre there is a large window in which the Motor Parts Co. has mounted a regular sized billboard, in addition to one of each of the new Philco cabinet models together with Neon lights. Thousands of autographed photographs of Mr. Chevalier are being distributed by Philco dealers in this city.

Philco sets are also displayed in the lobby and lounge of the theatre and will remain there, as will also the window display, throughout the complete run of the picture.

A pre-showing of the talkie last Sunday afternoon was held for Philco dealers and their guests and for officials of the Motor Parts Co. and the Philadelphia Storage Battery Co. and their guests. A special reel of the "Burning

## MANUFACTURERS MUST REBUILD THE INDUSTRY, SAYS R. M. KLEIN, FADA

The task of those remaining in the radio manufacturing field will be to rebuild the industry and put it back on a prosperous basis. R. M. Klein, general manager of F. A. D. Andrea, Inc., Long Island City, N. Y., declared in an interview with a representative of **THE TALKING MACHINE and RADIO WEEKLY**, last week. Mr. Klein is back with the Fada organization after having been "on the outside looking in" during the past year, and draws his conclusions on the conditions of the industry after having been "on the inside looking out" during the past month.

"The American public can reasonably be expected to absorb a good quantity of radio sets, perhaps a reasonably increasing quantity from year to year, and a proper gauge by the manufacturer of the number of sets he can build with reasonable certainty of selling them, not a blind progress based on the mere hope that he can sell them offers indeed a basis for a firmer foundation," Mr. Klein stated.

"Several new faces drawn into the picture during the past few years prompted by prettily painted pictures of 'soft pickings' prospered with the super-prosperity of the country to discover a short time ago that 'everything wasn't peaches.'"

"What have we today in the radio industry? Practically every department store and every retail radio store in the country is featuring 'bargains.' But is an 'Orphan Annie' a bargain? It sure would seem so when the 'was \$285 now \$67.50' is available to any purchaser at \$10 down and \$2 a week, or if you do not have the \$10, 'well, in your case we will make a special concession and let it go for a little smaller deposit.'"

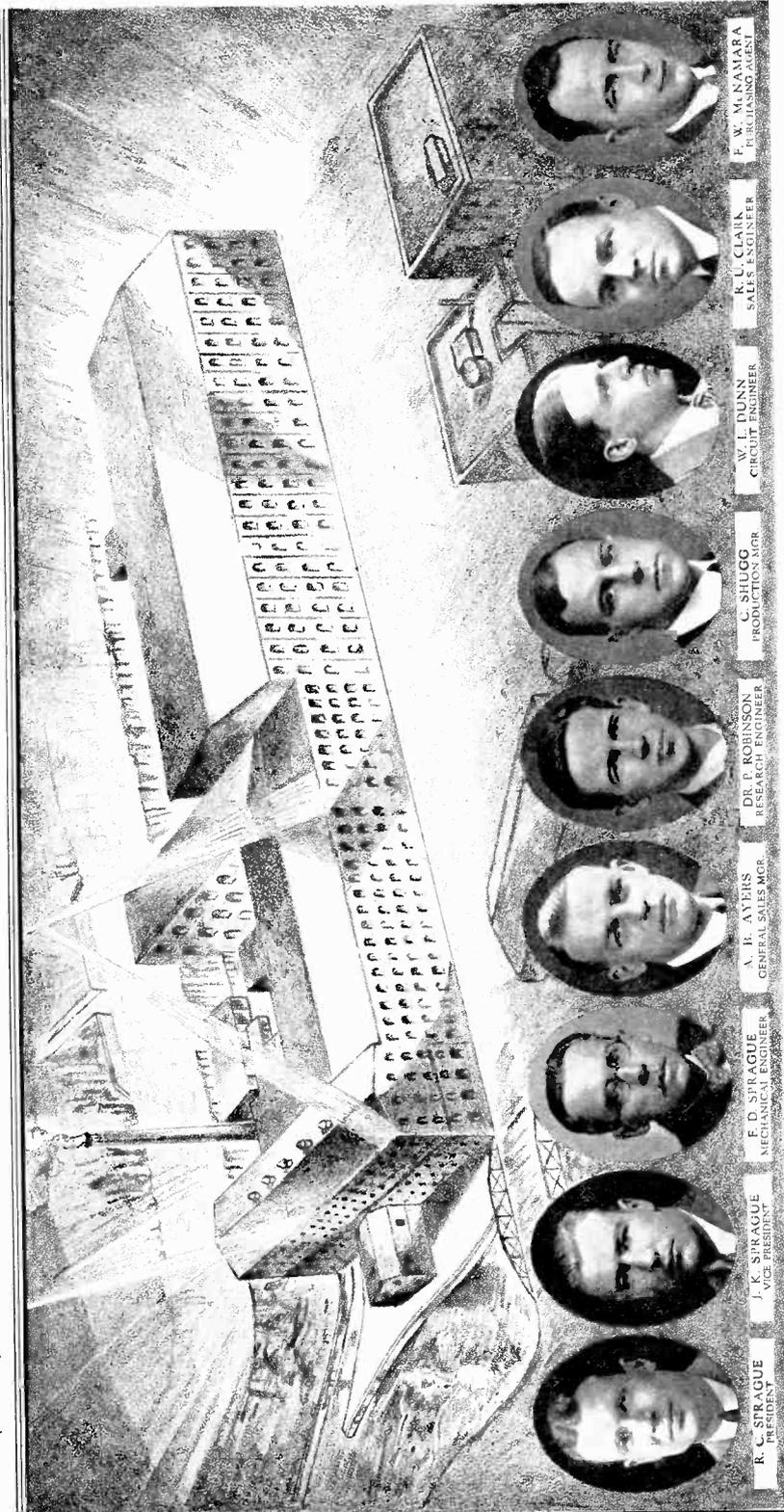
"All these things should cause the purchaser to hesitate and consider rather the purchase of a radio set which will continue to be backed and serviced by a manufacturer who is in business to stay, but human nature has not been re-molded to any considerable extent since it was first invented, and the prices now being offered are sure attractive.

"Sooner or later these 'bargains' will all have been absorbed and radio is, of course, too big and too permanent a factor to be more than temporarily affected by the existing situation. No lesson has ever been permanently taught to the human race, but lessons frequently do have their effect for an appreciable period.

"For a newspaper reported to have written a good article about the San Francisco fire is commendable, but the real praise and glory goes to those staunch citizens who rebuilt the city and put it on the prosperous basis as it exists today. Those remaining in the radio manufacturing industry have a task of the latter character to perform."

of Radio," which took place in this city some time ago under the sponsorship of local Philco dealers, was also exhibited at the special performance.

THE NEW HOME OF SPRAGUE CONDENSERS • NORTH ADAMS, MASS.



**G**ENTLEMEN

HAVE YOU A  
CONDENSER  
PROBLEM *in your  
lab?*

IF SO we can  
help you.

WE HAVE  
*very extensive*  
RESEARCH LABS  
*headed by*

CAPABLE ENGINEERS  
*specializing in the  
application and production  
of*

ELECTROLYTIC and  
PAPER CONDENSERS

TO

HELP DESIGN AND  
PRODUCE A-1  
FILTER SYSTEMS  
AT A LOWER COST.

HOW ABOUT  
PRODUCTION?

**120,000 SQUARE FEET**  
*in our new*

PLANT *devoted entirely  
to the manufacture of  
condensers.*

WE ARE ONE SPECIALIST  
*it costs nothing*

TO CONSULT.

YOU ARE *both*  
JUDGE and  
JURY.

HOW ABOUT  
A TRIAL?

**SPRAGUE SPECIALTIES COMPANY**  
QUINCY, MASSACHUSETTS

SOME SPRAGUE ELECTROLYTIC OR PAPER CONDENSER  
WILL SOLVE YOUR CONDENSER PROBLEMS



# 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

## PITTS HOLDS BANQUET MARKING APPOINTMENT AS RADIOLA JOBBER

Boston, Mass., Friday.

The F. D. Pitts Co. recently held a banquet at the Hotel Statler for their entire personnel.

The celebration was in honor of the recent taking on of the Radiola line by this company for New England distribution.

Among those present were: F. D. Pitts, president, L. J. Pitts, vice-president, W. J. Parker, sales promotion manager, Samuel Kline, credit manager, and Tom Croke, service manager. The Boston salesmen present were: Lewis M. O'Connell, Sumner Chrimes, Urbane Lamothe, A. D. Moulton and Carl Root.

From Providence, R. J., were A. J. O'Brien, manager, Dan Callahan and Miles. From Portland, Me., Ralph McKenna, manager, Charles Bigelow, Carl Hunt and Ralph Woods. From Manchester, N. H., Edward Doherty, manager, and George Kidder. From Hartford, Conn., Arthur Goodwin, manager, Frank Robinson, Paul Klebe, Edward Joslin and Walter Smith.

George E. Palmer, has been appointed vice-president in charge of the condenser division, of the Tobe Deutschmann Corp., Canton, Mass. Mr. Palmer resigned his connection with the Dubilier Condenser Mfg. Corp., where he had been for several years acting as general sales manager.

The Milhender-Philco banquet which

was recently held at the Hotel Statler was attended by more than 600 Philco dealers.

Milhender representatives as well as officials of the Philco factory addressed the guests. The delegation from the factory included Sayre Ramsdell, sales promotion manager, Ralph Schneider, service engineer, Harry B. Brown, manager of the New England division, Larry Cubb, division manager, and N. C. Kennally.

Among the speakers of the evening were: Harry Brown, Sayre Ramsdell and representatives of the Commercial Investment Trust Co. and officials of the Paramount Theatres.

Guests at the head table included: Larry Cubb, Sayre Ramsdell, William Kennally, Harry Brown, Ralph Schneider, Charles Nickerson, F. Arancio, Joseph Milhender, Al Stone and Sheldon H. Fairbanks.

H. J. Dillon, assistant general manager of the Amrad Corp., recently returned from a trip to Buffalo.

W. L. Dunn, formerly engineer of the Colonial Radio Corp., recently joined the Sprague Specialties Co., and is in charge of the engineering department and research work.

Stern & Co., 285 Columbus avenue, recently were appointed distributors for the Silver radio line, covering the entire New England territory.

Little Marion Hahn, seven year old daughter of Maj. James E. Hahn, president of the Amrad Corp., Medford Hillside, is recovering from an attack of appendicitis. Marion was operated on in a Toronto hospital about two weeks ago.

C. C. Harvey Co., 144 Boylston street, reports good sales the sales past week on the Victor radio set.

—C. W. JONES.

## 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.

## COLUMBIA ISSUES NEW SERIES OF "BUBBLE BOOKS"

With the cooperation of Dodd, Mead & Co., the Columbia Phonograph Co., New York, is issuing a new series of five - and - a - half - inch records of children's songs, to be sold exclusively as inserts to four books of nursery rhymes by Ralph Mayhew, the original "Bed-time Story Man."

This novelty of "books that sing" was inaugurated ten years ago by Mr. Mayhew and Columbia, in a series of books which at that time sold to the number of 1,500,000 copies. The new series comprises two entirely new volumes, and two of the former series that were especially popular. Additional appeal to the present issue comes with the fact that it now offers the first electrical recordings of these special songs.

Ralph Mayhew has been for many years a leading authority upon Mother Goose folk lore, and has devoted his life to the most painstaking, accurate research in the field. Many of the Mother Goose songs, he says, date from 1600 A. D. or earlier, and often there are scores of versions of them, of which the first-known written versions are only to be had from manuscripts in British and American museums.

Mr. Mayhew asserts that his new Columbia "Bubble" records constitute the most complete and authoritative

collection of these songs available in recorded form.

These record books are said to have greatly stimulated the sale of phonographs, particularly portables. Many people already owning a cabinet instrument have bought a portable for extra use in the nursery, it is stated.

## Kelvinator Georgia Co. Appointed Distributor Of Brunswick Products

ATLANTA, GA., Friday.

The Kelvinator Georgia Co., 348 Peachtree street, N. E., this city, has been appointed distributor of the radio-music products of the Brunswick-Balke-Collender Co., Chicago, for the State of Georgia.

The local wholesale house takes on the Brunswick line with a background of many years of merchandising experience and is now in the course of establishing an extensive sales organization for its new radio-music product. The Kelvinator Georgia Co. is taking over a large portion of the personnel of the former Atlanta branch of the Brunswick-Balke-Collender Co.

Sidney Schwartz, special representative of Brunswick, is here at present conducting a series of sales meetings among dealers throughout the State and among the workers of the Kelvinator Georgia Co., familiarizing them more thoroughly with the Brunswick story.

The Kelvinator Georgia Co. is not new in the radio field, having formerly distributed Freed-Eisemann sets.

# NO "SIGNS OF SPRING" IN THE ZENITH PICTURE



## \$155

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

LESS TUBES

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

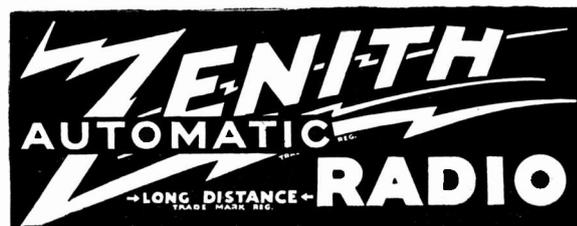
*Western U. S. prices slightly higher*

WITH THE NEW  
**60** LINE

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

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

ZENITH RADIO CORP., CHICAGO, ILL.



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

## OUR INCOME TAX DEPARTMENT

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

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

The number of inquiries received from readers have been very large and this article will therefore be devoted exclusively to answering some of these questions.

### QUESTIONS and ANSWERS.

**Three Children Supporting Mother.**  
Q. A friend of mine lives at home with his mother and one sister and one brother. All three contribute to the support of the home, although my friend turns in more than the others as he earns more. Is it possible that he can claim exemption as head of the family even though his brother and sister contribute a little to the support of the home?—H. G.

A. Your mother would have to be chiefly dependent on the person claiming the exemption. This has been held to mean that more than 50 per cent. of the amount required for her support must be paid by the head of the family; otherwise, the exemption is not available.

### Listing Stock Details.

Q. In reporting stocks, I have only given the actual loss, incurred in the stocks sold, the difference between the cost of the stocks plus the dividends less the amount sold for, which was the actual loss. Was that O. K.? I did not mention the stocks, but just gave it in as losses on New York Stocks.—G. L.

A. It is not necessary to list each of your stocks. All that is required on the return is the total cost of the stocks sold, the amount for which they were sold, and the resulting profit or loss.

### Tax-Free Covenant Bonds.

Q. What is the meaning as regards an income tax payer when a bond issue states it will pay a given per cent. without deduction for any normal Federal income tax to an amount not exceeding 2 per cent.?—E. A. Z.

A. Where a bond contains the provision referred to, the debtor corporation pays to the Government the income tax for the bondholder up to 2 per cent. of the amount of the interest. The bondholders, therefore, can take credit in his return for the tax already paid in that way.

