

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 11

NEW YORK, WEDNESDAY, MARCH 12, 1930

Per Year—\$4.00

GUY LOMBARDO
GIVES YOU



ANOTHER GREAT GO-GETTER!

HERE'S a fresh Lombardo hit that's sure to bring you in some of the healthiest dance-disc business you ever went to the mat with!

The famous bandsman of New York's Hotel Roosevelt has stamped his rich, restrained rhythms and sparkling smartness into both

faces of this fine record—they're a blue-ribbon brace of foxes!

Get your cargo of these great Lombardo sellers now—and start the good news going that you have them. You'll land a legion of buyers—while they last!

Record No. 2122-D . . . 10 in. 75c

WHERE THE GOLDEN DAFFODILS GROW
THE ONE I LOVE
(Just Can't Be Bothered With Me.)

Fox Trots
Guy Lombardo and His Royal Canadians

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



"Magic Notes"



"Magic Notes"

Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

"All Trade Marks Reg. U.S. Pat. Off.
M. & M. Inc. 1929. New York 18425 y 18426 de m.
Adm. Reg. 1929 y 1930 de m. y 1931 de m.
Industrial Reg. 1929 y 1930 de m. y 1931 de m.

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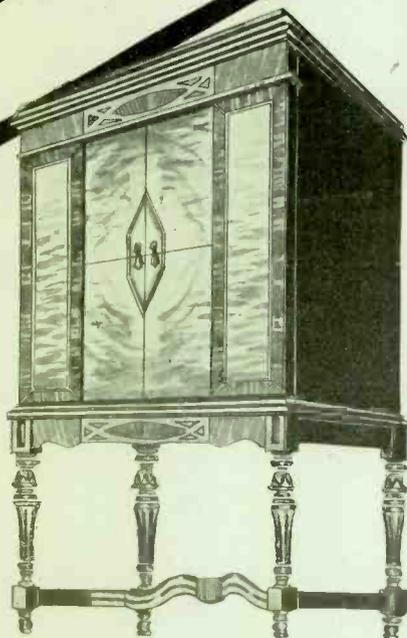
"TRADE NEWS RIGHT WHEN IT HAPPENS"

Riddle!

When is it easier to sell a \$249 set to a radio prospect than a cheap set... and incidentally to make a longer profit?

Answer!

When the set you offer is a BRUNSWICK COMBINATION... (Panatrope with Radio Model S-31)



Easier—because you immediately lift your sale out of a fiercely competitive field... into a highly selective field, where superiority is quickly recognized...

Easier—because you offer a **plus value** every music lover wants—at an increase in price astonishingly small...

Easier—because you are able to offer a high trade-in concession for an old radio set or phonograph and still assure yourself a splendid profit.

—and how your profit from the sale of a Brunswick Combination grows and **grows** and **GROWS**—each month—each year—as a result of the steady and endless sale of Brunswick electrically recorded records! Find out today how you can participate in this highly profitable business.

Brunswick

RADIO... PANATROPE WITH RADIO... RECORDS

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

QUALITY

Sprague Precision Condensers are the Standard of Condenser Quality

WHEN critical engineers get together, they all agree that Sprague Condensers are superior. They know that Sprague Condensers have stood the severest tests of service—that they can be depended upon to perform their duties with unflinching faithfulness. Sprague Condensers are designed by the nation's foremost condenser engineers and assembled by skilled craftsmen. And here are a few reasons why Sprague Condensers are better:

THE SPRAGUE ELECTROLYTIC CONDENSER

A single unit allowing maximum flexibility for mounting in circuit. No welded or riveted joints in its one piece anode, made of purest aluminum. A lower leakage and better power factor than any other electrolytic unit, wet or dry. Rigid construction prevents possibility of internal shorts. Screw type socket makes for ease in mounting. Edge effect 10% of spiral type.

THE SPRAGUE BLOCK CONDENSER

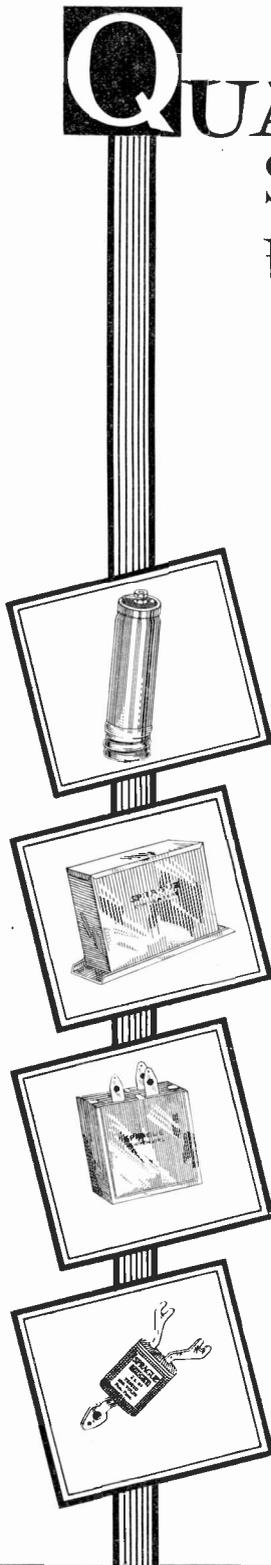
Dielectrically superior due to patented paraffin layer process: Ruggedly protected by extra heavy sheet metal can. Impervious to moisture due to dipping of individual condensers, wrapping of assembled block in moisture-proof material, and triple sealing. Highest leakage resistance guaranteed above 5000 megohms per microfarad.

THE SPRAGUE ONE MICROFARAD UNIT

Flexible mounting—either unique stud or flange as desired. Correctly protected against moisture by double seal and only one small open end. Also furnished in midget assemblies using up to five sections of low capacity.

THE SPRAGUE MIDGET

A compact and unusually strong unit. Tested to high voltage breakdown—waterproofed with asphalt covering and special process of triple impregnation. Easily and quickly mounted. Dual type of winding if desired.



SPRAGUE SPECIALTIES COMPANY
QUINCY, MASSACHUSETTS

SPRAGUE ELECTROLYTIC AND PAPER CONDENSERS
 WILL SOLVE YOUR CONDENSER PROBLEMS



But he *does* want to buy

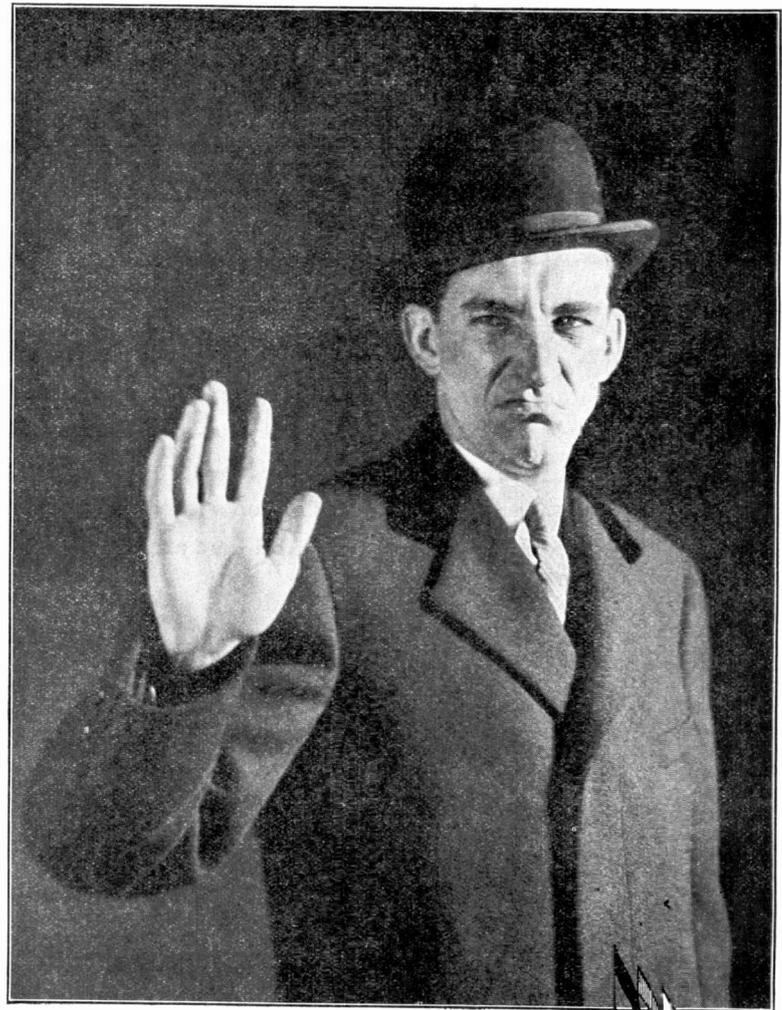
First thing this man will say is that he doesn't want a new set. "Just came down to please the wife"—you know the line. Don't let it fool you. His you-can't-tell-me mask conceals a craving for the enjoyment of modern radio. He *does* want to buy—but he is stubborn because he wants to be sure his judgment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

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

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

Grebe radio

SUPER-SYNCHROPHASE



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

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

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



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



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

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MANUFACTURERS AIR PENTODE FEATURES AT GOTHAM MEETING

COMMITTEE IS APPOINTED

To Study Data on Five-Element Tube—Manufacturers Continue With Experiments — Leading Engineers Present Views.

Pentode sets were the subject of a meeting of the Radio Manufacturers' Association, on Thursday, at the Hotel Astor, New York. The gathering was a joint meeting of the set and tube committees of the R. M. A., and more than 100 representatives of leading radio interests attended. Pentode sets will not be presented this season, according to leading set and tube manufacturers who attended.

A forward step was taken in the appointment of a joint sub-committee consisting of five radio set engineers and five tube engineers to collect and study all the interesting data on the five element tube and formulate, as soon as possible, a set of definite characteristics which the tube makers would agree was possible and the set makers agree could be advantageously used.

R. H. Langley, of Cincinnati, chairman of the R. M. A. set committee of the engineering division, and George Lewis, of Newark, N. J., chairman of the tube committee, summarized the views of the respective groups and called on many engineers and other radio representatives present for news and views regarding experiments with the five-element tube.

Ray H. Manson, of Rochester, chairman of the R. M. A. standards section, stated that the pentode was just one of many new developments which should be presented in an orderly way by cooperation between the tube and set makers.

Several tube manufacturers declared their readiness to bring out the pentode when set manufacturers feel that it will be advantageous to use. A large majority of the tube as well as the set manufacturers' representatives stated that experiments so far had not demonstrated that the five-element tube could be used advantageously.

Mr. Richmond urged cooperation between set and tube makers in bringing out new radio developments. He said in part:

"If we deliberately withhold advance information so that the public feels that we are making definite plans to make their current purchases obsolete, the people will lose confidence. If, also, we make statements which lead the public to believe a new revolutionary development is here, or just around

(Continued on page 41)

R. B. Rose Manager Of Ben Platt Stores On Western Coast

(By Wire to THE WEEKLY.)