### Undrawn Officer's Salaries.

Q. A corporation pays its officer, say, \$10,000, but he actually withdraws only \$6,000, the balance appearing on the company's books as a liability. Must the officer report on his indi-

vidual return \$6,000 or \$10,000? Is the company, having charged \$10,000, to its expense account, allowed to deduct this amount from its tax report, in spite of the fact that the officer has actually only withdrawn \$6,000?—W. J.

A. Where the corporation reports on an accrual basis, it is permitted to deduct the \$10,000, even though the officer has drawn less than that. On a cash basis, only the amount actually or constructively paid can be deducted. So also in the case of the officer if he prepares his return on an accrual basis he is required to report the \$10,000 earned by him, whether or not actually drawn. If he reports on a cash basis, then he need only return the \$6,000, unless the other \$4,000 is constructively received by him. To be constructively received, the other \$4,000 must be unrestrictedly available to him from the corporation at the end of the year, and the corporation must be in a position to pay it on demand.

### Return for Deceased.

Q. In the event of death of an individual prior to date income tax report is due, is it in order to ignore forms mailed to party who had died?—T. P. K.

A. The return must be filed on behalf of the deceased by the executor or administrator covering the income from the beginning of the year to date of the death.

### Profit on Stocks Bought Back.

Q. I sold 1,000 shares of stock at \$68.00 per share, a total of \$68,000, and bought back at \$20.00, or a total of 3,400 shares, in the same year. Do I show a profit on the \$68,000 or do I wait until I sell the 3,400 shares which may be a year hence?—C. T.

A. The profit on the \$68,000 must be reported. The mere fact that the same stock was re-purchased at less than what it was sold for does not eliminate the profit made on the prior sale.

### Net Income.

Q. Is net income the gross income less expense of his business only, or can one deduct contributions to church and charity and exemption for dependents to determine net income?—F. M. P.

A. Charitable contributions are deductible in arriving at net income up to 15 per cent. of the income. In computing the tax, the exemption for dependents is deducted from the net income previously determined.

### Patent Royalties.

Q. Will you please explain how monies received for Patent Rights or for Royalties are to be treated on Income Tax Reports?—C. L. T.

A. Royalties from patents must be reported as income. You have the right, however, to deduct depreciation on the patent, which is normally one-seventh of the cost of the patent.

### Prior Depreciation and Profit on Real Estate.

Q. Have sold a piece of real estate which I have held for 10 years. I have

deducted 2 per cent. for depreciation some years, other years none, it being a brick building. In figuring income tax will I have to add depreciation for years that I did not take it to selling price?—A. S.

A. Prior years' depreciation will have to be considered, even though you did not claim it. The law says that the amount you could have taken as depreciation must be regarded in determining the profit, not merely what was actually taken.

### Machinery Fully Depreciated.

Q. Recently I have heard much discussion as to Reserve for Depreciation Account. For instance, machinery is depreciated 10 per cent. per year. At the end of ten years, what then?—J. S.

A. Depreciation at 10 per cent. per annum for 10 years amounts to 100 per cent., so that the cost is fully recovered. After that point no more depreciation is to be taken on that particular machinery.

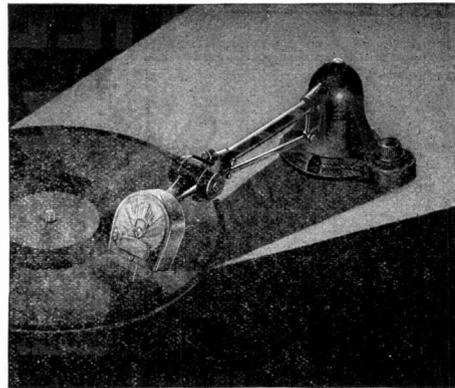
### VAN HORNE CO. HAS NEW TIPLESS TUBE PROCESS

Franklin, O., Friday.

The Van Horne Tube Co., this city, is now in the possession of a tipless tube process, which is a mechanical one and utilizes a flexible metallic tube, which when removed after the stem is firmed, leaves a properly sized and located aperture for exhausting.

Heretofore, the Van Horne company has been obliged to use the old process for providing the exhaust vent and comprises a jet of compressed air, which when directed on the glass stem tube when red hot blows a hole through it.

## PERFECTION! nothing less



### UPCO ELECTRIC PICK-UP

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

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

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

### UPCO PRODUCTS CORP.

A. BORSUK, President

Makers of Acoustic Instruments for over 13 Years

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

## New Personnel Director Appointed by Crosley

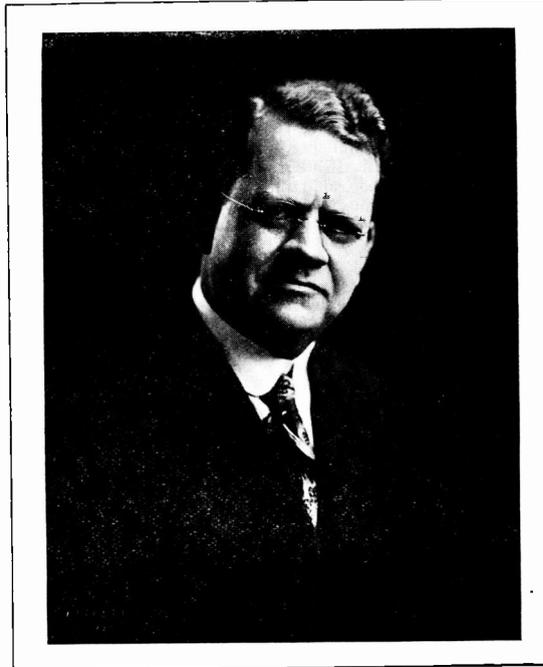
CINCINNATI, O., Thursday.

Fred G. Lange, former Director of Safety of the Ohio State Industrial Commission, has just assumed the position as director of personnel of the Crosley Radio Corp., this city. Mr. Lange will supervise employment, train supervisors in the various factory departments, handle compensation cases before the Industrial Commission and study industrial problems. He will endeavor to maintain operating efficiency at a high level and to keep the number of accidents and occupational diseases at a minimum.

Mr. Lange's work will bring him in close contact with the Crosley employes, who number 4,000 under normal business conditions. Frequent conferences will be held with workers to discuss their problems. He is a well-known authority on safety and accident prevention, and is the author of "Handbook of Safety and Accident Prevention."

"In taking up this work, the Crosley Radio Corp. has made provision for developing the human side of its business," Mr. Lange said today. "Increased efficiency of employes ultimately will result in reduction of operating costs, a saving which in turn will be passed on to purchasers of radio sets."

Mr. Lange formerly was connected with the Republic & Steel Co. and the Youngstown Sheet & Tube Co.



## GENTLEMEN... *We'll give you fast sellers* in exchange for your slow ones

I'M NOT exactly an expert at writing advertisements, but I know a bang-up good sales policy when I see one. And I know what such a policy means to your business.

Now I could point out a dozen planks in the Columbia sales platform that any phonograph dealer in the world would vote for. All of them have been put there for one purpose—to make Columbia dealerships *more profitable* to you. Take for example, Columbia's regular record return privilege. . . .

This means that *every three months you can return records amounting to 10% of your record purchases for that period*—and get back what you paid for them in new stock.

That's a fair sample of Columbia's

policy toward its dealers. And that policy was put into effect to prevent you from accumulating a lot of past-their-prime records that have seen their best selling days.

Instead of letting these records (and your profits) hibernate on your shelves, Columbia gives you the privilege of returning them—and getting, in their stead, *new hits and fast-selling numbers*.

And I'll leave it to you, if an organization that cooperates with you to that extent isn't a pretty good one to tie up with!

Sincerely yours,

General Sales Manager  
COLUMBIA PHONOGRAPH COMPANY

## SLIGHT PICK-UP IS REPORTED BY TRADE IN PHILADELPHIA

### BRUNSWICK JOBBER SOON

Dickel Distributing Co. Holds Hotel Exhibit of New Fada Model 40—Majestic Sales Reported at High Level.

Philadelphia, Pa., Friday.

There was a brighter side to the radio industry in the past week as dealers reported a pick-up in demand, but still far from the normal seasonal business.

Although no definite action has been taken with regard to the appointment of a Philadelphia distributor for the Brunswick-Balke-Collender Co., announcement is expected shortly of the jobber who will distribute the Brunswick line. Melvin Ramsburg is acting temporarily as supervisor of local sales.

The three local distributors of the RCA Radiola, General Electric Corp., Westinghouse Electric Supply Corp. and Elliott-Lewis Co., announced recently a price reduction in models 64, 66 and 47.

The Dickel Distributing Co., 1327 N. Broad street, will next week have on display for the dealers' benefit the newest model added to the Fada line. This new model, No. 40, will be exhibited at the Majestic hotel.

The sales, service and shipping departments of the A. C. Radio Corp., of which C. A. Metzger and C. H. Morrell are proprietors, will move late this month to new quarters at 3500 Market street, removing there from its present location at 4728 Market street. The corporation conducts nine retail stores.

While the retail store of the American Piano Co., at 1108 Chestnut street, has been open all through January, on February 1, however, the doors were closed. The piano lines of Ampico Hall have been taken over by the John Wanamaker store and the various radios are being liquidated under the receivership.

Motor Parts Co., through its Philco distributing division, 818 N. Broad street, is giving broad publicity to the tie-in with "The Love Parade" now appearing at the Boyd Theatre, Nineteenth and Chestnut. The Philco was given prominence in 125 billboards throughout the territory in a newspaper campaign, in the demonstration of the set at the Boyd, in the lounge and in screen announcements. There was also a street parade in Harrisburg with costumed marchers and decorative floats bearing streamers with Philco slogans.

C. J. Heppie & Son, 1117 Chestnut street, has tied-in with "The Love Parade" exploitation of the Philco and featured a window display of the set in the long entrance at the Boyd Theatre. The receivers in the lobby were from the Heppie store. The firm also issued 10,000 circulars to customers through the Army and Navy stores.

The Heppie company has again turned to outdoor work on sales of radios and has recruited a staff of eight salesmen to work in crews in door-to-door canvass through the uptown branch at

Sixth and Thompson streets. Next week the staff of outdoor representatives will be increased to sixteen.

The Penn State Radio Distributing Co., 40 N. Seventh street, has been organized by A. Irving Witz. The firm will distribute CeCo tubes.

The radio department buying for the Pep Boys, operating automobile accessory shops, is now being conducted by Edward Peabody who is featuring the Majestic. Bernard J. Munchweiler, who long was buyer for the Lit Brothers' piano, talking machine and radio departments, is no longer connected with The Pep Boys, having resigned recently.

David Trilling, of Triling & Montague, was a guest speaker at the meeting recently of the Zenith dealers at the Douglass Hotel in Newark, N. J., at which the Mackenzie Radio Corp. was host.

Sales of the newest Majestic radios have been so heavy that the local jobbers, Peirce-Phelps, Inc., merged with Penn Phonograph Co., Fifth and Vine streets, have cleaned out all available supplies received from the manufacturer and already have a list of orders ahead that indicate growing demands. L. E. Hilduser, district manager for the Grigsby-Grunow Co., reports the Majestic as having received a wonderful welcome throughout the entire territory.

O. H. Heyer, of the Columbia Phonograph Co. branch, here, 40 N. Sixth street, returned recently from a tour of the trade in the Harrisburg district and in the coal regions where he found, he states, Columbia dealers enjoying a very gratifying business.

—CARR.

## Electrolytic, Paper Condensers Made by Sprague Specialties

Quincy, Mass., Friday.

Electrolytic and paper condensers are being manufactured in the new plant of the Sprague Specialties Co., in North Adams, Mass. Offices of the Sprague company are in this city.

The new Sprague plant has 120,000 square feet of space devoted entirely to the manufacture of condensers. Extensive research laboratories, headed by capable engineers specializing in the application and production of electrolytic and paper condensers are maintained by the manufacturing concern.

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

Company officials claim to be prepared to meet every condenser need in the radio industry.

## Jack Greenberg Wed To Miss Anne Kremer

PHILADELPHIA, PA., Friday.

Jack Greenberg, advertising manager for the Everybody's Talking Machine Co., 810 Arch street, this city, well-known talking machine, accessories and electric clock manufacturer and distributor, was married this week, to Miss Anne Kremer, popular in local social circles.

## NEW CROSLLEY EIGHT-STORY, MILLION-DOLLAR FACTORY ADDITION NOW ALMOST COMPLETED



New Crosley Addition Rapidly Nearing Completion

CINCINNATI, O., Friday.

Construction of the new million dollar factory addition to the plant of the Crosley Radio Corp., this city, is now practically completed.

The executive offices of the company are located beneath the tower crowning the eight-story factory addition. The eighth floor of the structure

houses the broadcasting studios of Stations WLW and WSAI, owned and operated by the Crosley Radio Corp. The structure is modern in every respect and was planned for the most efficient manufacture of radio sets.

The photograph shows the new addition together with the long assembly building where radio sets are packed and loaded into freight cars.

### MADE POSSIBLE

GREAT PHILCOS IN 1929



GREATER PHILCOS FOR 1930

### WEEKLY BULLETIN

SINCE JANUARY 1st—

With fairness and a square deal as our gauge, we have gradually eliminated most of the lukewarm dealers who have simply been stocking the line and were not behind it.

#### The Most Valuable Set Franchise More Valuable

to the dealers who are with the line.

Philco was organized back in the last century. It never was a stock company, and is still privately owned and operated by its principals, who are spending and playing with their own money.

The company's miraculous success as a leader in radio set sales has been achieved after but two years in this particular field. In the last six months of 1929, Philco delivered to consumers well over 500,000 Philco sets—a record we personally believe unequalled by any other manufacturer in the same period.

Business on Philco boomed, and is still booming, since the stock crash early in November. No price drops, no surplus stocks, no financial difficulties, and no unreasonable demands made on the dealer.

**Philco Is On Top and Plans To Stay On Top  
Philco Consumer Time Payment Paper Is Safe  
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

# THEY'RE HERE!

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

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

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

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

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

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

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



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

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

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

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

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

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

**Majestic**  
RADIO

Licensed under patents and applications of R. C. A. and R. F. E., also by Lakshophone, Lowell & Dunmore and Hogan License Associates.

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

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

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

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

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

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

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

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

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

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

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

DETROIT, MICH.  
**Detroit Electric Co.**  
 101 East Jefferson Avenue  
*“Michigan’s Oldest Radio Distributing Organization”*  
 Branches: Grand Rapids, Mich., Saginaw, Mich., Kalamazoo, Mich., Lansing, Mich., Iron Mountain, Mich.