Los Angeles, Calif., Tuesday.

California, including the climate, today claimed Robert B. Rose, erstwhile of the effete East and whose radio career has been spangled with dollars, when Ben Platt, proprietor of the largest chain of radio-music stores on the West coast and one of the largest in the United States announced the appointment of Mr. Rose as merchandise manager for the entire Platt organization. The latter came here very recently for a holiday after conducting the liquidation sale of 40,000 Eveready radio sets, in whose disposal the National Carbon Co. retired from the set business.

Mr. Rose will return to New York at once, effecting the removal of his home to Los Angeles between now and April 1. In New York he will make his headquarters in Room 1506, Paramount building. He has been a conspicuous figure in radio merchandising for years, starting in the trade with a number of years as talking machine buyer for R. H. Macy & Co. About 1924 he established the R. B. Rose Co., conducting department-store radio sections in a number of cities and which about two years later was dissolved. Recently he has been a vice-president of Landay Bros., New York, vice-president in charge of radio for the American Piano Co. and specialist in liquidation of merchandise for manufacturers.

GREBE RADIO DISTRIBUTION RESUMED BY MANHATTAN ELEC. SUP. IN THREE CITIES

Two pioneer interests in the radio industry got together again last week when A. H. Grebe & Co., makers of the Grebe radio line in Richmond Hill, Long Island, re-appointed the Manhattan Electrical Supply Co. as exclusive Grebe distributor in the cities of New York, Chicago and St. Louis. The deal was concluded by Alfred H. Grebe, Douglas W. Rigney and Arthur Clark for the Grebe company and Clarke Methot, general manager of the Manhattan company and one of the best-known veterans in radio distribution since the code days of the art. In the same week a corporate change was made in the title of the Manhattan company, which now embraces a variety of interests in the metals field, to American Machine & Metals, Inc., as a holding company and the Manhattan Electrical Supply Co. will continue operation as heretofore as a division of the parent concern.

The radio distributing operation that

New Association of Dealers Organized to Combat Trade Evils

As a means of eliminating the evils now existing in the radio industry, an organization to be known as the Associated Radio Dealers was formed at a general meeting for dealers last Thursday night at the Hotel New Yorker, New York. The new association is to be composed of radio retailers only and lists in its membership roll the leading chain store organizations as well as independent dealers.

Chester Abelowitz, head of the Brunswick Salon, Fifth avenue, is president of the Associated Radio Dealers. Other officers are: Archie Mayers, of the A. H. Mayers Stores, vice-president; Irving E. Cohen, secretary; Sidney Vorzimmer, of Yorkville Radio, treasurer, and Bert Mayers, counsel.

Among other things, the association will aim to raise down-payments in installment sales, minimize trade-in allowances, minimize the term of installment contracts, and obtain a uniform service guarantee from the manufacturers.

Some 200 members of the trade attended the meeting last week, and according to officials of the new association about 175 of them voiced their approval of joining the group. The next meeting of the association will be held at the Hotel New Yorker tomorrow night (Thursday).

It was said that this body will in all probability absorb some of the existing and defunct trade organizations in the metropolitan district.

SPARTON OFFICERS IN DEALER CONFERENCE TELL 1930 OUTLOOK

H. G. SPARKS IS SPEAKER

Vice-president of Michigan Radio Concern Gives Informative Talk to Gotham Gathering — Says Price of His Product Will Be as Low as Assures Dealer Profit.

A meeting of one hundred and fifty selected dealers in Sparton radio at the Pennsylvania hotel at luncheon last Tuesday in New York had the first opportunity in more than a year to hear views of factory officials of the Sparks-Withington Co., Jackson, Mich., visiting here for the purpose of surveying the splendid increase in sale won by the Sparton line during 1929 in the metropolitan district. Harry G. Sparks, vice-president of the manufacturing company and eldest son of Captain William Sparks, its founder and president, was principal speaker at the luncheon and in an informal talk expressed views and information which apparently impressed his hearers as being among the soundest radio business talk they had heard in some time. Willard French, of the Sparton radio advertising agency in Detroit, Smith, Brooke & French, was also a speaker, as was Curtis A. Wessel, editor of the TALKING MACHINE and RADIO WEEKLY.

The luncheon was conducted by the Sparton distributors in New York and Brooklyn, McPhilben-Keator, Inc., and the Bushwick Distributing Co., whose officials, Victor H. Meyer, of Bushwick, and Randall M. Keator, Henry A. Deimel and Maxwell Fisher, of McPhilben-Keator, were arrayed at the speakers' table with Mr. Keator officiating as toastmaster. Mr. French opened the post-luncheon program with a brief outline of Sparton advertising plans and practices. There is only one purpose in all Sparton radio advertising and that is to build goodwill for the product, said Mr. French. Whether the message is directed to the trade or public, he declared, the intent behind it is solely to create a feeling of friendly confidence for product of the Sparks-Withington Co., and that the objective is being attained is evidenced, he said, in the company's present conspicuous position in radio industry. Mr. French concluded by urging his hearers to follow more attentively the merchandising methods of larger and more mature industries than radio. This will be increasingly necessary, he said, as time goes on because the purchase of

(Continued on page 40)

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The Tariff Question

Not since Mr. Roy A. Forbes sprang out of the bush league at Wanamaker's to big-league pastime as sales manager of the then Victor Talking Machine Co. has a retail or wholesale merchandising executive directly achieved factory eminence till Col. Powel Crosley, Jr., appointed Mr. Frank G. Macomber general sales manager for Crosley radio. Like Mr. Forbes has maintained championship averages in a keystone position by his remembrance of the buyer's angle, Mr. Macomber may be expected to face jobber and dealer problems with confidence-breeding knowledge of the other side.

Plenty of men and lines may benefit in the present juncture of the industry by a shift of their accustomed activities and capacities. There are jobbers who, having resources, would make a success at chain-store operation. There are quondam factory men who have the makings of good wholesalers. A scouting system would uncover some first-rate factory salesmen working in retail stores. What supports the theory that because a man has always been on the cops, no fire chief's uniform will fit him?

If somebody had not noticed a couple of young fellows on the retail floor twenty years ago, this industry would be minus Mr. Herbert E. Young and Mr. Herbert A. Brennan—thereby missing a lot.

The considered opinion of a bunch of professional experts is often a fine thing for throwing at some reasonably distant object, like a waste-basket. For example, a few years ago George M. Cohan produced a play called "It Pays to Advertise." Practically all the business men of our acquaintance who saw the show said what a marvelous sermon it preached in behalf of advertising, and lots of it. They observed, in short, only the absolute fact of the stage action, namely, that the hero ran a shoe-string into an enormous soap business by lavish advertising.

A number of advertising sharps, also of our acquaintance, saw the Cohan piece and almost without exception carpingly criticized it. The most eminent of them, who is now dead, used to denounce "It Pays to Advertise" as a shocking burlesque of the great force it portrayed. "Overdrawn," "deceptive," "misrepresentative of good advertising practice" were the mildest things the experts said.

Here it is significant that the business men who saw the advertising play were by nature and position prepared to pay for and use its powers, taking the errors with the achievements. They were minded to make it work for them. The

experts, deep in mystery, preferred to white-wash their jobs in it.

Persistence is so often enumerated as a virtue of business character that you may as well know one of the brightest examples of it that contemporaneous history affords. A couple of years ago a radio man who was visiting Chicago bethought himself one evening of calling up a girl he used to know, who some time since had married. He could not think of her husband's name but knew it was either something like Erp or was the name of the Viceroy of India. There were only fourteen Erps in the telephone directory so he called up them all, with no result save possibly starting a few family rows among husbands who found themselves asked by a stranger whether the wife's name was Myrtle Goofus before she married. Then he called the Information Desk at the Public Library, asked for the name of the incumbent Viceroy of India and got what proved to be the correct married name of the lady of his quest.

This is a time for not taking "no" for an answer in radio salesmanship. If all the conventional effort that clicked in by-gone seasons fails for the moment, that is only a self-evident reason for redoubling it. In an hour and a half last Thursday night 114 radio sets were sold in a Bronx auction store—for not over \$70 each, it is true, but maybe you did not sell any at any price.

The fight game, whose promoters are so smart that they know it hurts the box-office to broadcast bouts from the ring-side, sustained an estimated \$50,000 loss at the Sharkey-Scott surgical experiment in Miami. The event came on the heels of two of 'importance,' in one of which the Illinois Boxing Commission reversed the judges' decision—a very rare occurrence—and in the other of which it took the Great Dempsey himself, as referee, about five minutes in ringside conference with the judges to arrive at a verdict.

Professional boxing, as an industry, is fast slipping into the swamp of unfair matches, funny decisions and greedy management in which the late Tex Rickard entered it with the Gans-Nelson bout twenty years ago. How Rickard made cauliflower culture into a gold mine seems to be beyond the grasp of the reigning tribe. First of all, like any manufacturing and selling, a prize-fight has got to be of as good quality as possible. Rickard always gave the public a run for the money and the public responded by throwing money at him. A good product has to be brought to the attention of as many prospects as can be reached. Rickard put the three biggest fights after radio became popular 'on the air' and the results spoke for themselves, regardless of how his would-be successors may theorize.

What boxing needs is another Tex Rickard. Some smart man in the radio business might enter the field so closely allied with radio public service and show how to make fights and sell them at a profit.

CAPEHART CONVENTION PRONOUNCED SUCCESS, AMPERION LINE SHOWN

Fort Wayne, Ind., Thursday.

The second annual national sales convention conducted here recently by the Capehart Corp., this city, was pronounced as a big success by H. E. Capehart, president of the company. The new Amperion line, introduced for the first time, met with a remarkable reception from the dealers and field men present. This is a companion line to the Orchestrope at a new low price, and is being made in commercial and home models, and as straight automatic phonographs and in radio-automatic phonograph combinations.

The first Capehart Amperion shipped from the local factory was assigned to Mr. Capehart at the convention hall in the Anthony hotel, here, and was opened with appropriate ceremony.

Featured events at the convention were the "Pageant of Progress" in the hotel ballroom, a trip through the enlarged Capehart factory preceded by a parade headed by a police escort and a banquet at which 250 dealers were present, including Capehart officials, members of the company's field, sales and service organizations, factory department heads, trade paper representatives and manufacturers whose products are used in the building of Capehart equipment. Mr. Capehart was toastmaster at this affair, and speakers included C. M. Niezer, chairman of the Capehart board of directors; Eben Lesh, corporation counsel, and E. T. Gundlach, head of the Gundlach Advertising Co. The musical program at the banquet was broadcast over WGL.

A number of Capehart dealers visited headquarters during the convention and were enthused with the possibilities afforded by the new Amperion line.

During convention week the Capehart Courtesy Car was used to meet trains and convey convention visitors to and from the factory. This car is powered by a Hudson-eight coupe which hauls a trailer of aeroplane construction and is capable of seating nine persons. An observation compartment is located at the rear, and the front compartment is equipped with the Capehart record changing device, microphone and a telephone to the driver in front. In the compartment between are placed storage batteries, amplifier and speaker so that Capehart music is at all times available. This car attracted considerable attention about town, and will be used constantly by the sales department of the company at conventions, exhibits, dealer openings and other such events.