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

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

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

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

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

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

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

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

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

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

<p>MARION, S. D. Hieb Radio Supply Co. <i>Superior Majestic Service</i></p>	<p>OKLAHOMA CITY, OKLA. Harbour-Longmire Co. <i>Distributors</i> <i>Oklahoma and Texas Panhandle</i></p>	<p>D SOUTH BEND, IND. Radio Equipment Co. 109 East Monroe Street</p>
<p>MEMPHIS, TENN. J. E. Dilworth Co. <i>Cooperation Service Efficiency</i> Nashville, Tenn.—821 Ewing Ave. Radio Sales Company 483 South Main Street</p>	<p>M PHILADELPHIA, PA. A Peirce  Phelps <i>merged with</i> J Penn Phonograph Co. 437-51 No. Fifth Street PHILADELPHIA, PA.</p>	<p>I TOLEDO, O. S The Roberts-Toledo Company Adams and Jackson Sts. BRANCHES T LIMA, OHIO PIQUA, OHIO 222 So. Elizabeth St. Cor. Wayne St. &amp; Penn Ry. MARION, OHIO</p>
<p>MILWAUKEE, WIS. Badger Radio Corp. <i>MAJESTIC for Profits</i> 480 Market Street</p>	<p>E HARRISBURG, PA. WILKES-BARRE, PA. S PITTSBURGH, PA. Hamburg Brothers 963 Liberty Avenue</p>	<p>R WASHINGTON, D. C. I Eisenbrandt Radio Co. 1111 Seventeenth Street, N. W. B WHEELING, W. VA. Hamburg Bros. 1047 Main Street</p>
<p>MINNEAPOLIS, MINN. The Roycraft Company <i>Specialized Wholesale Distributors</i> 25 North Third Street</p>	<p>T PORTLAND, MAINE Majestic Distributors, Inc.</p>	<p>U WICHITA, KAN. T Sterling Radio Company Kansas City Mo.  Wichita, Kans. 1515 GRAND AVE. 1st &amp; ROCK ISLAND</p>
<p>NEWARK, N. J. North Ward Radio Co. 367 Plane Street</p>	<p>I SALT LAKE CITY, UTAH C United Electric Supply Co. 117-119 West Fourth Street</p>	<p>O WILKES-BARRE, PA. R Peirce  Phelps <i>merged with</i> S Penn Phonograph Co. Established 1898</p>
<p>NEW YORK, N. Y. Majestic Distributors, Inc. 1775 Broadway</p>	<p>SHREVEPORT, LA. Radio Sales Company 225 Crockett Street</p>	

**- 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 San Francisco

## RADIO BUSINESS IS NORMAL IN EL PASO

EL PASO, TEX., Friday.

Boom methods did not last long in the sudden development of radio business in this section. When the broadcasting station was opened last year there were a few weeks when everyone who had the price was scrambling to get a set. Nearly every merchant in town either got an agency, or wished he had one. El Paso looked like the radio salesman's paradise for a few weeks. And business stayed good even after the excitement died down. Now radio merchandising is proceeding in an orderly manner. Agencies for leading lines are held by local merchants who have held on and grown through the difficult earlier times before El Paso became large and prosperous. They are quick to discover and eliminate wasteful practices. Store personnel and the public are showing a more intelligent attitude. The radio retailer has taken off his Santa Claus costume and put on his overalls and is busy cultivating his territory. Everyone seems to think there will be plenty of sales made this year.

Rogers Furniture Co., 209 N. Stanton, has just rounded out its first year in radio. T. H. Rogers has one of the fine furniture houses of the Southwest, in a finely equipped, centrally located four-story building. The store personnel is trained to smooth and rapid action.

Mayo C. Seamon, manager of the radio department, which features Radiola, Majestic and Edison, knows how to make advertising produce business. Big space and clean-cut layout are found in all his newspaper copy. He tells his story briefly, simply, clearly. No frills are introduced. Every advertisement talks straight business, lets people know it is put there to sell radio. This store uses what at first glance appears to be merely conventional copy; but when studied it shows an improved method that is responsible for its appeal, in a manner which is the reflection of its creator's personality and conception of merchandising.

A high ratio of sales to inquiries is secured by making no demonstrations until credit is passed, and a systematic routine of following up house calls.

Lloyd Rothman, manager, Gem Electric Co., 612 E. San Antonio, who has been building up a wholesale business in electric refrigeration, with dealer outlets through southern New Mexico and extreme western Texas, has expanded into radio. He began with Gulbransen in time to get a fairly good start in the end of the year business last Autumn, and hopes for a steady increase this year, selling radio and refrigeration through the same group of dealer outlets.

Teddy Wiegel is working on the proposition of making a larger proportion of sales through store demonstrations at Teddy Wiegel Radio Shop, 1020 N. Piedras. Crosley, Bosch and Temple sets are featured lines at this up-to-date exclusive radio store in the Five Points district.

C. Biggerstaff, 114 Texas street, finds radio the ideal complement to his old established business in electric refrigeration. With Atwater Kent sales resistance and service problems pres-

ent no difficulties. In selecting a sales manager Mr. Biggerstaff took into consideration the most important local factor in building a profitable business, and departed from routine lines by putting in this position Roy W. McDonald, who came over here from the local credit bureau.

Del Norte Talking Machine Co., 311 So. El Paso street, has been selling Victor phonographs and records, and more lately Victor radio, for about ten years, specializing in serving the people of the large Mexican colony, who comprise almost half the total population of this city. Mr. Luis G. Fernandez, manager, notices that Victor Spanish and Mexican recordings are praised not only for excellence of reproduction, but the durability of the Victor records is a factor in their selection. Straight phonographs, in cabinet models, find their best sale to people who do not understand English. Today, however, even people of very moderate means are inclined to buy combination Victors.

Mr. Fernandez observes that here Mexican records outsell Spanish music. Mexican music is romantic, with a touch of sadness; Spanish, gay and brilliant.

Reports he has received recently from friends in Mexico City state the people there are making radio very popular. On one street nearly every store has a combination machine, kept going constantly to attract and entertain customers.

Will R. Shutes, proprietor, El Paso Piano Co., 215 Texas street, operates a live Victor record department. Mrs. L. M. Smithson and Mrs. M. Potts, in charge of this department, find that selections played over the radio bring out plenty of buyers, sometimes for unexpected reasons. For example: "Barnacle Bill, the Sailor" would not move; then it was played over the radio, and children saw the fun in it, teased parents to buy, and in no time there was a market. "Spring Time in the Rockies" made such a local hit that it led in requests for broadcasting and any number of records could be sold. "If any stores find record business slow, the remedy is to study customers' tastes, know the stock, and suggest," they say here. "We had a customer come in the other day for a 25-cent package of needles. This contact was developed into a \$17.75 record sale."

Mrs. N. Sullivan, store manager, in charge of sales in piano, phonograph and radio, takes a firm stand against sending out radio for demonstration on mere telephone calls. Getting people to come into the store and select the model they would buy is the simplest way to qualify intending purchasers and eliminate time wasters.

E. J. Mueller and W. B. Carroll, doing a radio service business exclusively at 714 N. Stanton, under the firm style of Radio Sales & Service Co., say tubes have been giving a minimum of trouble lately. The worst local interference troubles originate in the ignition devices of automatic oil furnaces and home violet ray machines.

—S. F. PARKER.

## F. J. BAYLEY HEADS DETROIT RETAIL BODY

Detroit, Mich., Friday.

Frank J. Bayley was re-elected president of the Detroit Radio Dealers' Association at a meeting held here recently. James Hudson was named secretary and Dave Fealk, treasurer.

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

**BRUNO**  
THE OLDEST AND  
LARGEST MUSICAL  
MERCHANDISE HOUSE  
IN AMERICA  
Exclusively Wholesale  
ESTABLISHED 1834  
C. BRUNO & SON, INC.  
351-53 FOURTH AVE. NEW YORK CITY

means  
**Security**

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



## Exclusive Distributors

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

**PHILCO**  
BALANCED UNIT  
**RADIO!**

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

AN APOLOGY

To our 3,000 friends who found it impossible to gain admittance to the Brooklyn Elks Club on Sunday, February 9th, we offer a sincere and humble apology. The tremendous popularity of the Seedman show attracted approximately 9,000 people. This was far in excess of the huge ballroom's capacity. Of course, this was a condition over which we had no control.

# Seedman

**NOW!**

*Metropolitan Distributors  
of*

# *Brunswick*

Radio    Panatropes with Radio    Records

*1st in 1930*

**The G. J. Seedman Co., Inc.**

SEEDMAN BUILDING

765 Atlantic Avenue

Brooklyn, N. Y.

Phone STERLING 8100



# "Talkies" Increase by 15,000,000



AL JOLSON



BELLE BAKER



HARRY RICHMAN



MARION HARRIS

## and Greatly BRUNSWICK Who Feature Records



LAWRENCE GREY



BENNY RUBIN



EARL BURNETT

- By AL JOLSON  
("Singin' Fool" and "Say It With Songs")  
"Sonny Boy" and "There's a Rainbow 'Round My  
Shoulder." 4033  
"Little Pal" and "I'm In Seventh Heaven" 4400  
"Used to You" and "Why Can't You." 4401  
"One Sweet Kiss" and "Liza." 4402
- By NICK LUCAS  
("The Gold Diggers of Broadway")  
"Tip-toe Thru the Tulips With Me" and "Painting  
the Clouds With Sunshine." 4418  
"Ich Liebe Dich (I Love You)" and "My Song of  
the Nile." 4464  
"Where Aye You, Dream Girl?" and "Sweet-  
heart's Holiday." 4468  
"Until the End" and "I Don't Want Your  
Kisses." 4517

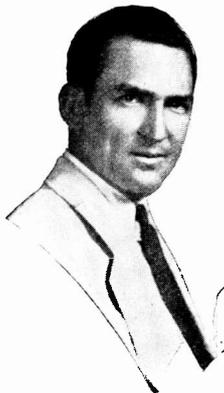
- By BELLE BAKER  
("Song of Love")  
"I'll Still Go On Wanting You" and "Love, Your  
Spell Is Everywhere." 4624  
"I'm Walking With the Moonbeams" and "Take  
Everything But You." 4558  
(I'm a Dreamer) "Aren't We All?" and "If I Had  
a Talking Picture of You." 4550
- By HARRY RICHMAN  
("Puttin' On the Ritz" Soon to be Released)  
"Makin' Whoopee!" and "It All Depends  
On You." 4626  
"My Dear" and "Now I'm In Love." 4420
- By EARL BURNETT & HIS LOS ANGELES  
BALTIMORE HOTEL ORCHESTRA  
("Broadway Melody" and "Hollywood Revue  
of 1929")  
"Look What You've Done to Me" and "My Fate  
Is In Your Hands." 4618  
"At Last I'm In Love" and "Red Hot  
Rhythm." 4607  
(I'm a Dreamer) "Aren't We All?" and "Turn On  
the Heat." 4573  
"Parade of the Blues" and "Reach Out For a  
Rainbow." 4634
- By EARL BURNETT'S BALTIMORE TRIO  
"Out of the Past" and "If I Can't Have You." 4619  
"Look What You've Done to Me" and "What Do  
I Care." 4605

# Brunswick

Radio x Panatope with Radio x Records

THE BRUNSWICK-BALKE-COLLENDER COMPANY

# Weekly Audience People in 1929



JESSE STAFFORD



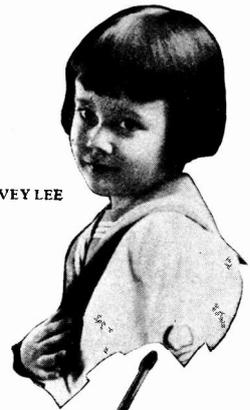
JUNE PURSELL



CHARLES KING



SCRAPPY LAMBERT



DAVEY LEE



HARRY HORLICK  
(A & P. Gypsies)

## to the Profit of DEALERS

### by Brunswick "Talkie" Stars

**By JESSE STAFFORD & HIS ORCHESTRA**  
(“Close Harmony”)

- “Feelin’ the Way I Do” and “Last Night Honey” (I Only Wish I Had You With Me). 4627
- “Campus Capers” and “Sophomore Prom.” 4549
- “I Don’t Want Your Kisses” (If I Can’t Have Your Love) and “Until the End.” 4548
- “The Album of My Dreams” and “I Love You.” 4661
- “The Woman In the Shoe” and “A Bundle of Old Love Letters.” 4659
- “Should I?” and “Only Love Is Real.” 4658
- “I’m Following You!” and “I’m Sailing On a Sunbeam!” 4630
- “My Sweeter Than Sweet” and “The Prep Step.” 4629

**By JUNE PURSELL**  
(“Hollywood Revue of 1929”)

- “Marianne” and “When I See My Sugar” (I Get a Lump In My Throat). 4504
- “From Sunrise to Sunset” (From Sunset Till Dawn) and “I’m Walkin’ Around In a Dream.” 4412
- “The Album of My Dreams” and “Never Say Die.” 4635

**By BENNY RUBIN**

- (“Marianne” and “It’s a Great Life”) 4606
- “Football” and “Why Is Thanksgiving.” 4606

**By SCRAPPY LAMBERT**  
(Short Sound Features)

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

**By DAVEY LEE**

- (“The Singin’ Fool,” “Sonny Boy,” and “Say It With Songs”)
- “Sonny Boy’s Bear Story—Part 1” and “Sonny Boy’s Bear Story—Part 2.” 4191

**By LAWRENCE GREY**

- (“Marianne” and “It’s a Great Life”)
- “I’m Following You!” and “I’m Sailing On a Sunbeam!” 4631

**By MARION HARRIS**

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

**By CHARLES KING**

- (“Broadway Melody,” “Hollywood Revue of 1929” and “Chasing Rainbows”)
- “Love Ain’t Nothin’ But the Blues” and “Happy Days Are Here Again.” 4615
- “Everybody Tap” and “Lucky Me—Lovable You.” 4616



NICK LUCAS

# Brunswick

Radio • Panatropes with Radio • Records

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

## Floyd D. Masters New Majestic Booster for Chicago Territory

Chicago, Ill., Friday.

Floyd D. Masters, formerly with the Jenkins Music Co., Kansas City, and later with the American Piano Co., has been appointed territorial representative for the Grigsby-Grunow Co. In his new post, Mr. Masters will work with the Harry Alter Co., local distributing organization covering this city and northern Illinois.

Mr. Masters is a native of Kansas City. While with the American Piano Co. he covered the middle west and the Pacific coast for six years and was later transferred to the Chicago territory where he looked after the Ampico interests for another six years. He is well known to the retail trade in this city and suburbs.

## C. & D. AUTO SUPPLY MAKES DRIVE AGAINST 'ORPHAN' RADIO SETS

CINCINNATI, O., Friday.

The C. & D. Auto Supply & Radio Corp., this city, distributing organization for the Steinite Radio Co., Fort Wayne, Ind., has been conducting a campaign during the past week cautioning prospective buyers against the purchase of cut-priced and "orphaned" sets.