TUNG-SOL EARNINGS ARE \$3.60 PER SHARE; BIG GAIN OVER 1928

Newark, N. J., Thursday.

The Tung-Sol Lamp Works, Inc., this city, maker of electric lamps and radio tubes, reported net income for 1929 of \$1,005,705 after charges and Federal taxes. This is equivalent after preferred dividend requirements to \$3.60 a share on 228,510 no-par shares of common stock outstanding, compared with \$744,681, equivalent on the same share basis to \$2.46 a share in the preceding year.

Western Music-Radio Conclave Committees Appointed by Ingold

San Francisco, Cal., Thursday.

The following committees and chairmen for the Western Music and Radio Trades Association convention to be held at the St. Francis hotel, this city, June 25 and 26, have been announced by Ernest Ingold, president, and Beeman Sibley, secretary, of the association:

Manufacturers committee—E. C. McWhorter, chairman; ladies entertainment committee—Harold Pracht, chairman; finance committee—L. S. Lindsey, chairman; golf committee—B. P. Sibley, chairman; golf registration committee—Miss Helen Otis, chairman; registration committee—R. B. Miller, chairman; publicity committee—George Curtis, chairman; entertainment committee—Otto May, chairman; attendance committee—P. T. Clay, chairman; reception committee—Robert Bird, chairman.

Frederick-Victor Branch Removes to West Virginia Base

Pittsburgh, Pa., Friday.

The W. F. Frederick Piano Co., long-time Victor distributor in the Metropolitan of Steel, is moving its wholesale Victor radio department to Wheeling, W. Va., where excellent facilities have been instituted for the service of the trade in that region. The department is under the management of D. H. Conway, who is well known and popular among the trade. As Wheeling has never before been a Victor distributing point, it is foreseen that up-to-the-minute deliveries, sales promotion and service facilities there under the Frederick standards will substantially advance the sales of the famous Victor line in the mountain belt.

A. A. SCHNEIDERHAHN HOLDS A-K MEETING

Des Moines, Iowa, Thursday.

Over one hundred Atwater Kent radio dealers from Woodbury and surrounding counties attended a special sales meeting held by the A. A. Schneiderhahn Co., Kent distributor at Sioux City and this city, at the Hotel Martin, Sioux City, recently.

A. A. Schneiderhahn, president of the distributing company, was the principal speaker, and discussed at length the dealers' problems from a distributor's angle.

A. C. Brown, A-K sales supervisor; R. B. Wolfe, factory representative, and W. E. Parsons, manager of the Schneiderhahn Sioux City branch, also addressed the meeting.

Similar meetings were conducted by Mr. Schneiderhahn and the Atwater Kent factory men at Worthington, Minn., and Storm Lake, Iowa.

CeCo Co. Declares Stock Dividend of 2 Per Cent.

Providence, R. I., Saturday.

The CeCo Manufacturing Co., this city, maker of CeCo radio tubes, today declared a quarterly stock dividend of 2 per cent in place of the former quarterly dividend of 62½ cents.

J. M. Skinner, H. B. Brown, Phileo Officials, Many Miles Away from Office

Philadelphia, Pa., Thursday.

J. M. Skinner, vice-president and director of sales of the Philadelphia Storage Battery Co., this city, maker of Phileo radio, is now in the midst of a Mediterranean cruise, and Harry Boyd Brown, sales emissary for Phileo is on the Pacific Coast conducting a series of dealer meetings.

Edward Davis, Phileo president, and Sayre L. Ramsdell, sales promotion manager, are at headquarters during the absence of the other two executives, conducting the affairs of the company preparatory to the spring sales drive. Messrs. Davis and Ramsdell are also spending considerable time in completing arrangements for the Phileo oceanic convention, which will be conducted just prior to the R. M. A. Trade Show in Atlantic City. All Phileo executives and representatives, distributors and some jobbers' salesmen will be on hand for the oceanic convention, which will take the radio men as far as Bermuda.

Jack Bliss to Enter The Hotel Business

The music business in the metropolitan area is saying au revoir to one of its popular old-timers, as on April 1 George H. (Jack) Bliss, for the past several years vice-president of the QRS-De Vry Corp., Chicago, will resign to become managing director of the new Barbizon-Plaza, 40-story, 1,300-room hotel at Sixth avenue and Fifty-ninth street, Manhattan. Mr. Bliss has been in the music field since boyhood, when in his native city of Chicago he joined the old United States Music Co., rising to star salesman and later Eastern vice-president of that company. On the United States merger with QRS, forming the largest music roll manufacturing concern in the country and which now includes other products, he remained with the trade being continuous for the past seventeen years save for a brief period when he was in the real estate business. Mr. Bliss has as many friends in the industry as there is tea in China. He says he can take care of all of them, even at the same time, at the Barbizon-Plaza if they come early enough.

"Bill" Saunders Off On Bermuda Vacation

Philadelphia, Pa., Monday.

Radio business in the Gimbel Bros. store in this city has showed a big increase, it is reported, and W. P. "Bill" Saunders, department manager, has left for Bermuda with Mrs. Saunders on a vacation visit. Mr. Saunders is well-known throughout the trade, and been radio manager here for six years, prior to which he headed the Gimbel radio department in New York.

Mr. Saunders will go to a local hospital on his return to have his tonsils removed. Commenting on this before he left, he stated: "In 1925, the rush of business cost my appendix, in 1929 the radio "Bugs" got my tonsils . . . that doesn't leave much to sacrifice for the glory of television!"

DINNER CELEBRATES WILDERMUTH TOP IN KENT SET SALES

The record of E. A. Wildermuth, Inc., distributor for Atwater Kent radio in Brooklyn and Long Island, for reaching a new high sales record over the past three months—an event marked by presentation of a handsome silver loving cup to the firm by the Atwater Kent Manufacturing Co.—was celebrated with a dinner at the Hotel Astor College Room at which Ernest A. Wildermuth, host, was given repeated ovations by his organization as "the most regular fellow that ever lived." Ray Hoeffler, sales manager of the bustling Brooklyn institution, came in for numerous pats on the back on the same principle, and some forty Wildermuth associates—members of the firm's radio division only—thoroughly enjoyed unstinted hospitality set before them by the heads of the concern. W. Hays Clark, elongated and irrepressible ambassador of the Atwater Kent Manufacturing Co. in the metropolitan district, was a guest and blushed repeatedly at the assurances of appreciation that were expressed for his co-operation.

The dinner was thoroughly informal, with brief remarks from Mr. Wildermuth, Mr. Hoeffler and Mr. Clark and a musical program of songs accompanied by the piano which put everyone in high good humor. The most popular ditty of the evening had to do with "E. A. Wildermuth Forever," a song written by George Lindsay, music by the author of "John Brown's Body." Specialty acts by George Martin and Allen Moore, of the Atwater Kent forces here, and Paul Fielder, Otto Goldsmith, William Watson, John L. Shepard and N. C. Macdonald, of the Wildermuth staff were given.

H. H. Blish Wants "TOW" While Basking 'Neath California Sun

The TALKING MACHINE and RADIO WEEKLY is in receipt of a letter from H. H. Blish, Sr., head of the large Des Moines radio wholesale firm of Harger & Blish, as follows:

"Since leaving home I find myself without access to the TALKING MACHINE and RADIO WEEKLY. I miss it enough to want it to follow me. Will you not therefore enter my subscription for its weekly edition up to May 1?"

Mr. Blish is at present on a vacation trip through California.

F. E. WADE, RETIRED PIANO MANUFACTURER, DIES IN TRAIN BERTH

Syracuse, N. Y., Monday.

Frank E. Wade, retired piano manufacturer of this city, was found dead of heart disease this morning in his berth on a New York Central Railroad train as it neared Syracuse. He was fifty-six years old.

Mr. Wade sold the Amphion Piano Co. a few years ago for nearly \$2,000,000. He was graduated from Yale and from the Law School of Syracuse University, and practiced law here for several years. He was also a former football coach at Syracuse having been a member of the Yale eleven for two years.

Personals

A. Joralemon Bohn, of the American Emblem Co., Utica, N. Y., is visiting the metropolis.

James A. Ago, manager of the radio division of the Lewis Electrical Supply Co., Boston, Mass., was a visitor in the New York market last Friday.

W. F. Osler, Jr., sales manager of the Cornish Wire Co., New York, left last week for a trip to Chicago, Detroit and Pittsburgh. He will return around March 20.

Word from Miami, Fla., is that Walter L. Eckhardt, the Philadelphia radio hidalgo, expects to return to his home in the Quaker City this week accompanied by Mrs. Eckhardt.

J. G. Mullens, sales manager of the Toronto, Canada, branch of the Brunswick-Balke-Collender Co., has returned to his office after a trip to the Chicago headquarters of the company.

Joseph H. Mayers, treasurer and sales manager of the Stettner Phonograph Corp., Brooklyn, is back at his desk following a brief sojourn in Atlantic City, accompanied by Mrs. Mayers.

G. E. Palmer, newly appointed sales manager of the Tobe Deutschmann Corp., of Canton, Mass., was a visitor at the New York offices of the Tobe Distributing Co. the early part of last week.

Edwin J. Lewis, founder and president of the Lewis Electrical Supply Co., Boston, Mass., radio distributor, is expected in New York this week, with Mrs. Lewis, to take ship for a fortnight in Florida.

Robert F. Downing, vice-president of E. B. Latham & Co., metropolitan Atwater Kent distributors, was elected a member of the Kiwanis Club of Newark last week.

Joseph Gerl, general sales manager of the Colonial Radio Corp., Long Island City, N. Y., spent a few days in Philadelphia last week, concluding arrangements for a new Colonial distributor in that city.

F. Clifford Estey, lately appointed sales engineer in radio for the Aluminum Co., of America, with headquarters at Pittsburgh, is in New York for the week, making his headquarters at the Hotel New Yorker.

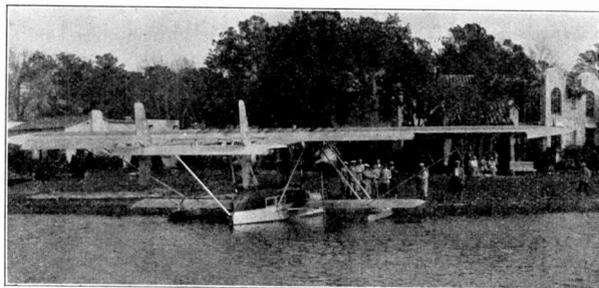
Fred P. Oliver, of the New York radio manufacturer's sales agency, the Boley-Oliver Co., was a visitor in Boston, Mass., last week, conferring with friends in the industry as well as visiting with relatives.