The warning points out that neither service nor replacement parts will be available in the future for these distressed sets. The company's slogan in this drive is "Don't Buy Gold Brick Radio Sets."

## SUPREME INSTRUMENTS HAS 3 NEW PRODUCTS

Greenwood, Miss., Friday.

Several new products have recently been introduced by the Supreme Instruments Corp., this city, it was reported yesterday by Spencer Peirce, assistant sales manager of the company. This new testing equipment includes an ohmmer, known as model 10; a tube checker, known as model 17, and a Supreme model 50 tube tester.

The new tube checker is equipped with a two scale Weston milliammeter, which is said to insure accuracy. This instrument draws its current from any 60 cycle, 110 volt line, and sells to the dealer at a net price of \$19.50. The price of the ohmmer to the dealer is \$17.50. The Supreme tube tester lists at \$98.50.

The Supreme Instruments Corp. operates service stations throughout the country.

## MUSICAL STARS IN KENT BROADCAST

A trio of musical stars, each of major magnitude, participated in the Atwater Kent radio hour of Sunday night. Eugent Goosens, internationally celebrated director, appeared as guest conductor. On the program with him, as collaborating artists, were Mme. Koshetz, star of the concert stage, and George Cehanovsky, Metropolitan Opera baritone, who leaped from the quarter deck of a battleship to the operatic stage.

The concert was heard through a

## Powel Crosley, Jr., Warns Trade Against "Orphan" Radio Sets

Cincinnati, O., Monday.

The person who purchases a radio receiving set manufactured by a concern that is not firmly established in the industry may experience difficulty in obtaining repair parts and efficient service in the future. This warning to the trade and public is sounded by Powel Crosley, Jr., president of the Crosley Radio Corp., of Cincinnati. He pointed out that many small radio companies have found the pace of competition too swift, just as many automobile companies failed when that industry was in its infancy.

"The radio business strangely parallels the automobile business," Crosley said. "We all remember how many of these motor car manufacturers failed, discontinued, and disappeared from the picture. It is recalled how the commercial agency representatives showed that eighteen thousand individuals and companies entered the field of manufacturing radio apparatus in one month in the spring of 1922. Where are most of them now? The year 1928 was an outstanding year for the sale of radio apparatus which encouraged a new influx of radio manufacturers in 1929. Many companies found it possible to sell stock to the public and thus obtain liberal amounts of working capital in the spring of 1929. Many such companies have already faded from the picture, paralleling the situation of the automobile companies of the early days.

"These companies that faded from the picture leave behind them orphan sets that must be disposed of. Where will repair and replacement of parts come from for these sets? Who will look after and service them, when the parent company no longer exists? We all well remember what became of the orphan automobile after the manufacturers had disappeared—how difficult if not impossible it was to obtain repair parts.

"We think, therefore, that it behooves the merchant or dealer handling radio sets to be sure of the merchandise that he passes on to his consumer. The purchaser knowing little of radio has a right to expect honest, truthful service from the dealer who supplies him with a radio set. The momentary profit of the sale of a radio set when the dealer knows that it is an orphan set or about to become one, should weigh heavily on the conscience of the dealer who sells it for he is trading on his reputation and good name when he stands in a position of recommending a set to his consumer.

"So it would seem that now would be a good time for radio dealers to concentrate their selling efforts on lines of radio sets manufactured by substantial companies, companies adequately financed with a reputation of years of successful operation. The Crosley Radio Corp. is one of these. Adequately financed as it was in 1921 when the Crosley interests first became interested in radio, it has shown each year successful and profitable operations down to date. If history of performance is any criterion, it will continue to go on for years to come."

coast-to-coast network of stations served by the National Broadcasting Co.

## CINCINNATI RADIO TRADE GROUPS MERGE

Cincinnati, O., Saturday.

By a unanimous action, members of the Radio Merchants' Guild, Inc., voted at a recent meeting to dissolve the corporation and accept the offer of the Cincinnati Electric Club to merge with the Radio division of that organization. This action, following that of the Cincinnati Radio Wholesalers' Association, makes complete the radio picture in Cincinnati. Operating through a central organization, made available through the Electric Club, radio distributors and dealers in this section anticipate such cooperation that will result in making Cincinnati stand out throughout the country from a peaceful, prosperous viewpoint.

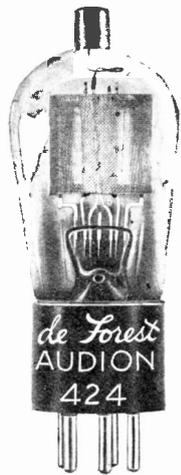
The first and third Fridays of each month will be meeting days for the dealers, who now will operate as the Radio Merchants' Guild of the Cincinnati Electric club. The jobbers, distributors and factory representatives will meet the second Friday of each month, and on the fourth Friday, a joint meeting will be held.

Such an arrangement, it is believed by leaders in the industry, will develop a fine spirit of cooperation. By meeting twice each month as a unit, dealers will be enabled to solve problems peculiar to that branch of the industry, and at the regular joint meetings, any difference which may arise between retailers and jobbers may be brought up and settled amicably.

In celebration of the consolidation, which is viewed by all concerned as a forward step, arrangements are being made for a joint stag party, greater even than the preceding ones for which Cincinnati radio men are known because of the novel entertaining features developed at each succeeding event.

In addition to the Howard radio, the Julius J. Bantlin company recently has taken on the distribution of the Apex set.

—RAINE.



**1906 — 1930**  
**24 Years**  
of  
**LEADERSHIP**

**WHEN** you sell or recommend De Forest Audions, you are backed by a name that has set the world's standard for radio tubes since 1906. Today all radio tubes are made under De Forest-owned patents but only De Forest Audions are made under the direct supervision of the inventor.

The final test of any radio set is its performance. Insure the success of your demonstrations with "high vacuum" De Forest Audions. They reduce the hum of A-C operation and heating time to a point when they can be disregarded. Crackle is eliminated entirely. They "sell" sets and help them stay sold—eliminating costly service calls and complaints.

If you haven't had the money-making De Forest dealer proposition outlined to you, write us at once and we will place you in touch with the De Forest jobber in your territory.

DE FOREST RADIO COMPANY

PASSAIC, N. J.



**AMERICAN EMBLEM CO.**  
UTICA, N. Y.

# *Brunswick*

RADIO—PANATROPE WITH RADIO—RECORDS

*Announcing our Appointment as*

## DISTRIBUTOR

*Serving the Dealers in*

Manhattan, Bronx, Westchester,  
Kings, Queens and Nassau Counties



### SANFORD RADIO CORPORATION

480 Canal Street, New York City

TELEPHONE WALKER 4251

New Telephones After February 10th Walker 2813-4-5-6-7

## GENERAL CONDITIONS SLOWLY IMPROVING IN SAN FRANCISCO

WHOLESALE VOLUME FAIR

James Barrett Resigns as Radio Manager for Listenwalter & Gough—J. W. Yule Back from East.

SAN FRANCISCO, CAL., Thursday.

The general report among the retail trade of San Francisco is that business has settled down very quietly. The general public appears to be quite limited in its spending capital. Notwithstanding the repeated assertions that unemployment is growing less, constant instances are being cited of old and well-paid employes being replaced by fewer numbers at lower wages, so that the wage earning element of the community, even those who retain their employment, are going slower in expenditures. This is perhaps the natural course to pursue when the volume of business begins to run light; yet it is foolish to try to contend that it does not further augment the difficulty. Things, however, are not entirely stagnant, and most dealers believe that they see a better light ahead.

A fortunate phase of the situation is that owing to the good run of trade before the holidays, invoices are low. The result is that distributing branches are getting better orders for merchandise than might be anticipated, and things look a whole lot worse to them.

A. Aschenbrenner, general sales man-

ager for Thompson & Holmes, distributors for Majestic, declares that the first thing he looks for when he opens the morning mail is that telegram telling him that another car or two are coming. They are so far swinging a little behind on orders. The trade are greatly taken with the new models, and pleased with the moderate price range. They have so far been putting in a mighty busy year. Instead of having a great central pow-wow of all the dealers, they have been going to them, holding local gatherings. It has been hard work, but has been more satisfactory in that they give the dealer more time to understand better his difficulties and individual situation. It leads to closer understanding.

L. W. Sturdevant, Pacific coast manager for the Brunswick, reports that they have just closed a very satisfactory year. They have been giving considerable attention to the sale of the combinations and their dealers have cooperated with them well in this respect. That is the set most of their dealers try hardest to sell, not only because it runs into higher sales average, but because it opens the way to record sales to follow. In fact, those who make an effort at record sales are generally well pleased. One substantial San Francisco dealer recently asserted that his record and sheet music sales were taking care of his overhead—and he has considerable overhead.

Listenwalter & Gough are reporting real success with their new Rola set. A new number has been gotten out to retail for \$99.00. Besides an attractive cabinet, panel construction with matched burl walnut veneer, and maple inlay, they offer a newly improved speaker of the electro-dynamic type with two screen-grid tubes.

James Barrett, in charge of the radio department of Listenwalter & Gough, has tendered his resignation. He will, as soon as feasible, set up in business for himself, with a partner, at 325 Fifth street, the old home of Listenwalter & Gough, where he will conduct a manufacturers' agency business. The separation from Listenwalter & Gough can be easily believed to be the friendliest possible, as they have become about his first customer with some very considerable orders. Barrett & Walter will merchandise, dealing with jobbers only, the Hy-Vac radio tubes, also the Simplex radio set, made in Los Angeles. The latter is partially described by its name, a simplified set of moderate price and good tone quality, and built as nearly fool-proof as possible, so that servicing is reduced to the minimum. In addition, Barrett & Walter will serve the trade with a considerable line of electrical accessories and novelties, the sample fore-runners of which are very new and attractive. Mr. Barrett's connection with the radio trade has given him such an acquaintance that he is getting a nice start-off in his new undertaking.

The next radio trade gathering held by the Pacific Trade Association will be June 25, 26, 27, at the new Wm. Taylor Hotel. Definite announcements are being made, but already a number of reservations are being taken. They have arranged for fifty booths and limit the displays to two. In case of any emergency further space can be secured.

The Western Music Trades Association gathering will be concurrent, being held at the St. Francis Hotel on the 25th and the 26th of June.

L. W. Yule, Pacific coast manager for the RCA-Victor Co., is back from the East where he attended an execu-

tive session of the RCA-Victor officials.

L. P. Boyce is now acting as sales promotion manager and advertising manager in the San Francisco office of Thompson & Holmes. He reports that Grant Woodward and C. E. Chandler of the Majestic sales force have just returned from the sales school in Chicago, as have the other ten who were recently sent there at the expense of the company, and they are very enthusiastic as to the merits of the school. The entire force are also enthusiastic over the great "American School of the Air," believing that it will work wonders in the way of sales helps. Their tie-up with the Keith-Orpheum has in San Francisco proven a mighty good stunt. With the two theatres here, the old Pantages and the Golden Gate, the Majestic took part in the "Good Times Jubilee," following the suggestion of President Herbert Hoover, and the presentation was most popular.

The Majestic distributors, Thompson & Holmes, have secured new quarters at 954 Mission street and will soon move the Majestic headquarters there; a little closer in and more convenient. —ALLEN.

### ATLAS STORES CORP. ADDS 5 DIRECTORS

Five men were added to the board of directors of the Atlas Stores Corp., retail radio chain operating outlets throughout the east and middlewest, at a recent meeting of the board. The new directors are J. B. Warren, Luigi Crisculo, Paul Quattlander, Elias Mayer and Harry Soper.

Other directors of the company are

### Northwest Radio Sales Show 12% Gain in 1929

MINNEAPOLIS, MINN., Friday.

Figures just completed on the 1929 sales of radio in the Northwest show that the industry made a 12 per cent. gain in 1929 over the year preceding. Several weeks have been spent in compiling the figures from all the important jobbers in the States of Minnesota, North Dakota, South Dakota, Wyoming, Montana and parts of Iowa, Wisconsin and Michigan.

Jobber and dealer members of the Northwest Radio Trade Association are optimistic as to the prospects for radio sales in 1930. An average of the percentages of increase expected in 1930 is 20 per cent. This would bring total sales of radio at retail price to over fifty million dollars for 1930 with a radio set in at least half of the homes in the Northwest. There is great interest in radio in this territory. The daily use of it is increasing rapidly and dealers report that once a family has installed a radio they are never found without one after that.

Outstanding programs of entertainment, lectures and addresses of world famous personages, farm talks, weather reports, daily cooking schools, bridge games, the price of hogs and corn and the daily features similar to back page comic strips all are matters of conversation in every social circle.

H. M. Stein, president, A. Davega, N. L. Cohn, Henry Benjamin, Michael Cohen and Leonard Cohn.

### An Added Sale with each Combination



**SELL**

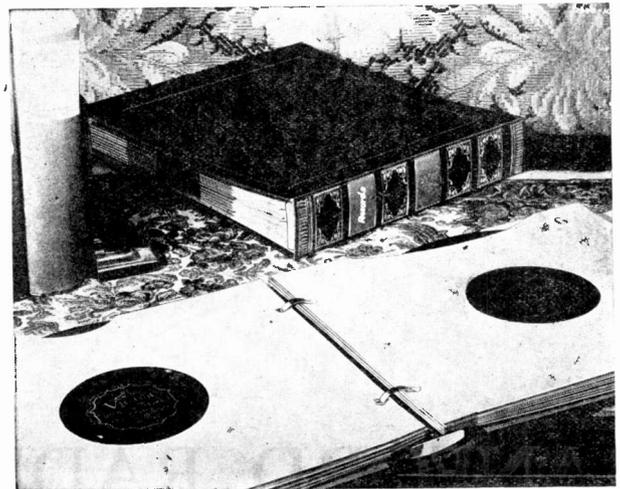
this record filing cabinet with every radio-phonograph combination. 200 record capacity. Exclusive filing guide. List price \$35.

**HORROCKS DESK CO.**

RECORD FILING DEPT.

HERKIMER, N. Y.

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



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

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

**PEERLESS ALBUM CO.**

62-70 W. 14TH STREET

NEW YORK CITY

## SET SALES STRONGLY PUSHED IN MARYLAND

### MAJESTIC DEALERS GATHER

Herbert E. Young, Majestic General Sales Manager. Addresses Eisenbrandt Retail Assemblage—Hammann-Levin Co. - Kranz-Smith Co. Closes Doors.

BALTIMORE, MD., Monday.

Sales of radios are being pushed vigorously at some of the stores. Many dealers are featuring a trade-in offer, which consists of allowing from \$50 to \$75 on an old radio or phonograph.

More than six hundred and fifty Majestic radio dealers of Maryland, Virginia, West Virginia, Delaware and the District of Columbia held their third annual banquet at the Southern Hotel, Baltimore, last week. The occasion marked the close of the most successful year of the Eisenbrandt Radio Co., Inc., distributors of Majestic in those sections.

Herbert E. Young, general sales manager of the Grigsby-Grunow Co., of Chicago, makers of the "Mighty Monarch of the Air," addressed the gathering. J. R. Hangartner, division sales manager of the Grigsby-Grunow Co., presided at the affair. In this office he was assisted by Randolph P. Deubell, general manager and treasurer of the Eisenbrandt company. Harold G. Stewart, sales promotion manager of the local distributors, aided with the entertainment features.

General Radio Corp., Ashland and North Haven avenues, plans to open a store in a newly erected building at 1907 St. Paul street.

Kuser's Radio Shop has moved from 1307 West North avenue to 1222 on the same thoroughfare. The shop features the Philco.

Police Commissioner Charles D. Gai-

ther, of Baltimore, favors radio sets for auto-cruising policemen. He declared that the cruising automobiles of the department would be equipped with receiving sets if the funds of the annual police appropriation permitted. Cost of operation and the equipment used for a radio system in Baltimore would be between \$40,000 and \$50,000.

The Dahlmer-Kennedy Co., radio and piano retailers, have moved to 1300 North Central avenue from 742 North Gay.

The Baltimore branch of the W. W. Kimball Co., of Chicago, which carried radios in addition to the Kimball line of pianos, and which was located at 535 North Howard street, has been removed to 721 Eleventh street, N. W., Washington, D. C. The Baltimore territory will be served from the Washington location.

The Dundalk Electric Co., retailers of radios and electrical equipment, located at Dundalk, just outside of Baltimore, has discontinued business.

One of the most modern radio salons here is located on the second floor of the Lexington building, operated by the Gas & Electric Co. In this shop, the concern carries an extensive line which includes Crosley, Atwater Kent, Radiola, Zenith and Philco. The radio business of this large public utility has grown steadily since this department was opened.

The Hammann-Levin Co. - Kranz-Smith Co., 412 North Howard street, a combination representing outstanding retailers of musical instruments of the Monumental City of the past decade, has closed its doors. These concerns were each leading retailers of pianos and phonographs. When the radio made its bow, sales of pianos and phonographs began to decline. Radios were added to the line of musical instruments carried. The Hammann and Levin interests joined in the formation of the Hammann-Levin Co. This combination later merged with the Kranz-Smith Co. Two stores were operated, one at Charles and Fayette streets, where a large five-story structure was occupied by the Kranz-Smith Co. and the other at 412 North Howard street by the Hammann-Levin Co. Charles Levin was president of the combined concerns and at the close of the business he was virtually sole owner, his former associates having withdrawn from the combine to open businesses of their own. Frederick B. Hammann maintains a radio and music store at 206 North Liberty street and Joseph Pink, operates an exclusive radio and piano store at 16 East Fayette.

When it was seen that it was unprofitable to maintain two stores the combine transferred its business from Charles and Fayette to 412 North Howard street, where the combined business has been maintained for the past two years. The stock will be sold at public auction.

A. Burdwise, 11 North Howard street, for the past quarter of a century one of the leading musical instrument retailers of this city, has closed its doors. A. Burdwise died recently and his widow has decided to discontinue the business. A radio department has been maintained in the store, in which leading makes were carried, under the proprietorship of Albert Lissberger. The stock of the store will be sold at an administrator's sale.

Sales of Silver radio, distributed in this territory by Redding Radio, Inc., 1726 North Charles street, are growing. This is being helped by many more dealers taking on the line.

—JOHN F. IGNACE.

## WISCONSIN RADIO TRADE ASS'N PLANS CAMPAIGN AGAINST UNFAIR PRACTICES

### INTENSIVE DRIVE TO ATTACK EXTRAVAGANT CLAIMS

Special Car Chartered for Milwaukee Delegates to Convention of National Federation—Set Sales Holding Own.

MILWAUKEE, WIS., Friday.

In order to uphold a high standard of business policies among local dealers, and at the same time to safeguard Milwaukee's radio buying public, the Wisconsin Radio Trade Association has undertaken an extensive newspaper advertising campaign to warn against unfair practices. These ads. attack the use of extravagant claims made by some merchants, and urge those purchasing a new set to be on the watch for statements which tend to mislead.

Michael Ert, president of the National Federation of Radio Associations, will leave Saturday with a delegation of fifteen to attend the national convention of the organization in Cleveland, Ohio. A special car has been chartered for the local delegates, which is to be attached to other cars filled with delegations at Chicago.

Mr. Ert has just returned from Chicago where he attended the funeral of John M. Redell, vice-president of the National Federation of Radio Associations.

The Lemke Electric Co., distributors of Apex and Grebe radios, reports that sales in January are equal to those of the corresponding month a year ago. Mr. Lemke will attend a convention of jobbers at the factory of the United States Radio & Television Co., at Marion, Ind.

Crosley model 234 is proving very popular with the local public, according to Mr. Purdy of the George C. Beckwith Co., distributors.

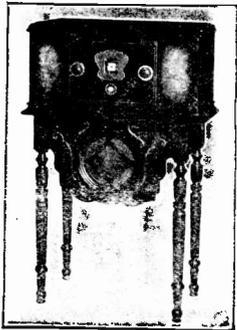
Mr. Cannonberg, of the Interstate Sales Co., reports that Bosch sales for January are equal to those of December.

The Kreiter Piano Co., on W. Water near State, has a unique display in its windows this week, very appropriate for this time of the year. A large heart occupies the background, in the center of which is an Atwater Kent screen grid set. Ribbons radiating from this receiver are attached to small hearts on each of which some prominent broadcasting station is listed. Details of construction are shown through a cleverly arranged mirror.

Jackson's Radio Store, on Wisconsin avenue, near Seventh, has taken on the sale of Howard and Steinite sets. Kennedy and Radiola are said to be enjoying brisk sales at the present time.

Kramer Radio Stores are conducting an extensive billboard campaign on Philco sets. A tie-up with the "Love Parade," soon to appear at one of the local theatres, is made in this advertising. Maurice Chevalier, featured in the film, appears on the posters used.

The Badger Radio Corp., Majestic distributor, is planning an extensive campaign on the new models. —E. S.



ELECTRIC CHELSEA RADIO

List Price \$89.50  
Less 50—10

Dealer Price \$40.27

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

Send for Circular

**BARTY RADIO CO.**  
11-42 31st Ave. L. I. C., N. Y.  
QUANTITY MANUFACTURERS  
OF PRIVATE BRAND RADIO



# 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

## GENERAL CONDITIONS SHOW IMPROVEMENT IN TOLEDO TERRITORY

MANY VALENTINE TIE-UPS

Dealers Exhibit Sets at Auto Show — H. C. Schultz, Inc., Appointed Kennedy Jobber in Michigan and Northern Ohio— Increased Territory for Toledo Automotive, Brunswick Jobber.

Toledo, Ohio, Monday.

In general, business conditions in this market are improved. Employment is becoming more widespread, wholesalers are receiving inquiries for quotations and for shipping dates should certain merchandise be needed. This betterment is trickling through into the radio stores where the call for sets certainly has taken an upward trend. Retailers are making the most of Valentine Day, Lincoln's birthday and Washington's birthday by arranging window trims and store booths to conform with the festive spirit of these holidays.

In conjunction with the displays of several radio-equipped motor cars in Toledo's Automobile Show this week visitors are treated to a very complete display of radio sets and accessories. In convention hall where the show is held one section is set aside for this exhibit of the air. Dealers and their lines on exhibition include: J. W. Greene Co., Victor products; Collins Radio Co., and Toledo Automotive

Equipment Co., Brunswick; Union Supply Co., Gilfillan; Park Lane Radio Co., Zenith; Lamson Bros., Sparton; Jas. MacDermott Co., Philco; the Majestic is represented by H. G. Miehs Co., Collins Radio Co., Basil Radio Co., Parker Radio Co., Russell Radio Co. and Whitney & Co. Retailers anticipate many sales from the prospects among the large crowds which attend the show.

At Grinnell Bros., the Victor line is receiving wide publicity. Windows, the house organ, newspapers and store displays are playing a part in this drive. Thos. Taylor has been appointed general manager of the store. He was formerly manager of the Broadway-Grinnell store in Detroit. With him has come Herbert Grinnell, who is in charge of the radio department. Helmer Pulkas is new service manager. Wm. Ince is in charge of outside operations. W. F. Travis, formerly manager of the small goods section, has been transferred to the Flint Grinnell store.

Chas. Bell, formerly with Grinnell's, has joined forces with the Collins Radio Co. and Elmer Warner, radio expert, has connected with the Victor branch here.

At the Toledo Radio Co., Sparton distributors, the new 589 Sparton is scoring. Dealers all over the territory are taking to it with enthusiasm, according to President Chas. H. Womeldorf. Business is on the up grade, here.

At the Columbus Radio Co., Columbus, Ohio, of which Edgar A. Kopf is general manager and which is a branch of the Toledo Radio Co., things have been happening recently. Three members of the staff have such unbounded confidence in the radio future that they

have taken wives. Kenneth Frederick, of the sales staff, was united in marriage recently with Miss Jean Blaustein. F. M. Clark and Miss Mae Geyer and B. T. Morse and Miss Dorothy Thompson made announcement of their marriages which were celebrated recently.

The Columbus Radio Co. has been appointed distributor for the Evinrude outboard motor by the Outboard Motor Corp. Leonard Murphy, radio expert of the Toledo Radio Co., made a trip to Columbus and central Ohio points last week.

At the Lion Store Music Rooms & Radio Shop, the business improvement has been felt to a considerable extent, according to Lawson S. Talbert, manager. Radio lines have been reduced and newspaper advertising increased in order to obtain the large volume on well known lines. Victor, Sparton, Atwater Kent and Zenith products among others are dealt in. In the record section Miss Betty Caperton reported numbers from "Sunny Side Up," "The Love Parade" and "Saily" much in demand; also the selections of Will Osborne and Rudy Vallee.

H. C. Schultz, Inc., Detroit, Mich., has been appointed distributor for the Kennedy radio line in Michigan and northern Ohio. C. H. Mauck will be in charge of the Toledo territory. For the past several years this firm has been a jobber of musical instruments and accessories.

Flightner's Music Store has moved from Ashland and Prescott to 2040 Fulton street, in the Kenmore Manor hotel building. Frank Flightner stated the house will feature Brunswick and Majestic.

Hoffman Bros., Adams and Seventeenth streets, will hold their formal spring opening on February 15th. This year this date has special significance for it also marks the opening of the improved new store which was badly damaged by fire in December. The house has discontinued its jobbing department and will devote its entire attention in the future to retailing. Majestic, Kennedy, Philco and Atwater Kent lines will be retailed. Geo. Hoffman, head of the enterprise, stated recently that a considerable improvement in sales has been noted.

The Roberts-Toledo Co., Majestic wholesalers, recently held an exhibition of the new Majestic models at the Commodore Perry hotel. Besides Stanley Roberts, president, each salesman had a private office where he transacted business with his customers. The list included: Warren L. Kellogg, Clarence Sheidler, Jay Armeier, Stanley Fletcher, Wm. Croke, H. M. Fletcher and G. R. Graves.

The J. W. Greene Co has a most artistic window showing of the Zenith line. It also has a very attractive Victor booth at the Auto Show. Wm. W. Baillie, manager, stated that both these ventures have produced prospects and sales. The house also furnishes the music for the show through the Capehart speaker system. Leading records here include "Aren't We All," "You're Always in My Arms" and "Crying for the Carolines," according to Miss Helen Baumgardner.

Norman H. Cook, in charge of the Toledo branch of the Cleveland Talking Machine Co., Victor distributors, reported demand considerably improved. He stated also that Victor will make no model changes before May and that it is pledged to the ideal of discouraging model changes in the middle of the season. He attended the mid-winter sales conferences at the Cleveland headquarters recently.

The Toledo Automotive Co., distribu-

## Rapid Growth Enjoyed By A. A. Schneiderhahn As Kent Distributor

Sioux City, Iowa, Thursday.

The history of the development of the A. A. Schneiderhahn Co., Atwater Kent distributors in Sioux City and Des Moines, Iowa, borders on being a commercial romance. Within the short period of one year it became one of the outstanding wholesale firms of Sioux City, doing a large volume of business and enjoying a high type dealer organization that reflected in a concrete manner the ability and aggressiveness of the Schneiderhahn organization, as well as the soundness of judgment exemplified in establishing Sioux City as a major distributing point for Atwater Kent radio in this territory.

The Atwater Kent Manufacturing Co., cognizant of the work done by the Schneiderhahn company in the Sioux City territory, later presented this firm with a franchise for an additional territory of thirty-nine counties, including Des Moines and central Iowa.

Mr. Schneiderhahn immediately went to Des Moines and duplicated organization work that he had done only a year previously at Sioux City.

Governor John Hammill of Iowa welcomed the new distributing organization to the capital of Iowa, and the late John MacVicar, then mayor of Des Moines, welcomed the company in behalf of the city. Mayor Thomas B. Huff, of Sioux City, also before the microphone of Station WHO, complimented the company on the success in Sioux City which brought about the expansion into the new field.

Both the Sioux City and Des Moines operations have continued to expand. The increased demand for Atwater Kent screen grid radio and the enlargement of the Schneiderhahn company organization made it necessary to find a new location here and the firm moved to its new modern and large building at 1004-06 Fourth street, where the offices, display salon, service department and warehouse are now located.

## REVERE ELECTRIC CO. MAKING NEW PLANS

CHICAGO, ILL., Friday.

The Revere Electric Co., distributing organization of 757 W. Jackson boulevard, this city, is now formulating its plans for this year, and expects shortly to take on the distribution of a well-known set line.

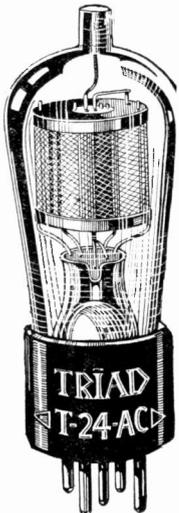
Van N. Marker is president of the company, and F. R. Eiseman, secretary and treasurer.

tos of the Brunswick line in the Toledo district, has recently received an increase in territory from the factory. Sixteen counties in Ohio, Indiana and Michigan have been added to the 33 already served by the house, Perry White, sales manager, stated. Branches are maintained in Fort Wayne, Ind., and Columbus, Ohio. Recently the automotive division of the business was divorced from the radio and record departments.

Clifford Johnson, head of the Park Lane Radio Co., is attending the convention of the Federated Radio Trades Association in Cleveland this week. He recently returned from a business trip to Chicago which included a visit to the Majestic factory.

—SCHLACHTER.