O. W. Ray, president of the Commonwealth Radio Distributing Corp., New York, accompanied by Phil Gillig, vice-president of Ludwig Baumann & Co., spent the past week-end golfing at Sea View, N. J.

Hayes Clark, New York representative of the Atwater Kent Mfg. Co., Philadelphia, Pa., accompanied by Cliff Malliet, sales manager for E. J. Edmond & Co., left last Wednesday for a week-end in New Jersey.

A. A. Trostler, sales manager of the radio-Panatrope division of the

B. J. Grigsby and Party Make 2,000 Mile Trip in Company's Airplane "Majestic"



The "Majestic" Plane at Gulf Hills, Miss.

Chicago, Ill., Thursday.

B. J. Grigsby, president of Grigsby-Grunow Co., this city, has returned from a 2,000 mile airplane trip in the company's Sikorsky Amphibian plane, Christened "Majestic." The party consisted of Mr. Grigsby, O. P. Spielmann, retired capitalist; R. J. Richsteig, secretary of A. Stein & Co. and George E. Mueller, patent counsel for the company.

The trip extended to Gulf Hills, Miss., near Biloxi, where Mr. Grigsby has a winter home, and stops were made at St. Louis and Jackson, Miss., on the

Brunswick-Balke-Collender Co., Chicago, returned to headquarters on Tuesday after spending the early part of the week at the New York Brunswick branch.

H. B. Richmond, president of the General Appliance Co., Cambridge, Mass., and president of the Radio Manufacturers' Association, was in New York last Friday conferring with various friends in the metropolitan industry.

Word from Jackson, Mich., is that Captain William Sparks, president of the Sparks-Withington Co., makers of Sparton radio, is expected home this week after a month in Florida, where he purchased a handsome winter residence at Miami Beach.

Henry C. Forster, vice-president and general manager of the Utah Radio Products Co., Chicago, is at the New York branch for a few days, assuring interested Eastern set makers that Utah remote control quantity production will soon be available.

Harry G. Sparks, vice-president of the Sparks-Withington Co., Jackson, Mich., left New York last Wednesday for Cincinnati, where he was joined by Mrs. Sparks. They expect to go to Florida for a fortnight and may include Havana in their itinerary.

Dave Goldman, head of the North American Radio Corp., New York, distributor for Zenith radio, arrived at his firm's headquarters on Monday sporting a coat of tan that served as a silent testimonial to his many hours of reclining 'neath Southern skies.

STANDARD CHAIN OPENS NEW STORE IN BOSTON

Boston, Mass., Friday.

The newest link in the chain of the Standard Stores was opened here today at 371 Washington street, in the heart of the local shopping center. The

way south and on the return at Memphis and Terre Haute, Ind.

The trip was made without any unusual event until the plane approached Terre Haute, when a severe storm was encountered, forcing the ship to land in the Wabash River about twenty-five miles south of Terre Haute.

This week H. E. Young, general sales manager of the company, will fly to Atlanta, Ga., for a meeting there and will be accompanied by E. S. Reidel, manager of the Majestic tube sales division, and H. H. Bailey, assistant to Mr. Young.

The photograph shows the "Majestic" after it had landed at Gulf Hills.

Standard Stores carry radios and tires.

All the nationally known radio lines are carried in these stores in addition to a complete line of tubes, speakers and other accessories. A service department is connected with the new link.

The radio studio, where sets are demonstrated, is unique in studio design, embodying new principles of construction.

Anderson & Co. Get Extended Territory on Colonial Radio Line

Buffalo, N. Y., Friday.

Due to its unusual aggressiveness in the promotion of Colonial radio set sales, Anderson & Co., distributor for the Colonial Radio Corp. has been rewarded with distribution rights to three additional counties in Pennsylvania.

The firm operates headquarters in this city, and will in the future act as wholesaler not only in this territory, but also in Erie, Warren and McKenna counties in Pennsylvania.

Ben Gross Heads for Florida Sunshine

Ben Gross, president of the Stromberg-Carlson radio distributing agency of Gross-Brennan, Inc., New York and Boston, journeyed last week to Miami, Fla., accompanied by Mrs. Gross and will spend a fortnight there accumulating some outdoor sunburn. Mr. Gross' sunburn over the past ninety days has been principally of the indoor variety, gained while poring over multitudinous details of the lavish consumer advertising which Stromberg-Carlson dealers throughout the metropolitan district have been conducting in alliance with the Stromberg-Carlson Tel. Mfg. Co. and the Gross-Brennan organization.

Halsey Supply Corp., Sparton Distributor, Plans New Building

NEWARK, N. J., Monday.

Plans for the construction of one of the most elaborate and largest radio distributing plants in the East have been announced by the Halsey Supply Corp., this city, distributor of Sparton radio.

In the construction of the building the same consideration is being given to the efficient radio merchandise as is given to production efficiency in industrial plants, according to Jeff Simon and A. Jacobs, heads of the Halsey Supply Corp.

An unusual feature of the new Halsey headquarters will be special railway tracks with space for the unloading of eight carloads of merchandise at one time.

Trustees Winding Up Affairs of Victory, Brooklyn Jobber

Trustees of the Victory Electric Supply Co., radio and electrical supply wholesale organization, of 1207 Bedford avenue, Brooklyn, are winding up the business of the company, following the resignation recently of John H. Avazian as president.

The Victory company was well known in the metropolitan radio trade.

Fred G. Carson on Colonial Sales Tour

Fred G. Carson, vice-president of the Colonial Radio Corp., Long Island City, N. Y., left Thursday night to make plans for the production of the 1930-31 Colonial sets at the Rochester, N. Y., plants.

From there his trip takes him to Chicago where he will make a survey in connection with next year's plans for a comprehensive sales drive in the Chicago market on Colonial sets.

Otto S. Schairer in New High RCA Post

David Sarnoff, president of the Radio Corp. of America, New York, announced that at a meeting of the Board of Directors of the Radio Corp. of America, held today, Otto S. Schairer, formerly Director of Patent Development of the Radio Corp. of America was elected Vice-President in Charge of Patent Department of the corporation.

NEW WESTINGHOUSE POST FOR E. R. NORRIS

East Pittsburgh, Pa., Friday. E. R. Norris has been appointed assistant to the vice-president of the Westinghouse Electric & Manufacturing Co., this city, according to a report issued today by J. S. Tuttle, vice-president in charge of manufacturing.

Mr. Norris was formerly works manager, and will now be responsible for all plant facilities of the company, manufacturing methods, cost reduction and inspection. He has been associated with Westinghouse since 1892.

T. J. Hicklin Appointed General Manager for Capehart Corporation

FORT WAYNE, IND., Saturday.

T. J. Hicklin has been appointed general sales manager of the Capehart Corp., this city, it was announced by H. E. Capehart, president of the company. He succeeds J. E. Broyles, who has been promoted to the position of secretary.

Mr. Hicklin has had many years of selling experience in various fields of



T. J. Hicklin

industry. In 1905 he entered the farm implement business in Kansas City and until 1912 he divided his time between office and road work. From 1912 to 1922 he was with the J. I. Case Plow Co., of Racine, Wis., maker of tractors and other farm implements.

In 1922, Mr. Hicklin entered the building business in California and continued in this field until 1928, when he became manager of the merchandising and service departments of the Massey-Harris Co., Racine.

Mr. Hicklin has already assumed his duties with the Capehart Corp. and is now in the midst of a large campaign in behalf of the sale of the new Capehart Amperion line and the Orchestrope.

100 KENT RETAILERS AT COURSHON MEET

MASON CITY, IOWA, Thursday.

One hundred Atwater Kent radio dealers from within a radius of seventy-five miles of Mason City, Iowa, attended a business meeting at the Hotel Hanford, here, recently, sponsored by the L. P. Courshon Co., Kent distributor.

The present situation of the radio industry, new developments, changes in methods of merchandising and new sales ideas were discussed at great length. Service was stressed in many of the addresses. According to L. P. Courshon, head of the firm, who presided at the conference, indications are that the dealer organization in this section will enjoy an even better Kent business during the present season.

BOSCH RADIO GIVEN TO HOCKEY PLAYER

Boston, Mass., Friday.

Johnny Igoe, well known sports fan and Bosch radio dealer, recently presented Eddie Shore, star of the world's champion Boston Bruins hockey team, a Bosch set, made by the American Bosch Magneto Corp., Springfield, Mass.

DeForest Radio Co. Introduces a New Short-Wave Radio

A short-wave receiver that is as radical in appearance as it is said to be in performance has just appeared on the market under the trade-mark of the DeForest Radio Co. Passaic, N. J. This set, claimed to be approximately four times as sensitive as similar existing types, and possessed of four tubes, is enclosed in an aluminum case measuring only 5 by 6 by 8 inches, with the tubes all inside the case.

The new De Forest set, although designed primarily for aircraft, police car, and motor-boat use, has been made available to the trade and public, since its tuning range covers the band of popular interest. Through the use of four coils of the plug-in type, the receiver has a tuning range of from 20 to 200 meters. The coils are made of heavy enameled wire, wound on hard-rubber tubing. Tuning is accomplished by means of a single dial.

The set, known as the type HM-1, may be either battery operated or dry-cell operated. If used with a storage battery, a type -22, a type -01A, and two type 112A tubes, are required. If dry-cell operated, a 422A and three type 499 De Forest Audions are necessary. Although small in size, the receiver incorporates all the necessary adjuncts to satisfactory short-wave reception including the unusual item of some 5 microfarads of by-pass condensers.

Dixon Merchandising Peerless, Sonora Sets, Speakers and Tubes

Peerless-Courier and Sonora radios are being merchandised by the Dixon Radio & Electric Corp., 135 Bleecker street, New York, at attractive prices to the trade. The Dixon firm is selling model 652 Peerless-Courier at \$49.50 to the trade, and the Sonora B-31 at \$52.50. These sets formerly listed at \$165 and \$175, respectively. Both are screen-grid console models.

Emanuel Modell, head of the Dixon Radio & Electric Corp., reported last week that he also has on hand a quantity of speakers and nationally known tubes that he is selling at attractive prices.

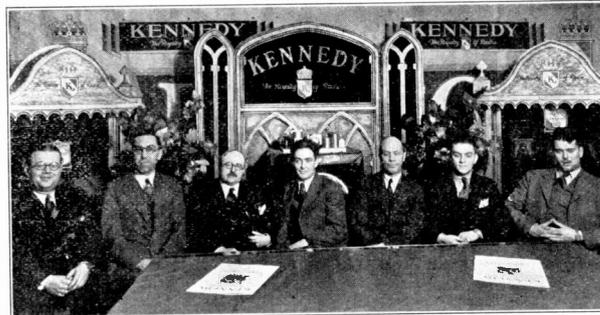
Buyers have been attracted at the prices of the Dixon company, Mr. Modell reported, and sales are moving along at a brisk rate.