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



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

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

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

# TRIAD RADIO TUBES

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

# ATWATER KENT DISTRIBUTORS

**BALTIMORE, MD.—**

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

**BOSTON, MASS.**

**J. H. BURKE COMPANY**  
Featuring Atwater Kent Product  
For the New England Trade  
221 Columbus Ave. **Tel. Kenmore 0750**

**BOSTON, MASS.**

**HOWE & COMPANY**  
DISTRIBUTORS  
EXCLUSIVELY  
883-885 Boylston Street

**BROOKLYN, N. Y.**

**E. A. WILDERMUTH**  
METROPOLITAN DISTRIBUTOR  
1061-3 Atlantic Avenue

**CHICAGO, ILL.**

**SAMPSON ELECTRIC CO.**  
ATWATER KENT EXCLUSIVELY  
WHOLESALE ONLY  
Michigan Ave. at 32nd St.

**CINCINNATI, O.**

**B. W. SMITH CORP.**  
Central Parkway at Sycamore Street  
ATWATER KENT EXCLUSIVELY

**CLEVELAND, O.**

**CLEVELAND DISTRIBUTING CO.**  
Serving NORTHERN OHIO, a Great State for ATWATER KENT Radio  
5205 Euclid Avenue  
Toledo Branch: Cleveland Distributing Co., 314 Sixteenth St.

**COLUMBUS, O.**

**COLUMBUS IGNITION CO.**  
Serving Central OHIO, in the Capitol of a Great  
State for ATWATER KENT Radio  
46 South Fifth Street

**INDIANAPOLIS, IND.—**

**WAGNER RADIO CO.**  
615-621 N. Capitol Avenue  
ATWATER KENT SALES AND SERVICE

**MILWAUKEE, WIS.**

**RADIO SPECIALTY CO.**  
"WISCONSIN'S OLDEST EXCLUSIVE  
RADIO HOUSE"  
495 Broadway

**NEW HAVEN, CONN.**

**NEW HAVEN ELECTRIC CO.**  
SPECIALIZING IN ATWATER KENT SERVICE  
296 Elm Street

**NEW YORK, N. Y.**

**E. B. LATHAM & CO.**  
"LATHAM SERVICE  
MUST BE GOOD"  
250 Fourth Avenue

**NEW YORK, N. Y.**

**E. J. EDMOND & CO.**  
METROPOLITAN SERVICE  
ATWATER KENT RADIO  
250 W. 54th Street

**PHILADELPHIA, PA.**

**THE LOUIS BUEHN COMPANY**  
To the Radio Dealers in  
THE PHILADELPHIA METROPOLITAN AREA  
we offer  
QUALITY SERVICE ON THE FASTEST SELLING  
AND MOST PROFITABLE RADIO MERCHANDISE  
835 Arch Street

**ST. LOUIS, MO.—**

**BROWN & HALL SUPPLY CO.**  
1504 Pine Street  
Get Your Share of One Million and a Half A-K's  
for the "49th State"

**SAN FRANCISCO, CALIF.—**

**ERNEST INGOLD, INC.**  
950 Van Ness Ave.  
Service That Is Uncommonly Good

*"Seven Years of Radio Leadership!"*

# CLASSIFIED SECTION

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

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

Albany,  
(Except City of Albany);  
Schenectady,  
(Except City of Schenectady);  
Delaware, Greene,  
Columbia, Berkshire, (Mass.)  
Drawing account against commission; write giving full details. Box 478, TALKING MACHINE AND RADIO WEEKLY, 146 Water street, N. Y. C.

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

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

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

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

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

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

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

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

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

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

Am immediately available for sales work and can offer an acquaintance with over 800 wholesale radio distributors throughout the United States and strong dealer acquaintance so that I can work anywhere. My experience covers 9 years of satisfactory radio selling with a few nationally-known manufacturers. Box 487 TALKING MACHINE and RADIO WEEKLY, 146 Water street, N. Y. C.

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

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

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

## RADIO BUSINESS AT SATISFACTORY PACE IN SEATTLE MARKET

### IMPROVEMENT IS NOTED

**Seattle Hardware Co. Reports Good Activity in New Sparton 589 — Tom H. Phillips, Fada Supervisor, a Visitor.**

Seattle, Wash., Thursday.

Seattle jobbers state that the radio business in Seattle is very fortunately not as hard hit by price slashing and general unloading as are some other localities. Business continues to be satisfactory and there is every evidence that there will be a continuation of volume throughout the year. Local dealers have been very active of late in association matters and seem to be taking their organization seriously. There will be no general spring radio show but each dealer will display his merchandise at the time and in the manner best suited to his needs.

August Johnson, president of the Transport Corp. of Seattle, Brunswick radio distributors, is of the opinion that the radio industry is showing a tendency toward a more constant volume of sales, month by month, rather than extreme seasonal changes.

"Every new development of radio increases this tendency away from seasonal use, and the corollary, seasonal sales," said Mr. Johnson. "In the past, circumstances have conspired against much late spring or summer use of radio. Programs have slacked off; interference and static have increased and it has been assumed that people do not care for radio entertainment when there are other things to do.

"As a matter of fact, there is just as much radio news of interest in summer as any other time, music is as good then as in winter. The modern radio quite successfully overcomes the difficulties in transmitting which summer weather causes. Furthermore radio has become a national habit, almost indispensable for the successful summer camping trip, dance, boat ride or automobile tour."

Seattle Hardware Co. reports excellent success with their new Sparton 589. It is encased in a handsome high-boy cabinet and contains ten tubes including the rectifier. The set is retailing at \$169.50 and one-half of the original shipment is exhausted causing considerable anxiety as to whether the supply will be sufficient to last until additional stocks can be received.

Leo Steinhauer has been enjoying considerable success pursuing sales of Kennedy radios via the "Full Dress" route. Mr. Steinhauer, who is a member of the staff of Schram & Ware, Inc., carries his full dress suit with him and before calling on his prospect dons the evening attire. His argument is that Kennedy is the "Royalty of Radio," therefore the utmost dignity and ceremony is appropriate for its proper presentation. Recently Mr. Steinhauer sold Galvin Hopper, head of the Hopper-Kelly Co., in Tacoma, an exclusive Kennedy franchise for that city. Mr. Hopper was so favorably impressed by the "Dress-up" idea of presentation that he said: "Our organization is all 'dressed up' and ready to present the Kennedy radio to the public of Tacoma. It is truly the 'Royalty of Radio' as a demonstration will convince you. All

the finer things in radio have been put into Kennedy receivers."

Tom H. Phillips, sales supervisor of F. A. D. Andrea, Inc., Long Island, was a Seattle visitor last week, taking in this city on his national tour of inspection. With him on his local visit was H. S. Lyman, Washington-Oregon sales manager. Announcement was made by these gentlemen that Hunt & Moffett, of Tacoma, of which H. D. Cowles is vice-president and general sales manager, has been selected as Western Washington distributor of Fada radios. A Seattle outlet is contemplated by the new distributors, but announcement at this time would be premature. Mr. Lyman is planning an early removal of his headquarters from Portland to Seattle, taking up his residence at the Olympic Hotel.

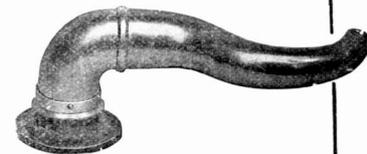
"We are making sales plans for the new year far surpassing anything we have done heretofore, in our relatively long experience in the radio industry," said Mr. Phillips. "We are convinced that business everywhere is going to be better than ever before, particularly in the Pacific Northwest."

Charles W. Toner, president of the Meyer-Toner Co., of Seattle, is now selling pianos to the grand children of his original customers. Mr. Toner says of the music business, "I believe that 1930 will be the most prosperous year in the history of Seattle. I have been in business here for more than thirty years, selling pianos to three generations. Seattle is a great city—it has a great and ever growing population—and we have a great year ahead." Mr. Toner is regarded as one of the most alert and progressive merchants in the city, despite his advanced age. He was a famous organist in Eastern cities, in his youth. —PATTERSON.

## E. PALMER, JR., WRITES BOOK ON SHORT WAVES

What is believed to be the first book on short waves and international radio communications has been written by Eric Palmer, Jr., son of the well-known radio trade figure, and will soon be published by Horace Liveright, Inc., New York. Young Palmer is the operator of amateur station W2ATZ in Brooklyn. The book is being published under the title of "Riding the Air Waves."

## 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

Northern Distributing Co., Inc.

*Wishes to Announce its Appointment as*

Wholesale Distributor

of

*Brunswick*  
Radio • Panatope with Radio • Records

IN NORTHERN NEW JERSEY AND  
STATEN ISLAND, N. Y.

Northern Distributing Co., Inc.

*Wholesale Distributors*

235 Halsey Street

Newark, N. J.

Tel: Mulberry 1831

## RADIO SITUATION EASING UP IN THE WINDY CITY ZONE

### LYRIC FACTORY IS MOVED

Silver-Marshall in Full Production—Majestic Set Sales Show Gain Over Same Month a Year Ago.

CHICAGO, ILL., Friday.

The local radio situation is gradually clearing and more cheerful comments are being made as to the outlook.

The manufacturing plant of the All-American Mobawk Corp., which has been in process of moving to its new base at North Tonawanda, N. Y., expects to complete final shipment of machinery, stock, etc., this week. Meanwhile, decision as to what shall be done with the executive offices has not been made, and the officials are to decide within the next week or so.

The Triangle Electric Co., which for some time has been Howard distributor here, has discontinued that representation because of the Howard company's plans for conducting its own marketing plans from Chicago. Meanwhile, Leonard Cohen, radio sales manager for Triangle, is looking around for a new line to handle.

Silver-Marshall, Inc., is in full production on a night and day schedule, with orders now on hand to insure

steady operation until the middle of March. Howard W. Sams, formerly district manager for E. T. Cunningham, Inc., who recently became affiliated with Silver-Marshall, is enthusiastic over Silver-Marshall prospects, and in this he is borne out by D. S. Hill, assistant sales manager, in Atlanta this week, from which section he is reporting excellent prospects. Harold C. Bodman, sales manager, has been visiting distributors in New York and other Eastern cities including Philadelphia, and when he returns to Chicago he is scheduled to leave for an extensive tour through California.

An innovation in the form of a so-called "luncheon cabinet" has been formed of executives of the Kellogg Switchboard & Supply Co., whereby the department heads gather at lunch to discuss problems. Lunch is served, the service being arranged by William J. Leighner, works manager, and while the first day only eight executives were present, it was decided to invite the assistant department heads so as to give all an opportunity to participate in the discussion.

Sam Schragger, who for years has conducted the S. & S. Phonograph Shop in the Becker-Ryan department store, which establishment has been purchased by Sears-Roebuck & Co., has given up the department and is now with the City Radio Store at 6403 S. Halsted street.

When stockholders of the Grigsby-Grunow Co. met February 4, President B. J. Grigsby stated that the company's sales for January were \$5,668,788, as compared with \$5,255,975 a year ago. In addition he announced that dealers' requisitions for the month greatly exceeded production.

Decision is pending, according to

local officials of the Sonatron division of the National Union Radio Corp., whether to re-open the Chicago unit for manufacturing purposes, or continue it as in the last few months as a warehouse. This matter is expected to be settled shortly. D. J. Quinn, vice-president and sales manager, has been visiting dealers and distributors in the South and Southeast, having been in Louisville last week and early this week in Detroit. T. W. Quilter, advertising manager, because of the change in manufacturing and office arrangements, is now in the sales division and is covering local territory.

Production at Zenith Radio Corp.'s plant is right up to normal, and in fact, plans are being made for a possible increase. Right now 800 sets are being shipped daily, and with an excellent January record, say company officials, February is starting out just as good, if not better.

Two young bandits, walking in on Manager A. E. Shurr, of the Atlas Radio Store at 226 S. Wabash avenue, last Tuesday night, forced Shurr and two clerks into a rear room and took the contents of the cash register, \$800.

J. K. Utz, manager of radio sales for the Kellogg Switchboard & Supply Co., is on a short business trip to Kansas City this week. Production at the Kellogg plant is about on a par with a year ago this time, according to company officials.

Walter McGill, of the McMillan Radio Corp., returned late this week from a ten-day tour of the east, spending the time in visiting the big distributors and sizing up the future market for McMillan radios.

C. S. Tay, president of the firm bearing his name, which is the local Bosch distributor, reports a great deal of interest has been manifested by the public who visited the Reo exhibit at the Stevens Hotel during the recent automobile show. Reo cars were exhibited equipped with special Bosch radios, and the manufacturers of the Reo have announced that the Bosch radio will be optional equipment on Reo cars.

C. R. Ward, of the local office of the Magnavox Co., reports considerable improvement in inquiry in the last few weeks for Magnavox speakers by dealers and manufacturers, indicating that business with the latter has taken a turn for the better. F. T. Chase, sales manager of the Chicago district, is in New York and may visit Boston before his return next week.

After having completed his recent tour of the local district and spent some time at the office here of the Perryman Electric Co., R. B. Lacey has returned to North Bergen, N. J., to resume his new duties as general sales manager. His office here reports a quickened interest in tubes, though sales are made by intensive work.

The Harrison Wholesale Co., wholesalers of auto parts, batteries and radio cabinets and accessories, which has been located for some time at Michigan avenue and 18th street, will move about February 18 to 851 W. Washington boulevard, in the heart of the west side wholesale district.

Henry C. Forster, of Utah Radio Products Co., has been out of town this week on company business, expecting to return Monday. His office reports local business very satisfactory.

L. P. Mack, of the Thorola Radio Products and the Allen Manufacturing Co., who has just returned from a ten-day trip to New York and the east, says business here is very good compared with things east, where he found activity very low.

## O. P. Smith Is Appointed Webster Sales Manager

CHICAGO, ILL., Saturday.

The Webster Co., this city, maker of electric pick-ups, power amplifiers, variable faders and associated radio accessories, has appointed O. P. Smith as general sales manager.

Mr. Smith is well known in the radio and electrical fields, and was formerly head of the O. P. Smith Co., manufacturers' representative firm. He is an electrical engineer by profession and has been active in association work, having been a member of the Electric Club, Midwest Radio Trades Association, and the Chicago Representatives Association, which he headed last year.

## ATWATER KENT JOBBER STAGES MOVIE TIE-UP

Trenton, N. J., Friday.

Harry Hearnen, Atwater Kent radio distributor, of this city, and the R. K. O. Picture Corp., recently cooperated in a radio-movie tie-up that proved a success from every angle, according to reports.

The special Kent motion picture trailer showing intimate glimpses of the manufacture of the set in the Philadelphia plant, was shown on the screen at the Trent Theatre and an elaborate Atwater Kent radio display was staged in the lobby of the theatre. The Atwater Kent Radio Show occupied equal space with the featured picture, "Sally" on the lighted entrance canopy.

Attractive display cards tying-up A-K radio and "Sally" were shown in the dealers' windows.

## A "Pinch-Hitter" for You In Metropolitan Territory

**D**UE to changes of policy on the part of the famous manufacturer whom I have represented for the past 5 years, I am in a position to connect with a new line—radio, phonographs, tubes or allied products—with which a permanent future is assured.

From Westchester to Coney Island, I know the retail trade thoroughly and they know me—in fact, whenever my employers have had a "hard nut to crack" they have called me out of my routine duties to act as "pinch hitter."

Sixteen years in the business, with experience in every phase of retailing, jobber sales and factory sales promotion. I am the sort of fellow who tops off a good day's work by helping the dealers sell my line in the evening.

Fine references from some of the best people in the industry—only 3 previous employers in my 16 years' of salesmanship.

Box 475

THE TALKING MACHINE and RADIO WEEKLY  
146 Water Street New York

The  
**PERFECT  
COMBINATION**



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

**VAN ASHE RADIO CO.  
IS EXCLUSIVE FADA  
JOBBER IN ST. LOUIS**

**FIRM IN NEW QUARTERS**

Atwater Kent Dealers in Valentine Day Tie-Up—Hundreds of Obsolete Sets Burn in Spectacular Bonfire.

St. Louis, Mo., Saturday.

The Van Ashe Radio Co. has been appointed exclusive distributor of the Fada line. The firm has opened for business in its new quarters at Walnut and Tenth streets, three blocks south from the store at Pine and Tenth.

The new quarters are in a new building ideally equipped and adapted to radio wholesaling. An elaborate repair department is to be maintained, including a laboratory and testing equipment, so that any make of set can be serviced for a dealer. The sound engineering department of the company will be continued, and dealers will be assisted in designing and installing reproduction systems in schools, theatres and the like. The firm's kits, accessories and replacement parts business will be continued.

The Van Ashe Radio Co. was established nine years ago. Its officers are: W. W. Van Sickle, president, and George W. Van Sickle, secretary-treasurer. It has been at the Pine and Tenth streets corner since 1922, and has been one of the principal radio fans' rendezvous in the Middle West. It pioneered distribution of several nationally known radio lines, and developed a busi-

**Fine Sale of Majestic "Prosperity Models"**  
Reported by Radio Equipment Co. of Texas



Radio Equipment Co. Executive and Sales Personnel

DALLAS, TEX., Thursday.

The new line of Majestic "Prosperity Models" is enjoying an unusually fine sale throughout Texas, according to W. L. Cohn, president of the Radio Equipment Co. of Texas, with headquarters in this city and branches in Houston and San Antonio. Dealers in this State recently attended a gathering conducted here by the local distributing organization for the Grigsby-Grunow Co., Chicago.

The accompanying photograph shows the executives and sales force of the Radio Equipment Co. of Texas gathered at the dealer meeting.

ness with custom set builders and fans who built their own receivers that extended even to Hawaii and South America.

In the last two years it has swung more into the wholesaling of factory-built sets, but its radio parts business has been maintained, especially because of the number of radio enthusiasts who have come to regard it as a center of information as well as of radio-parts supplies.

A number of dealers throughout the downtown section and in the West End have installed Valentine window displays featuring the Atwater Kent 55. These displays exhibit the radio in the center of a large red cut-out heart. From this heart lead red and white ribbons reaching to smaller hearts on the window glass. These hearts carry the letters of radio stations that enjoy a considerable popularity in St. Louis.

Sheet music dealers, too, as well as phonograph dealers are instilling the Valentine spirit into the window displays and merchandising stunts. Hulleth's music shop on Locust street has an entire window devoted to "Sweetheart Songs." This window is decorated with red hearts and comprises an attractive display, with all the brilliant colored covers of the sheet music. Kieselhorst's installed a Valentine window whose message was to "Say It With Music." A placard in the window admonished young swains to carefully select a number of titles whose titles, when put together, would convey messages of love. Other suggestions merely mentioned the titles of different songs as Valentine gifts, in red Valentine wrappers.

Hundreds of obsolete radio sets were recently set afire by the officers of the St. Louis Radio Trades Association in its campaign to rid the air of man-made static wherever possible. During an inspection tour conducted by this association last year it was found that old regenerative sets were causing serious interference with reception in neighborhoods where they were being operated. The result was the burning

of 1,200 old and obsolete sets on the 10th of last October. The psychological effect of this bonfire was so forceful that dealers recently held another conflagration, this time of their own accord, in which hundreds of old battery sets were burned. These sets were all accepted by dealers in trade.

Those in the picture reading from left to right are, seated: C. H. Vaughan, manager of San Antonio branch; B. G. Powell, advertising and sales promotion manager; C. K. Cohn, vice-president and director of sales; W. L. Cohn, president; Linwood Griffin, secretary and treasurer; Dan F. Carey, manager of the Houston branch.

Standing: J. S. Schloemer; Ruie Nichols, A. K. Bain, G. F. Weber, G. G. McBride, of the sales promotion department; H. P. Spiegel, W. G. Champion, W. T. Blythe, assistant sales manager; W. D. McAnally, R. L. Broyles, F. F. Roach and F. M. Galtbert.

The Hub Furniture Co. is employing an unusual merchandising, or advertising idea which is producing results. This company is located a little way from the central downtown business district, and consequently must rely on its advertising to bring customers to its doors. When the new Mark Twain hotel opened recently at Ninth and Pine the ground floor on Pine was vacant. Shops will eventually occupy these rooms but until they are rented the Hub company is using the windows to advertise its radio department. Five windows are used, one each for Atwater Kent, RCA, Zenith, Majestic and Stewart-Warner. A bright modernistic background compels attention. One model of each radio is exhibited.

—N. B. TERRY.

**A-K SELECTIVE SALES  
DRIVE SELLS SETS FOR  
CALIFORNIA RETAILER**

Pasadena, Calif., Wednesday.

Clare Brady, Atwater Kent dealer of this city, has enjoyed unusual success in concentrating on sales with 200 names on his A-K selective selling campaign list—a direct mail drive consisting of six pieces mailed at intervals during two months. Out of this group, Mr. Brady has already sold nineteen Kent sets and has thirty live prospects with whom sales are pending.

Mr. Brady is one of the thousands of Atwater Kent dealers throughout the country who have been "cashing in" recently on efforts expanded in the selective selling campaign. Almost a million persons have received the selective selling campaign literature sent out by Kent dealers.



**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.

**SONGS THAT  
REALLY SELL**

OUTSTANDING SELLERS IN  
OUR POPULAR CATALOG

**LITTLE BY LITTLE** (from "The Sophomore")

**LOOK WHAT YOU'VE DONE TO ME**  
(from "Why Leave Home")

**DANCE AWAY THE NIGHT** (from  
"Married In Hollywood")

**THE RIGHT KIND OF MAN** (from  
"Frozen Justice")

**TAKE EVERYTHING BUT YOU** (From  
"Song of Love")

**YOU'LL FIND YOUR ANSWER IN MY  
EYES** (From "Romance of Rio Grande")

**SITTING BY THE WINDOW** (from "A  
Song of Kentucky")

**A NIGHT OF HAPPINESS** (from "A  
Song of Kentucky")

**Hits From "Sunny Side Up"**

**IF I HAD A TALKING PICTURE OF  
YOU**

**AREN'T WE ALL?**

**SUNNY SIDE UP**

**TURN ON THE HEAT**

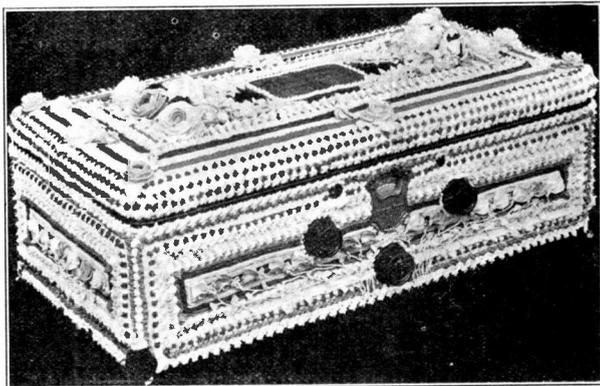
**Hits From "Marianne"**

**MARIANNE**

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

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

## Atwater Kent Set That "Takes the Cake" Was Christmas Memento to the Founder



[Special to THE WEEKLY]

PHILADELPHIA, PA., Friday.

One of the oddest "Atwater Kent radio sets" that ever was built reposes in the main offices of the Atwater Kent Manufacturing Co., reflecting in many colors of confectioner's sugar the exact appearance of the newest Atwater Kent product. It is a cake, in the same dimensions as a genuine set and made by the chef at A. Atwater Kent's estate near Ardmore, Penna., as a Christmas

remembrance for Mr. Kent. By conspiracy with the factory, the chef secured the dial, cover-plate and knobs for official Atwater Kent production and mounted them in the cookie.

Mr. Kent, as the soul of hospitality to visitors, was reported to be all for each man's cutting himself a piece of cake when the gift was brought from the kitchen and it was decided to show it at the main offices. He was prevailed upon, however, to keep the cake intact and it remains as a treat to the visual no less than the gustatory sense.

## Straus-Bodenheimer Co. New Brunswick Jobber

Houston, Tex., Friday.

The Straus-Bodenheimer Co., wholesale radio organization of this city, has been appointed distributor of Brunswick radio, Panatrope with radio and records for the south, southwestern, southeastern and central part of Texas, comprising a territory of about half the State, it was reported here today. In the past, the Brunswick-Balke-Col-

lender Co., Chicago, has conducted its operations in this territory through its own branches.

A Brunswick dealers' meeting was held recently by the Straus-Bodenheimer Co. at which plans for the year were outlined. The new 1930 line of Brunswick radio is now ready for delivery and is now being exhibited by all Brunswick dealers.

The company also maintains a branch in San Antonio. Officials of the wholesale firm are enthusiastic over the prospects of the Brunswick line.

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

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

New York

THE TALKING MACHINE and RADIO WEEKLY

## QUERIES AND ANSWERS

Silver Mast Aerial

Editor,  
TALKING MACHINE  
and RADIO WEEKLY:

Please advise name of manufacturer of Silver Mast Aerial and also name of manufacturers of a good ball aerial.  
W. G. Walz Co.,  
El Paso, Texas.

Ans.—Premax Products, Inc., Niagara Falls, N. Y., makes Silver Mast aerial. Try Yahr-Lange, Inc., Milwaukee, Wis., for ball aerial.

Recording Sound Boxes

Editor,  
TALKING MACHINE  
and RADIO WEEKLY:

We are in receipt of an inquiry for sound boxes for making phonograph records as follows: One for orchestra; one of instrumental solos; one for jazz music; one for songs with guitar accompaniment and one for songs with piano background. The Chas. H. Ditson & Co. has told us that you will be able to advise our client.

Very truly yours,  
Carr Bros., Inc.  
65 Broadway, New York.

Ans.—Western Electric Co., 90 West street, New York, will probably solve your inquiry for you.

Electric Troubles in France

Editor,  
TALKING MACHINE  
and RADIO WEEKLY:

We are very much interested in communicating with American manufacturers of the following devices: 1. to control the flow of the electric current into AC or DC electric radio sets; 2. A filter to check noises in radio sets. Will you kindly advise us of the names of the manufacturers of the above products? Would you give our name to the respective manufacturers to send us their offers?

Yours very truly,  
Maurice Jacoviac,  
Paris, France.

Ans.—The Ward-Leonard Co., Mount Vernon, N. Y., in re query Number 1. The Tru-tone Sales Co., 116 Worth street, New York, and Electrad, Inc., 175 Varick street, New York, for a noise filter.

Wants to Establish Record Studio

Editor,  
TALKING MACHINE  
and RADIO WEEKLY:

Will you kindly advise where recording equipment such as is being used by Mrs. Enrico Caruso in her New York recording studio, can be purchased. I am interested in establishing such a studio here.

Yours very truly,  
C. E. Taylor,  
La Dez Cigar Co.,  
Denver, Colo.

Ans.—Speakephone Corp., 55 West Forty-second street, New York.

All of Whom Are Welcome

The TALKING MACHINE & RADIO WEEKLY is in receipt of letters from many prominent firms in the industry

thanking us for referring to them the inquiry of Mr. Albert J. West's for electrical pick-ups. Among the firms communicating with Mr. West, and who wrote to this publication were: A. H. Grebe & Co.; Ultraphonic Products Corp.; F. A. D. Andrea, Inc., Grigsby-Grunow Corp.; United Air Cleaner Co.; Kellogg Switchboard & Supply Co.; All-American-Mohawk Corp.; Brunswick-Balke-Collender Co.; Chas. Freshman Co., Inc.; Thomas A. Edison, Inc.; American Bosch Magneto Corp.; Colonial Radio Corp.; and the Radio-Victor Corp. of America. Mr. West's letter follows:

My agent in Buenos Aires, Argentina, who is a large handler of phonographs and radios, has asked me to mail him at once a very powerful electric pick-up. Would it be possible for you to submit my inquiry at once to a few good makers of this appliance and have them give me details and lowest jobber's prices, so that I could order a sample from the one whose article most closely answers my agent's requirements.

Cordially,  
Albert J. West,  
35 So. Dearborn St.,  
Chicago, Ill.

## FAIR SALES REPORTED BY MEMPHIS DEALERS

Memphis, Tenn., Saturday.

Bright sunshine has taken the place of the frigid weather. Spring seems not far away and merchants and farmers are getting ready for it. Radio and phonograph shops are having fair trade.

The Wayne Spinks Co., 182 Union avenue, Atwater Kent radio dealer, was among the firms that co-operated with Braid Electric Co., Kent distributor, is staging a radio show at Loew's State theatre, this week. Others participating in the show included Adams Radio Co.; Armstrong Furniture Co.; New Bry's; Belvedere Stores Co.; J. Goldsmith & Sons Co.; Lowenstein's; Meister Tire Co. and National Furniture Stores.

Belvedere Stores Co., 1624 Union avenue, reports lively business in Brunswick Panatrope with radio.

Rhodes-Jennings Furniture Co., S. Main and Gayoso, devote a section of the store to Philco radio in which they report good activity.

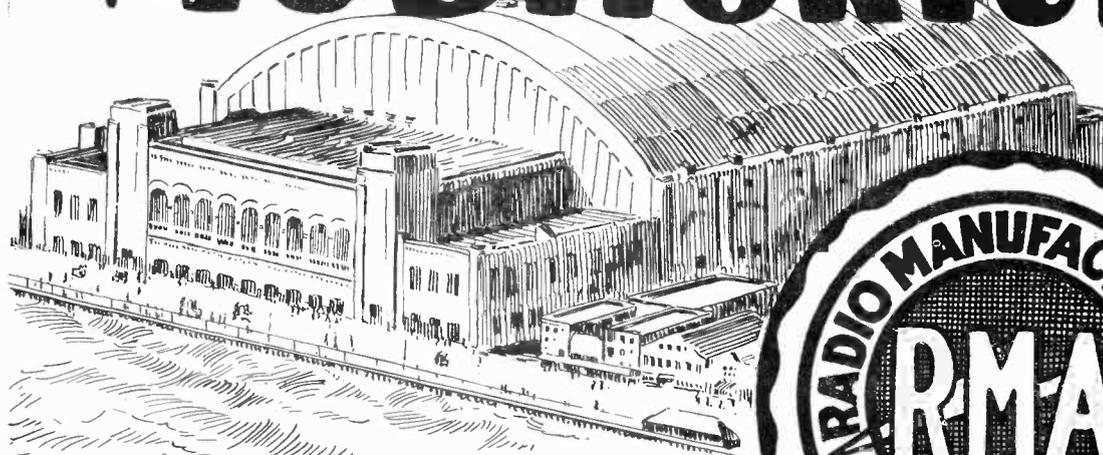
Graham & Van Natta, 1359 Madison avenue, and 13 South Cleveland, Cross-town section, are among the leading Edison radio dealers in the Memphis suburban zone.