MORTY SALZMAN, OF WHOLESALE RADIO, ON MONTH'S SEA CRUISE

Morty Salzman, of the Wholesale Radio Equipment Co., New York and New Jersey distributing organization for the American Bosch Magneto Corp., postcards the "Trade's Only Weekly" from San Juan, Porto Rico, where he made a short stop in the midst of a month's cruise on the S. S. "Statendam."

"Trying had to buy a copy of the 'Weekly' here but nobody wants to part with it," he writes. "Consuming the 'punch' for next year's line, so watch out for Bosch radio—it will have plenty of 'kick' in it."

Colin B. Kennedy Corp. Executives Meet New Company Distributors at Headquarters



Colin B. Kennedy and Distributing Officials in Confab

SOUTH BEND, IND., Friday.

Officials of the Colin B. Kennedy Corp., this city, maker of the Kennedy Royal line of radio sets, met new distributors of the company at the factory recently.

The new Kennedy distributors and officials in the photograph are, left to

right: R. G. Robinson, of the Clawson & Wilson Co., Buffalo, N. Y.; E. J. Ripberger and Orval Peterson, of the Columbia Stores Co., Denver, Colo.; Colin B. Kennedy, president of the Kennedy corporation; F. H. Wellington, chairman of the board of directors; Harry Shaprow and George Earl, of the Buffalo distributing firm.

UNIQUE PRESENTATION OF OFFICERS AND DEPARTMENT HEADS OF RCA-VICTOR CO.

More than one hundred officials and departmental executives govern the hundred-million dollar operations of the RCA-Victor Co., Inc., it is shown by that corporation in a colored supplement appearing in this issue of The TALKING MACHINE and RADIO WEEKLY. The advertisement is one of the most unusual ever put before the trade in an industry remarkable for its publicity achievements and The TALKING MACHINE and RADIO WEEKLY feels complimented at being selected as the first trade journal to place the supplement before the national market.

"The Men Who Direct the Destinies of the RCA-Victor Company" is the title of the advertisement, embracing eight pages and enumerating the corporation officials and executives in

grouping of Directors, Officers and Staff, Engineering Department, Manufacturing Department, Radiola and Engineering Products Division and Victor Division. The individuals whose photographs and titles are presented have hundreds and in many cases thousands of friends and acquaintances in all walks of the radio-music industry and it is likely that the pages of the supplement will be closely scanned by the trade generally. Such inspection cannot fail to be impressive for the scope and character of the personnel which may be accurately described as conducting the keystone industrial unit of radio as a public service.

A brief official statement of the company's genesis, in the advertisement, asserts their qualifications for and intention to maintain 'acknowledged leadership' for their institution.

AL SIEGELS HAVE FAMILY ADDITION

Al Siegel is passing around cigars to members of the trade as the result of the recent arrival of Donald Richard Siegel at the Royal Hospital, New York. Al is a representative of McPhibben-Keator, Inc., metropolitan distributor for Sparton radio, and has been connected with the New York jobbing firm for five years.

Both Donald Richard, who tips the scales at seven pounds, twelve ounces, and Mrs. Siegel are doing well.

CAPTAIN SPARKS BUYS MIAMI BEACH HOME

Miami, Fla., Friday.

Captain William Sparks, president of the Sparks-Withington Co., Jackson, Mich., maker of Sparton radio, has purchased a home in Miami Beach.

Captain Sparks declared that he plans to spend at least three months every year in Miami.

Triangle Reports Gratifying Demand For New Fada 40

Through an error, the title of the advertisement in last week's issue of The TALKING MACHINE and RADIO WEEKLY, of the Triangle Radio Supply Co., Inc., exclusive metropolitan distributor for Fada radio, was incorrectly printed. The correct title of the advertisement is: "Fada, the Radio Round-up Eliminates Many Manufacturers, but Brings Us the New Fada 40."

Sales of the new Fada model 40 are reported by Herman A. Linde, president of the Triangle Radio Supply Co., as exceptionally satisfactory throughout the metropolitan district. This newest of Fada models incorporates an automatic station finder and indicator, and lists at \$260, less tubes.

Mr. Linde also reports a busied production schedule at the F. A. D. Andrea plant in Long Island City, where Fada sets are manufactured.

R. R. A. Banquet-Dance Set for Sunday Night At Pennsylvania Hotel

Everything is in readiness for the second annual Spring radio style show, banquet and dance to be conducted on Sunday evening at the Pennsylvania Hotel, New York, under the auspices of the Radio Retailers' Association, Inc., Irving E. Cohen, executive secretary of the association and chairman of the committee on arrangements, reported last week. The advance sale of tickets indicates a capacity attendance at the affair, Mr. Cohen stated.

Leading manufacturers and distributors of radio product will exhibit their material and new instruments will be on display.

Those on the committee on arrangements in addition to Mr. Cohen are: Walter Johnson, Samuel Shearn, Harry Kimmel, George Wesman, Max Leavy, Hugh J. Grady, Benjamin Birnbaum, Edward Spiegelthal, Wallis K. Bach, Louis I. Leibowitz, David Rosenbaum, George Rosenberg, Harry Duff, Paul Deyo, R. H. Klime, Eli Lazar, L. M. Greenberg, F. P. Foley, Michael Caron, R. K. Mosier, J. T. Goodman, Emanuel Bucci, Nat Sauberan, Norman Zenker, Alfred Bloom, Irving Krubin and E. B. Eldredge.

Rocky Mountain and James K. Polk Firms Take on Bosch Radio

Chicago, Ill., Friday.

The Rocky Mountain Radio Corp., Denver, Colo., has been appointed exclusive distributor for Bosch radio in the Rocky Mountain district, Herbert Shoemaker, divisional sales manager of the radio division of the American Bosch Magneto Corp., reported today. This company is well known in the radio distributing field in the west and has a large dealer following.

The initial shipment of Bosch sets has already been received by Rocky Mountain, and officials of the company are exceptionally enthusiastic over the line.

The James K. Polk, Inc., Dallas, Tex., has also been named Bosch wholesaler for the Dallas, Houston and San Antonio territory. The Polk firm is one of the largest and best known radio distributing organizations in the southwest.

"Things are breaking splendidly for us in making new connections and our present year will undoubtedly be the best we ever had," Mr. Shoemaker stated today.

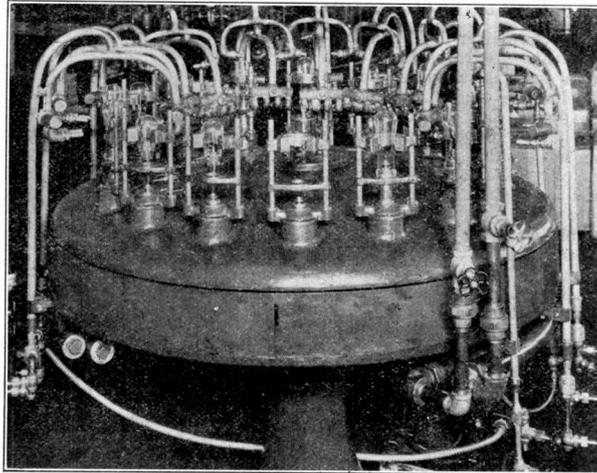
May Distributors, Inc., Hold Two-Day Opening For Boston Retailers

Boston, Mass., Monday.

Retailers in this city were entertained last Thursday and Friday by D. W. May, president of May Distributors, Inc., 797 Beacon street, here, on the occasion of the formal opening for business of the new Philco wholesale concern. Bill Kennally and Sam Phelps represented the Philadelphia Storage Battery Co., and D. W. May, W. I. Gath, George Wiseman and Charles Kocornik were on hand to greet the trade.

W. I. Gault is sales manager of May Distributors, Inc.

DeForest Radio Co. Perfects New Tube Machinery With Production Capabilities of Ten Times Old Equipment



New De Forest High-Speed Sealing Machine

The accompanying photograph shows the DeForest Radio Co.'s new high-speed sealing machine, upon which the company holds what are said to be basic patents, capable of handling 2,000 tubes per hour. The machine fastens the glass bulb to the flare of the stem of the tube. Batteries of tiny blue flames heat the glass to a cherry red, so that it may be worked in its plastic state. Former tube machinery used for this intricate process of manufacture were capable of a production of only 300 tubes an hour.

Other new and improved tube pro-

ducing machines recently introduced by DeForest in its Passaic, N. J., plant include an automatic cathode tube machine, working without manual labor of any kind, and a high-speed basing machine, to base audions at the rate of 2000 per hour, as contrasted with the ordinary unit's capacity of 300 per hour.

According to Sales Director Hallam of the DeForest company, the new units have resulted in production economies which have been passed along to the trade in the tangible form of reduced prices.

W. S. Viall New Retail Sales Manager for May Philco Co. in Newark

W. S. Viall, well-known in the radio and electrical wholesale field, has been appointed retail sales manager of the May Radio Corp., Newark, with jurisdiction over northern New Jersey and Staten Island. He succeeds Earl C. Pullen, who was recently appointed general manager of the May Radio Corp., and D. W. May, Inc., Newark.

Mr. Viall was formerly factory representative for Crosley radio, and prior to that was in charge of the radio division for a Cincinnati jobber. For several years he traveled in the Middle West for the General Electric Co.

CROSLY APPOINTS BECK & GREGG FIRM GEORGIA WHOLESALE

Atlanta, Ga., Friday.

The Beck & Gregg Hardware Co., this city, has recently been appointed distributor for the Crosley Radio Corp., Cincinnati, O., in this territory.

NEW HAVEN ELECTRIC IN NEW QUARTERS

New Haven, Conn., Saturday.

The New Haven Electric Co., Water Kent distributor of this city, has recently moved its headquarters to 131 S. John street. Offices of the local wholesale firm were formerly located at 296 Elm street.

Plan Conference on Vestal Copyright Bill

Washington, D. C., Friday

Representatives of composers, authors and publishers and the mechanical reproducing industry have agreed to hold a conference to straighten out their differences centering around the bill of Representative Vestal, of Indiana, which provides a revision of the present copyright laws dealing with mechanical reproduction of musical compositions.

This announcement was made here yesterday, upon the conclusion of hearings on the bill which have been in progress for several days.

Representative Vestal said that opponents of the measure have been allowed until March 27 to file whatever briefs they may desire while proponents of the measure have been given until April 1 to file theirs.

The whole matter, Mr. Vestal said, will then be re-opened but not for the purpose of taking oral testimony but to hear those who care to discuss disputed points in his bill.

Closing the hearings for the opponents of the bill, Harry A. Meixelle, representing the Music Industries' Chambers of Commerce, of New York, requested that his side of the case be completed with the filing of a brief. A similar request was made by J. M. Webster, Jr., who said he represented Col. William J. Donovan, former assistant Attorney General of the United States, now counsel for the mechanical reproducing industry.

2,600 at Theatre Party Sponsored by Universal Radio Co.

The Universal Radio Co., exclusive wholesale distributors of Philco Radio in Bronx, Westchester, Queens, Nassau and Suffolk counties, recently sponsored a huge theatre party at the Loew's Gates Theatre, Brooklyn, at a special presentation of the "The Love Parade," starring Maurice Chevalier.

Over 125 cars made up of Long Island Philco dealers and their sales staffs, assembled in Jamaica, and from there, accompanied by a motorcycle police escort, drove to the Brooklyn theatre.

Over 2,600 Philco retailers and members of their sales staffs, accompanied by their ladies filled the movie theatre to capacity as guests of A. S. Simons and Edward M. Reilly, heads of the Universal Radio Co.

A similar gathering was sponsored recently at the Loew's Grand Theatre, in the Bronx, for the Bronx and Westchester Universal-Philco dealers.

Price of Sparton 589 To Be Raised March 15

Jackson, Mich., Friday.

Effective March 15, the Sparks-Withington Co., this city, will increase slightly the list price of the company's newest radio set, the Sparton Model 589. Until that time, all present eastern, western and Canadian prices will remain in effect, officials of the company reported.

Early sales volume on this model indicates, according to Sparton officials, that this instrument will enjoy greater popularity than any other Sparton that has preceded it. Its performance has enthused Sparton dealers throughout the country, officials stated, and it has accomplished the object of bringing Sparton instruments within the means of nearly every home, it was said.

The increase to be announced shortly will not remove this set from its price class, and will continue to include its full equipment of ten tubes.

38th ANNIVERSARY IS CELEBRATED BY FULKERSON STORE

Carbondale, Pa., Saturday.

Fulkerson's, local music house at 62 Salem avenue, recently celebrated the thirty-eighth anniversary of its founding. The local store was founded in 1892 by the late Claude W. Fulkerson, and his son and successor, J. Harper Fulkerson, now heads the store, which is one of the best known music houses in northeastern Pennsylvania.

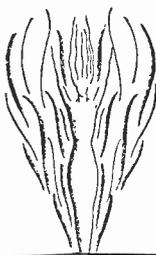
A full line of nationally known radios, talking machines, pianos and other musical instruments and accessories is carried and attractively displayed in the store.

EXCLUSIVE SPARTON SHOP OPENED IN LITTLE ROCK

Little Rock, Ark., Monday.

The Sparton Sales and Service Shops, one of the most elaborate retail sales emporiums in this district, has recently opened at 812 Main street, this city, under the proprietorship of E. W. Pickthorne and G. D. Tuggle. The firm handles the Sparton line exclusively.

C. L. Strait, Sparton factory executive, was among those who attended the formal opening.



PUSH THIS NEWEST HEADLINER OF YOUR BIG-TIME RECORD LINE!

"LA BOHÈME"—latest release in the Columbia operatic series—comes out right on the heels of the amazing sales success of Columbia's "Madam Butterfly."

And you'll want *this* world-popular Puccini opera, too. It gives you a matchless audience-puller to add to an album line that has already proved itself a big money-maker! A line that brings you exceptional record profits because you sell complete sets—from 8 to 20 records at a single clip!

And your operatic series buyers are dyed-in-the-wool repeaters! They're quick to recognize the perfect, life-like beauty of Columbia recordings. So they come back again

and again, adding to their libraries of the music they love.

What's more, these real music-lovers want only the *finest* reproduction—they spot perfect tonal purity in a machine as soon as they hear it. So your operatic series fans are live prospects for Columbia *instruments*—you'll find your line of opera sets brings you in many a *machine buyer*!

Columbia is boosting your operatic series market with constant program advertising—right to the people who are eager for such records. Get your share of this profitable record business—stock these sets now and *push* them! You'll find they pay and pay and *pay* you.

Columbia Operatic Series No. 5

LA BOHÈME

OPERA IN FOUR ACTS BY PUCCINI

Recorded by Columbia in Twenty-five Parts

Two Albums—\$26. complete

Sung in Italian by Eminent Operatic Artists of Italy

Chorus of La Scala Theatre and Milan Symphony Orchestra

Conducted by CAV. L. MOLAJOLI

Columbia Operatic Series No. 4

MADAM BUTTERFLY

OPERA IN TWO ACTS BY PUCCINI

Recorded by Columbia in Twenty-eight Parts

Two Albums—\$28. complete

Sung in Italian by Eminent Operatic Artists of Italy

With Chorus of La Scala Theatre and Milan Symphony Orchestra

Under Direction of CAV. LORENZO MOLAJOLI

Columbia Operatic Series No. 3

AÏDA

OPERA IN FOUR ACTS BY VERDI

Recorded by Columbia in Thirty-six Parts

Two Albums—\$36. complete

Sung in Italian by Eminent Operatic Artists of Italy

With Chorus of La Scala Theatre and Milan Symphony Orchestra

Conducted by CAV. LORENZO MOLAJOLI

Columbia Operatic Series No. 2

LA TRAVIATA

OPERA IN THREE ACTS BY VERDI

Recorded by Columbia in Thirty Parts

Two Albums—\$30. complete

Sung in Italian by Eminent Operatic Artists of Italy

With Chorus of La Scala Theatre and Milan Symphony Orchestra

Under Direction of CAV. LORENZO MOLAJOLI

Columbia Operatic Series No. 1

CARMEN

OPERA IN FOUR ACTS BY BIZET

Recorded by Columbia in Thirty Parts

Two Albums—\$30. complete

Sung in French

by Artists of the Paris Opéra and Opéra Comique

Columbia Masterworks Set No. 101

TRISTAN UND ISOLDE

BY WAGNER

(Bayreuth Festival Recordings—Second Series)

In Thirty-eight Parts

Two Albums—\$38. complete

*Recorded by Columbia in the Bayreuth Festspielhaus
Wagner Festival, 1928*

Under exclusive Columbia contract

Issued by approval and authority of Siegfried Wagner

Columbia

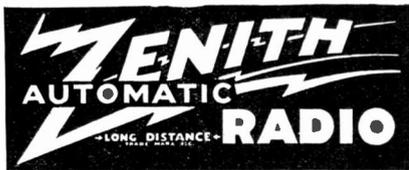
"NEW PROCESS"
Reg. U. S. Pat. Off.

RECORDS

Viva-tonal Recording—The Records without Scratch
COLUMBIA PHONOGRAPH COMPANY, NEW YORK



All Trade Marks Reg. U.S. Pat. Off.
U.S. Pat. Reg. No. 1,125,123
© 1928 Columbia Phonograph Co., Inc.
New York, N.Y. 10019



the ONLY Loop Set on the market

MODEL
64
SUPER
ZENITH



Ask about this Sales
and Profit Leader . .

NORTH AMERICAN RADIO CORP.

1845 Broadway • New York

Distributors for Manhattan — Brooklyn — Long Island — Staten Island

**JACK ROTH ELECTED
HEAD OF WISCONSIN
RADIO TRADE GROUP**

**ERT, CHAIRMAN OF BOARD
Majestic in Effective Tie-up With
Large Cooking School Classes
—Kimberly Reports Good Sales
on Zenith 61.**

Milwaukee, Wis., Friday.

Radio dealers and distributors predict that sales will mount during March and that increased activity will be noted in all makes of sets. Billboard advertising is being used extensively by local merchants in co-operation with jobbers. In some instances three out of five spaces are devoted to the advertising of radio. An ever increasing number of the so-called junior boards are also being effectively used by dealers.

Jack Roth, of the Radio Specialty Co., was elected president of the Wisconsin Radio Trade Association at the annual election held this week. Officers of the organization for the coming year include Michael Ert, chairman of the board of directors; H. M. Steussy, executive vice-president; Mr. Maurer, vice-president in charge of the wholesale division, and Mr. Robertson, vice-president in charge of the retail division. Mr. Nolan was appointed secretary of the association, and Mr. Jaeger, treasurer. The advisory council includes George Bonds, B. S. Wzienski, Eric Pfefer and Michael Ert.

Messrs. Ert and Steussy are leaving

for Chicago to attend a meeting of the National Federation of Radio Associations being held in that city.

The complete line of Majestic radios is being displayed this week at the Milwaukee Auditorium, in conjunction with the cooking school being conducted by a local daily. The Badger Radio Corp., local and state distributor, is sponsoring this exhibit and furnishing talent for the musical end of the programs. Those participating include: Samuel Thaviu, violinist; Helen Bickerton, soprano; Raymond Koch, baritone; F. A. Delano, nationally famed baritone, and director of the Majestic sales school, and Marie Louise Von Klenke, concert pianist. A Majestic radio is used at each performance and the "colotura test" is being given.

Salesmen of the J. J. Dougherty Co., Spartan distributors, held a sales conference in the offices of the firm at 2620 Wisconsin avenue, recently. Fred Davey, of the sales department, and B. A. Searles, advertising manager of the Sparks-Withington Co., Jackson, Mich., addressed the group.

"Victor radio is supreme in tone range" is the message printed on the attractive posters soon to be featured in the windows of many of the local dealers.

On Tuesday, March 11, the Victor Record Girls' Club will celebrate its third anniversary at the offices of the North Central Distributors, Victor whoselares in this territory. An entertaining program has been arranged.

Kimberly Radio Corp., Zenith distributor, report that the sale of model 61 has increased during the last few weeks. P. E. Carter, formerly with the Zenith distributor at Tulsa, Okla., is now covering the southern portion of Wisconsin. J. Cervenak has been transferred to the Chicago offices of the firm.

**500 to Attend Philco
Oceanic Convention on
S. S. "Arcadian" in May**

Philadelphia, Pa., Thursday.

The S. S. "Arcadian," a Royal Mail Liner, has been chartered by the Philadelphia Storage Battery Co., this city, to carry 500 Philco officials, representatives, jobbers and distributors' salesmen on the Philco oceanic convention, which will begin in New York May 27 and continue for six days. The trip will extend to the Bermuda Islands.

J. M. Skinner, vice-president and general manager for Philco radio, together with Harry Watson, general passenger agent of the Royal Mail Line, and J. P. Hand, head of the Board of Trade of Hamilton, Bermuda, are completing arrangements for sports events and civic receptions in Hamilton, where the 19,400-ton liner will dock during the stay at the island.

Philco's announcement of a spring cruise has been hailed with delight by its representatives throughout the United States and Canada as a result of the Great Lakes cruise the company conducted last year. Reservation requests began to arrive at the local factory almost immediately after the pre-

Radio sales have shown an increase during the last month, according to the Orth Music Co., near the corner of Fifth and Wisconsin. An attractive display of Atwater Kent, Philco, Amrad and Victor sets is being featured in the windows this week.

—E. S.

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.

liminary announcement of the ocean voyage.

Designed originally for trans-oceanic travel the "Arcadian," since its transfer to the Bermuda run, has built up an enviable reputation with its passengers for its ability to shake off heavy seas.

Rare marbles in the swimming pool decorations, a central social hall where a series of entertainments will be held, a two tier smoking and card room mezzanine above, and staterooms providing every luxury on shipboard, are among the travel features which will serve to make the "Arcadian" cruise one of the most unique conventions of 1930. A thoroughly equipped gymnasium with rowing machines, stationary bicycles and punching bags, promises to keep the Philco party in shape for golf, deep sea fishing and other sport events which are being arranged for in Bermuda.