## ATWATER KENT RADIO INSTALLED IN SCHOOL

Chicago, Ill., Friday.

An Atwater Kent radio model 66 has recently been installed in the Cross School, this city. The Reed Radio Co., dealer, here, made the installation. The set is especially designed for school purposes and is capable of serving fifteen loud speakers. All speakers may be cut in or out at will. Three speakers were installed in the auditorium of the school.

# 4th RMA Trade Show ATLANTIC CITY AUDITORIUM



## JUNE 2 to 6th

In Connection with the Sixth Annual  
R.M.A. Convention and Federated Radio Trade Assn. Convention

**T**HE fourth annual R. M. A. trade show will be held this June in Atlantic City, the playground of America, the country's pre-eminent convention city. It will be the largest trade show in the history of the radio industry, twice as large as last year's Chicago show.

Atlantic City offers more hotels, better accommodations, more to see, hear and do—this is the one trade show you cannot afford to miss.

The Atlantic City Auditorium, facing the boardwalk and cooled by the breezes of the Atlantic ocean, is the largest convention hall in the country. All exhibition booths and demonstration rooms will be under one

roof, on one floor, making it easy to get a comprehensive view of the entire trade show.

The June trade show marks the beginning of radio's new year. The most responsible manufacturers exhibit and demonstrate their latest models and accessories on this occasion. It behooves everyone connected with the radio industry to visit the trade show this year, which will be the most interesting and important radio gathering ever convened.

Hotel reservations should be made through the Atlantic City Convention Bureau, Atlantic City, New Jersey. Invitation credentials for the trade show will be mailed to the trade about May 1st.

Reduced round trip rates on all railroads.

**RADIO MANUFACTURERS' ASSOCIATION TRADE SHOW, ROOM 1904, TIMES BLDG., NEW YORK.**

*Under Direction of U. J. Hermann and G. Clayton Irwin, Jr.*

# Where to Buy --- Where to Sell

TRADE DIRECTORY OF  
LEADING FIRMS IN  
THE INDUSTRY

## The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE  
OF THE INDUSTRY  
IS REFLECTED

### RADIO SET AND SUPPLY MANUFACTURERS

All-American Mohawk Corp. . . . . Chicago, Ill.  
Amrad Corp. . . . . Medford Hillside, Mass.  
Andrea, Inc., F. A. D. . . . . Long Island City, N. Y.  
American Bosch Magneto Corp., Springfield, Mass.  
Atwater Kent Mfg. Co. . . . . Philadelphia, Pa.  
Barty Radio Co. . . . . Long Island City, N. Y.  
Bremer-Tully Mfg. Co. . . . . Chicago, Ill.  
Brunswick-Balke-Collender Co. . . . . Chicago, Ill.  
Colonial Radio Corp., 25 Wilber Ave., L. I. C., N. Y.  
Crosley Radio Corp. . . . . Cincinnati, O.  
Edison, Inc., Thos. A. . . . . Orange, N. J.  
Grebe & Co., Inc., A. H. . . . . Richmond Hill, N. Y.  
Grigsby-Grunow Co. . . . . Chicago, Ill.  
Gulbransen Co., The . . . . . Chicago, Ill.  
Howard Radio Co. . . . . Chicago, Illinois  
Kellogg Switchboard & Supply Co. . . . . Chicago, Ill.  
Kennedy Corp., Colin B. . . . . South Bend, Ind.  
Kolster Radio Corp. . . . . Newark, N. J.  
Mills Novelty Co., . . . . . Chicago, Ill.  
Philadelphia Storage Battery Co., Philadelphia, Pa.  
RCA-Victor Co., Inc. . . . . New York  
Sentinel Mfg. Co., 9715 Cottage Grove Ave., Chicago  
Silver-Marshall, Inc. . . . . Chicago, Ill.  
Stewart-Warner Corp., 1838 Diversey Pky., Chicago  
Sparks-Withington Co. . . . . Jackson, Mich.  
Sterling Manufacturing Co. . . . . Cleveland, Ohio  
Stettner Phono. Corp., 669 Kent Ave., Bklyn., N. Y.  
Stromberg-Carlson, 1060 University Ave., Rochester  
Trav-Ler Mfg. Corp., 3408 N. Halsted St., Chicago  
Ware Manufacturing Corp. . . . . Trenton, N. J.  
Zenith Radio Corp. . . . . 8620 Iron St., Chicago

### TALKING MACHINE AND RECORD MANUFACTURERS

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

### ELECTRIC PICK-UPS

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

### RADIO CABINETS AND TABLES

Bogalusa Furniture Mfg. Co., . . . . . Bogalusa, La.  
Eastern Cabinet Co., Ltd., Univ. Pl. at 9th St. N. Y.  
Ebert Furniture Co. . . . . Red Lion, Pa.  
Federal Wood Prod. Corp., 206 Lexington Ave., N. Y.  
Fawley & 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. . . . . 3222 14th Ave., Brooklyn

### TALKING MACHINE PARTS

Diehl Mfg. Co. . . . . Elizabethport, N. J.  
General Industries Co. . . . . Elyria, O.  
Thorns, Hermann, 460 Fourth Ave., New York, N. Y.  
Pacnet Elec. Co. . . . . 91 Seventh Ave., New York  
Upco Products Corp. . . . . 270 Lafayette St., N. Y.  
United Air Cleaner Co., Cottage Grove Ave., Chicago

### RADIO, TALKING MACHINE AND RECORD WHOLESALERS

Aeolian Co. of Missouri . . . . . St. Louis, Mo.  
Adirondack Radio Distributors, . . . . . Albany, N. Y.  
Air-Ola Radio Co. . . . . Huntington, W. Va.  
Alexanders, Inc. . . . . 39 W. 60th St., New York  
Alter Co., Harry . . . . . Chicago, Ill.  
Auto Hardware & Equip. Co., 245 W. 55th St., N. Y.  
Badger Radio Corp. . . . . Milwaukee, Wis.  
Beckwith Co., Geo. C. . . . . Minneapolis, Minn.  
Blackman Distributing Co., Inc., 28 W. 23 St., N. Y.  
Bluefield Hardware Co. . . . . Bluefield, W. Va.  
Boley-Oliver Co. . . . . 1440 Broadway, N. Y.  
Brown & Hall Supply Co., 1504 Pine St. St. Louis, Mo.  
Bruno & Son, C. . . . . 351 Fourth Ave., New York  
Buehn Co., Louis . . . . . Philadelphia  
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.  
Bushwick Distrib. Co., 1755 Bushwick Ave., B'klyn  
Canton Hardware Co. . . . . Canton, O.  
Capitol Electric Co. . . . . Indianapolis, Ind.  
Capital Electric Co. . . . . Atlanta, Ga.  
Chase Engineering Co., W. E. . . . . Spokane, Wash.  
Chicago T. M. Co. . . . . Chicago, Ill.  
Cleveland Distributing Co. . . . . Cleveland, O.  
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland, O.  
Collings & Co. . . . . Newark, N. J.  
Columbus Ignition Co. . . . . Columbus, O.  
Detroit Electric Co. . . . . Detroit, Mich.  
Ditson Co., Oliver . . . . . 10 E. 34th St., N. Y.  
Ditson Co., Oliver . . . . . Albany, N. Y.  
Dilworth Co., J. E. . . . . Memphis, Tenn.  
Eastern Talking Mach. Co. . . . . Boston, Mass.  
Edmond & Co., E. J. . . . . 250 W. 54th St., New York  
Eisenbrandt Radio Co., Baltimore and Washington  
Electric Supply & Equipment Co. . . . . Albany, N. Y.  
Elyea Talking Machine Co. . . . . Atlanta, Ga.  
Everybody's T. M. Co. . . . . Philadelphia, Pa.  
Franklin Elec. Co. . . . . 60 N. Seventh St., Phila. Pa.  
Frederick Co., W. F., . . . . . Pittsburgh, Pa.  
Girard Phonograph Co., . . . . . Philadelphia, Pa.  
Grebe Sales Co., Inc., . . . . . 109 W. 57 St., N. Y.  
Griffith Victor Distributing Corp. . . . . Cincinnati, O.  
Grinnell Bros. . . . . Detroit, Mich.  
Gross-Brennan, Inc. . . . . 205 E. 42nd St., New York  
Gross, Phillip Hdw. & Supply Co., Milwaukee, Wis.  
Halsey Supply Corp., 228 Halsey St., Newark, N. J.  
Hamburg Bros. . . . . Pittsburgh, Pa.  
Harbour, Longmire Co. . . . . Oklahoma City, Okla.  
Hieb Radio Supply Co. . . . . Marion, S. D.  
Howe & Co. . . . . 383 Boylston St., Boston, Mass.  
Ingold, Inc., Ernest . . . . . San Francisco, Calif.  
Kimberly Radio Corp. . . . . Chicago, Ill.  
Koerber-Brenner Co. . . . . St. Louis, Mo.  
K. W. Radio Co. . . . . 350 Hudson St., New York  
Landon & Co., Inc., W. C. . . . . Rutland, Vt.  
Latham & Co., E. B. . . . . 250 4th Ave., New York  
Lewis Electrical Supply Co. . . . . Boston, Mass.  
Majestic Dist. Co. of Cincinnati, . . . . . Cincinnati, Ohio  
Majestic Distributing Corp. . . . . Cleveland, Ohio  
Majestic Distributors, Inc., . . . . . 1775 Broadway, N. Y.  
May, Inc., D. W. . . . . 398 New St., Newark, N. J.  
May Distributing Corp. . . . . 112 Blecker St., N. Y.  
Macgregor Radio Corp. . . . . New Haven, Conn.  
Mackenzie Radio Corp., 1225 Broadway, New York  
McPhilben-Keator, Inc., 68-34th St., Brooklyn, N. Y.  
Motor Equipment Co. . . . . Wichita, Kan.  
Nevada Auto Supply Co. . . . . Reno, Nev.  
New York T. M. Co., 460 W. 34th St., New York  
New York T. M. Co., 356 Livingston St., Brooklyn  
New Haven Elec. Co., 296 Elm St., New Haven, Conn.  
North American Radio Corp., 1845 Broadway, N. Y.  
North Ward Radio Co., 367 Plane St., Newark, N. J.  
Parks & Hull, Inc. . . . . Baltimore, Md.  
Peirce-Phelps, Inc. . . . . Philadelphia, Pa.  
Penn Phonograph Co. . . . . 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.  
Proudfitt Co., R. S. . . . . Lincoln, Neb.  
Radio Distributors, Inc. . . . . Baltimore, Md.

Radio Equipment Co. of Texas . . . . . Dallas, Texas  
Radio Sales Co. . . . . Little Rock, Ark.  
Radio Equipment Co. . . . . South Bend, Ind.  
Radio Specialty Co., 115 W. Water St., Milwaukee  
Republic Radio Corp., . . . . . Detroit, Mich.  
Roberts Toledo Co. . . . . Toledo, O.  
Rochester Auto Part & Radio Corp., Rochester, N. Y.  
Royal Eastern Elec. Supply Co., 16 W. 22 St., N. Y.  
Rochester Elec. Supply Co. . . . . Rochester, N. Y.  
The Roycraft Co. . . . . Minneapolis, Minn.  
Sampson Electric Co., Mich. and 32nd St., Chicago  
Saviers & Son, H. E. . . . . Reno, Nev.  
Seedman Co., G. J. . . . . Brooklyn, N. Y.  
Sharar-Hohman, Inc. . . . . Rochester, N. Y.  
Shaw's, Inc. . . . . Charlotte, N. C.  
Smith, Inc., B. W. . . . . Cincinnati, O.  
Sorensen Co., H. E. . . . . Des Moines, Ia.  
Southern Hardware & Bicycle Co., Jacksonville, Fla.  
Southwestern Victor Dist. Co. . . . . Dallas, Tex.  
Specialty Service Corp., 651 Atlantic Ave., Brooklyn  
Steelman, Inc. . . . . 235 Fourth Ave., New York  
Standard T. M. Co. . . . . 306 Penn Ave., Pittsburgh, Pa.  
Sterling Radio Co. . . . . Kansas City, Mo.  
Stern & Co. . . . . Hartford, Conn.  
Superior Distributors, Inc., 150 W. 52 St., New York  
Tarr, McComb & Ware Com. Co., Kingman, Ariz.  
Trilling & Montague, 7th & Arch Sts., Philadelphia  
20th Century Radio Corp., 104 Flatbush Ave., B'klyn  
United Electric Supply Co. . . . . Salt Lake City, Utah  
Universal Radio Co., 536 Bergen Ave., New York  
Van Asche Radio Co. . . . . St. Louis, Mo.  
Victory Elec. Sup. Co., 1207 Bedford Ave., Brooklyn  
Wahn Co., G. H. . . . . Boston, Mass.  
Wakem & Whipple, Inc. . . . . Chicago, Ill.  
Weber Radio Corp. . . . . 200 Hudson St., N. Y.  
Weymann & Son, H. A., 10th & Filbert Sts., Phila.  
Wildermuth, E. A. . . . . 1061 Atlantic Ave., Brooklyn

### RADIO LOUD SPEAKERS

American Bosch Magneto Corp., Springfield, Mass.  
Andrea, Inc., F. A. D. . . . . Long Island City, N. Y.  
Atwater Kent Mfg. Co. . . . . Philadelphia, Pa.  
Brunswick-Balke-Collender Co. . . . . Chicago, Ill.  
Crosley Radio Corp. . . . . Cincinnati, O.  
Jensen Radio Prod. Co. . . . . Chicago, Ill.  
Kolster Radio Corp. . . . . Newark, N. J.  
Pacnet Electric Co., Inc., 91 Seventh Ave., New York  
RCA-Victor Co., Inc. . . . . New York  
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  
CoCo 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

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

### MUSIC PUBLISHERS

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

### MISCELLANEOUS

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

### RADIO BATTERIES

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



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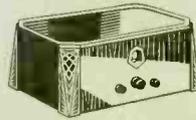
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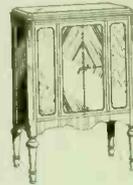
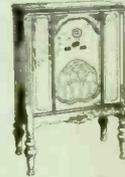
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