Edward Davis, president of the Philadelphia Storage Battery Co., will be given the honorary title of admiral during the time the S. S. "Arcadian" is a Philco boat. Other officials from the Philco plant making the trip will include, in addition to Messrs. Davis and Skinner, Sayre, M. Ramsdell, manager of sales promotion; E. B. Loveman, advertising manager, and Walter Holland, chief engineer.

All district representatives, jobbers and the leading salesmen of each jobber are expected to make the trip. Upon arrival in New York following the Bermuda convention, June 2, the Philco representatives will be taken on a special section of the Blue Comet, of the Jersey Central Railroad, to the trade show of the Radio Manufacturers' Association, in Atlantic City, which will be in session from June 2 to June 6.

UNRIVALLED

in Quality, Value, Salability

..and the only LOOP set on the market!



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

\$370

LESS TUBES

Western Prices Slightly Higher

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

NEW SUPER ZENITH

MODEL 64



"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents - Vasselli 1581145, Re-issue 17002, Heath 1638734, Marvin 1704754, Canada 264391, Great Britain 257138, France 607136, 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]

We have discussed quite generally the various items in the tax return. What happens to the return after it is filed? That might be a subject worthy of a few moments attention.

Many taxpayers have learned, sometimes to their considerable embarrassment, that the mere filing of the return is not all there is to it. The return is just a proposal that the taxpayer makes concerning the amount he should be assessed. The Government next considers the proposition.

Following the Tax Return.

When the returns are first filed at the Collector's office, they are given a preliminary inspection to verify the mathematical computations. Any differences that are found one way or the other are immediately reported to the

taxpayer. Then the returns, except those on form 1040 A, are passed on to the office of the local Internal Revenue agent. The returns on 1040A remain with the Collector's office and are audited there. In some districts collectors audit all returns showing gross income below \$25,000. At the Revenue Agent's office, the returns are carefully reviewed and sorted into three classes; one for returns that have been properly prepared and that do not require further audit; another for returns that require adjustment and can be disposed of by correspondence, or by personal call of the taxpayer; and the third for cases where an audit of the taxpayer's books and records is deemed necessary.

The returns are then forwarded to Washington—those in the first group—for final review and filing; the others for reference to the appropriate field division for audit. The former therefore drop out of the picture, and the taxpayer is generally notified that the return has been accepted as filed. Let us trace through what happens with the other returns.

In the Field.

As already mentioned, Washington will forward the returns to the proper Internal Revenue Agent's office for audit. The Internal Revenue Agent will examine the return at his office or go to the taxpayer's office to review the books. If, when he is through, he concludes that an additional tax is apparently in order, the taxpayer is notified to that effect and furnished with a copy of the agent's report showing the changes proposed. This does not necessarily mean that an additional tax will have to be paid. Quite to the contrary, many times Revenue Agents are not afforded the opportunity to go into all the facts, or the facts are improperly presented to them, with the result that while their proposed additional assessments are in order so far as they are concerned, upon a full and proper presentation of just what the situation is, the proposed additional tax can be eliminated and sometimes even refunds obtained.

The taxpayer is given full opportunity to present his side of the case after the Revenue Agent is through. He has thirty days within which to file a written protest, and may also have an oral conference with the Agent's office. After the taxpayer's protest is carefully considered, all the papers are forwarded by the Internal Revenue Agent's office to Washington with recommendations, for review by the income tax unit.

If the income tax unit agrees with the findings of the Agent, the taxpayer is given another opportunity for a hearing, this time at Washington. The second hearing also gives the taxpayer an opportunity to supply any deficiencies in evidence that may have become apparent by the hearing at the Internal Revenue Agent's office.

If the income tax unit is of the opinion that a difference deficiency exists from that recommended by the Revenue Agent, the taxpayer is notified to that effect and at the same time a copy of the letter is sent to the Agent's office with all the papers in the case. Frequently the taxpayer has an additional opportunity here to discuss the

facts with the Agent and change the proposed tax.

Board of Tax Appeals and Courts.

After giving the taxpayer all this opportunity to contest any proposed additional assessment, the Income Tax Department makes what is known as a final determination, and notifies the taxpayer to that effect by registered mail. But even this does not end the matter, nor make it necessary for the taxpayer to pay the additional assessment, for he can take his case, within sixty days, to the Board of Tax Appeals. Negotiations can be carried on with the Commissioner's representatives which often leads to a settlement of the case without the necessity of trying it before the tax board. It is only when the Board sustains the Tax Department, assuming that the case is taken to the Board, that the additional assessment need be paid. But the taxpayer may still further prosecute his claim by appealing from the Board's decision to the courts, and under a proper case, he can go up to the court of last resort—the United States Supreme Court, not paying the tax until the very end if he is willing to put up a bond.

From the foregoing it is apparent that there is nothing arbitrary about the Government's procedure in making additional assessments. Quite to the contrary, the taxpayer is given much more opportunity to contest any of the changes in his tax return than he would have in case of an ordinary civil dispute. It may be true that many additional assessments are paid when in fact they are not justified, but that is probably due to the taxpayer's own delinquency or an inadequate or untimely presentation of his side of the

case, and not because he didn't have proper opportunity to be heard.

Overpayments.

While I have been discussing the procedure on additional assessments, I do not want to leave the impression that all the Department concerns itself with is getting more taxes. The fact is that in a tremendous number of cases the Department finds that the taxpayer has overpaid and then voluntarily refunds the overpayment to the taxpayer. Last year, many millions of dollars were thus refunded. But a taxpayer need not wait until the Government notices the overpayment. He can file a claim for refund directly as soon as he discovers the overpayment, and then he will be afforded an opportunity for hearing both at the Revenue Agent's office and at Washington, almost in the same manner as in the case of proposed additional assessments.

There is thus full consideration given the taxpayer both on overpayments and underpayments. Considering the millions of returns filed each year, there is a great deal of credit due the Treasury Department for working out such smoothly running and equitable machinery for the handling of the tax refunds.

Conclusion.

To any extent that these articles may have been of assistance to readers in clarifying the provisions of the law, or more intelligently enabling them to prepare their income tax returns, I shall feel that these articles have served a worthy purpose. I do hope that these columns have been of some assistance to readers in that connection.

The
**PERFECT
COMBINATION**

**Majestic
ELECTRIC RADIO**

**Majestic
RADIO TUBES**

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

MADE POSSIBLE

**GREAT
PHILCOS
IN
1929**

PHILCO
ALL-ELECTRIC RADIO

**GREATER
PHILCOS
FOR
1930**

WEEKLY BULLETIN

Your Collections!!

The prompt collection of weekly payments by the dealer on his installment paper is the axis on which the success of his business depends.

The tendency of finance companies to tighten up on credit limits is slightly softened where no collection trouble is encountered.

Get Your Money!!

The possible propaganda of a delinquent customer may spread because of pressure brought to bear in securing prompt payments should be ignored. If your business does not warrant the full time of a paid collector, a small want ad in your local paper will readily secure the services of a part-time collector whose remuneration could be arranged on a commission basis.

Protect Your Interests --- Get Busy Now!

1930 Another Philco Year

Al. Simons.

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

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



for 1930

MORE BUSINESS
. . . FEWER TO SHARE IT
 And the Best Seller Again *Majestic*

HAPPY days ahead for the Majestic dealer. For 1930, more sales—fewer lines competing for them. More profits in radio—fewer lines to share them.

In 1929, you saw Majestic dealers get nearly one-third of all the electric radio sales in the country. You saw Majestic dealers average 25 sales every time the 54 competing lines averaged one sale each. In 1930 you will see even more amazing things as you watch Majestic.

You Need No Other Line for 1930!

This year Majestic dealers have four "firsts" to assure them the biggest year in radio history. First place in public preference—proved by

1929 sales. First with a complete line covering every fast-moving price class. First with the super-accurate, super-sensitive Coltura Speaker. And first with a brand new profit leader to be announced soon.

For 1930, be on the inside watching the other fellows struggle. Sell the big leader, Majestic, and you need no other line. Sign up now—exclusively Majestic. Join the dealers who get nearly one-third of all the electric radio business in the country. Forget the grief of orphan lines—gyp prices—and red ink. Get set now for your biggest year. Phone or wire your Majestic distributor for information on the Majestic franchise.

GRIGSBY-GRUNOW COMPANY, CHICAGO, U. S. A.

Majestic
Licensed under patents and applications of R. C. A. and R. P. L., also by Lektrophone, Lowell & Dunmore and Hooper License Associates.
RADIO

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

“A Majestic franchise gives the dealer the best territory—AND

ALBANY, N. Y.
Majestic Products, Inc.
 90 Hudson Avenue

BALTIMORE, MD.
The Eisenbrandt Radio Co.
 Pratt and Paca Streets

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 Street
 Des Moines, Iowa and Marion, South Dakota
 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.

DISTRIBUTORS

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
 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

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

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

<p>MEMPHIS, TENN. J. E. Dilworth Co. <i>Cooperation Service Efficiency</i> Nashville, Tenn.—821 Ewing Ave.</p>	<p>OKLAHOMA CITY, OKLA. Harbour-Longmire Co. <i>Distributors</i> Oklahoma and Texas Panhandle</p>	<p>D SOUTH BEND, IND. Radio Equipment Co. 109 East Monroe Street</p>
<p>Radio Sales Company 483 South Main Street</p>	<p>M PHILADELPHIA, PA. Peirce  Phelps <i>merged with</i> Penn Phonograph Co. 437-51 No. Fifth Street PHILADELPHIA, PA.</p>	<p>I TOLEDO, O. The Roberts-Toledo Company Adams and Jackson Sts. BRANCHES LIMA, OHIO PIQUA, OHIO 222 So. Elizabeth St. Cor. Wayne St. & Penn Ry. MARION, OHIO</p>
<p>MILWAUKEE, WIS. Badger Radio Corp. <i>MAJESTIC for Profits</i> 480 Market Street</p>	<p>J HARRISBURG, PA. WILKES-BARRE, PA. E PITTSBURGH, PA. Hamburg Brothers 963 Liberty Avenue</p>	<p>T WASHINGTON, D. C. The Eisenbrandt Radio Co. 932 H Street, N. W.</p>
<p>MINNEAPOLIS, MINN. The Roycraft Company <i>Specialized Wholesale Distributors</i> 25 North Third Street</p>	<p>S PORTLAND, MAINE Majestic Distributors, Inc.</p>	<p>B WHEELING, W. VA. Hamburg Bros. 1047 Main Street</p>
<p>NEWARK, N. J. North Ward Radio Co. 367 Plane Street</p>	<p>T SALT LAKE CITY, UTAH United Electric Supply Co. 117-119 West Fourth Street</p>	<p>U WICHITA, KAN. Sterling Radio Company Kansas City Mo.  Wichita, Kans. 1515 GRAND AVE. 1st & ROCK ISLAND</p>
<p>NEW YORK, N. Y. Majestic Distributors, Inc. 1775 Broadway</p>	<p>C SHREVEPORT, LA. Radio Sales Company 225 Crockett Street</p>	<p>O WILKES-BARRE, PA. Peirce  Phelps <i>merged with</i> Penn Phonograph Co. Established 1898</p>

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

CHICAGO, ILLINOIS
Exclusive Manufacturers



Quit Taking A Licking In Your Service Department

Business lessons cost like the devil sometimes. Poor tubes, hurriedly made, cost thousands of dealers millions of dollars in 1929.

What'll you do THIS year? Will you take a licking on tubes "at a price," or equip with tubes you CAN TRUST?

No "special deals" in Sylvania Tubes, whether you're big or little. But their use in the sets you sell brings relief to your service department and permanence to your profits.

Sylvania Products Co.
Emporium Pennsylvania

*The home of the Sylvania
Foresters, who are heard
each week over WJZ, WBZ,
KDKA, KWK, KYW, WEZA,
WHAM, WREN, WNBZ, KFAB,
WGY.*



Sylvania
RADIO TUBES
Licensed Under RCA Patents

Plans Practically Set For Annual Confab of Western Association

SAN FRANCISCO, CAL., Thursday.

Plans for the June convention of the Western Music and Radio Trade Association are probably four months ahead of those of any previous year.

The first real big release of news value are the plans for the second day of the conclave, although it is stated that the Victor company, which is taking the banquet entertainment on the first night, has its plans also far along. The Victor company has in hand the care of the guests, as far as entertainment is concerned, from 6:30 to 8:00 on the first evening. With its wealth of talent and its command of fine attractions, much is promised, although the committees so far are not yet allowing full information on the first night's activities to leak out.

The second night's plans have been definitely announced. There is the usual morning session to be followed by a rousing noon-time luncheon with Don E. Gilman, vice-president of the National Broadcasting Co., acting as master of ceremonies and bringing on N. B. C.'s famous Hill Billy Boys. The afternoon, as usual on this day, has been left open so that the delegates may attend the Radio Pre-View or so they may play golf, there being ample time during the sessions for both these activities.

Beginning at 6:30 comes the usual evening banquet. From 6:30 to 8:00 the Atwater Kent Follies, a dancing and musical extravaganza in twenty-four acts, is to be staged for the delegates. It is sent to the convention by the Atwater Kent Manufacturing Co., of Philadelphia and its distributors on the coast, Ray Thomas, Inc., Los Angeles; Sunset Electric Co., Portland, Seattle and Spokane, and Ernest Ingold, Inc., of San Francisco. This review has become almost a San Francisco institution. The costuming is gorgeous and the review tuneful and lively. At 8:00 the convention and all its delegates become the guests of the Radio Corp. of America at a colorful, typically Californian dance. The orchestra is an exceptional one, and novelties, fun and riotous music are promised.

The table decorations for the evening banquet have been arranged by the courtesy of the H. R. Curtis Co., distributors of Sparton radio, as have been the menus. Both menus and flowers have been planned to fit in with the extravaganza on the stage during the banquet hours. The various committees have been functioning in a wonderful way. The entire list of speakers is set, although invitations have not been issued, because of last-minute changes or additions. It is safe to say, however, that the convention could be staged complete on a one-day notice, so far ahead are the preparations.

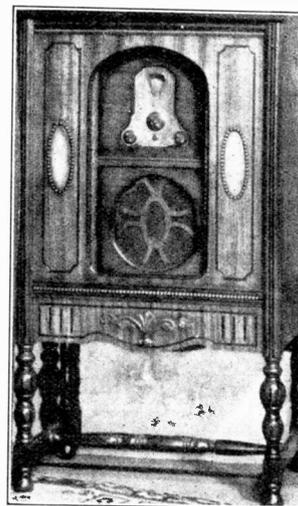
One of the problems confronting the arrangement committee is that of accommodations. The rooms of the hotel itself will, it is natural to suppose, be entirely sold out, and while all three of the banquet halls of the St. Francis have been engaged, it is probable that they will scarcely accommodate the crowd which is expected to be here, not only for this convention, but for the Radio Pre-View of the Pacific Radio Trade Association.

Stewart-Warner Adds Four Console Models To 1930 Radio Line

CHICAGO, ILL., Friday.

Cabinets of early English period design are featured in the new models introduced by Stewart-Warner Corp., this city, to complete its line of table and console sets for 1930.

The Oxford-Hepplewhite No. 41, an adaptation of an original Hepplewhite design, relies for its charm upon graining of the woods used and the simple, conventional ornamentation. Hand-matched Oriental walnut forms the front panel with decorative Australian lacewood overlays as the relief motif. Cabinet top and sides are surfaced with American walnut. Two sliding doors, veneered with Australian lacewood, open to reveal the set controls and speaker grilles. The whole is finished



New Stewart-Warner Set

with lacquer handrubbed to dull satin lustre. The characteristic Hepplewhite period legs are braced to withstand more than normal strain. The dimensions are 43x25x16 inches. This model retails at \$150, less tubes.

The Woodstock No 31, an attractive cabinet radio, expresses the bluff, hardy craftsmanship of early England. The design is simple, assuring harmony with other furniture regardless of the setting in which it is used. The bold center panel is of figured hard maple, framed at the top and sides with decorative carved panels. Walnut surfacing is used for the cabinet top and sides. A finish of dull rubbed lacquer accentuates the natural graining of the various woods. The large speaker grille is of proper size for the best acoustical results. The cabinet is 43 inches high, 25 inches high and 16 inches deep. Model 31 retails at \$140, less tubes.

The Tremont No. 21, console cabinet, is characteristic of early Colonial furniture. It suggests dignity and delicacy, yet strength and enduring qualities are also apparent in its construction. Because of its compact size, the Tremont is appropriate for the small home or apartment where floor space must be conserved. The front of the cabinet is of figured Oriental walnut, embellished with spiral moldings, decorative carving and a bold speaker grille backed with gold-cloth. Cabinet top and sides are of American walnut veneer. Model 21 is 36 inches high,

New Distributors and Representatives Named By Kennedy Radio Corp.

SOUTH BEND, IND., Thursday.

Ten new jobbers, covering sections of the United States from Maine to Denver, and also two foreign distributors have been signed recently by the Colin B. Kennedy Corp., this city, according to a report from the executive offices of the company.

Negotiations are being made to round out distribution in several other sections of the United States not covered at present, while the export department of the company, located in New York City and managed by Pablo Homs and A. S. Hughes, reports favorable prospects for signing other new foreign distributors.

Distributors recently signed by the Kennedy corporation are: Decatur & Hopkins, Boston, Mass.; First National Radio Corp., New York City; H. C. Schultz, Inc., Detroit, Mich.; Ayers-Lyon Corp., (factory representatives for New England States); Standard Tire Co., Mt. Vernon, Ill.; Clawson & Wilson, Buffalo and Rochester, N. Y.; Standard Radio Supply Co., Sioux City and Fort Dodge, Ia.; Universal Cabinet Co., St. Louis, Mo.; N. H. Bragg & Sons, Bangor, Me.; Binder Electric Co., Trenton, N. J.; Chas. Begg & Co., Dunedin, New Zealand, and Alejandro Villegas, Cuba.

Isaac Walker Company Named Zenith Jobber For Central Illinois

Chicago, Ill., Friday.

The addition of another link in the chain of Zenith radio distributing organizations was disclosed today by W. C. Heaton, sales promotion manager for the Zenith Radio Corp., this city, with the appointment of the Isaac Walker Hardware Co., Peoria, Ill.

Established in 1842, the Isaac Walker Hardware Co. is one of the oldest jobbers of hardware and sporting goods in the state. Radio was added to the line some eight years ago, and today the company boasts of an extensive dealer representation capable of providing a splendid outlet for Zenith products in central Illinois. Forty-two counties surrounding Peoria have been given the Isaac Walker company, which is ideally located in the heart of its territory. A large radio service department is maintained, employing a staff of expert service men.

J. T. Neilson is president of the concern, and R. J. Swann is in charge of the radio department. The new super Zenith "60" line models will be introduced to the Isaac Walker dealer organization next week.

23½ inches wide and 12½ inches deep, and lists at \$130, less tubes.

A seventeenth century English console has been included for those who prefer the rugged craftsmanship of earlier English design. This model, No. 47, is of American walnut surfaced with simple, carved ornamentation on the front. It has sliding doors. It is a larger cabinet, measuring 44 inches high, 26½ inches wide and 16¾ inches deep, and retails at \$157.50, less tubes.

These sets are available for direct current and battery operation, as well as for AC current.



*THE MEN WHO DIRECT
THE DESTINIES OF THE
RCA VICTOR
COMPANY INC.*



RCA VICTOR COMPANY INC.



THE RCA VICTOR COMPANY, INC., was created to take over the research, engineering and manufacturing of radio and phonograph products of the General Electric Company, the Westinghouse Electric & Manufacturing Company, the Victor Talking Machine Company and the Radio Corporation of America.

These great organizations have pioneered all major developments in radio communication and sound reproduction.

Those who direct the destinies of the new RCA Victor Company, Inc. include: men who have attained preëminence in finance and industry, chief executives of the country's foremost radio and phonograph builders, and leaders of the largest electrical manufacturing organizations in the country.

The high standing of the men who comprise this Board of Directors is a guarantee of the integrity, stability and future of the RCA Victor Company, Inc.

ACKNOWLEDGED LEADERSHIP

The executive, engineering, manufacturing and merchandising officials of the RCA Victor Company, Inc.—who will design, build and sell the VICTOR and RADIOLA lines—who will direct the growth of this great organization—are the picked men of the industry.

Victor Radio with Electrola, Victor Records, the Orthophonic Victrola, the Radiola, the Radiola in combination with Phonograph, RCA Centralized Radio Equipment and Broadcast Transmitters—will continue to be the acknowledged leaders in their fields, this year, and in the years to come.





DIRECTORS



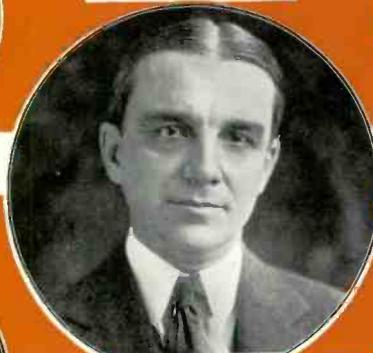
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General Electric Company



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President
Radio Corporation of America



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RCA Victor Company, Inc.



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Director
Radio Corporation of America



J. L. RAY
Vice-President
RCA Victor Company, Inc.



A. WEILAND
Vice-President
RCA Victor Company, Inc.



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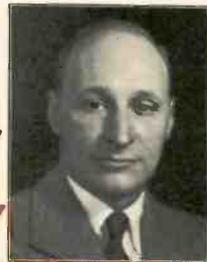
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General Counsel



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Vice-President in Charge
of Sales



H. C. GRUBBS
Vice-President
Victor Division



QUINTON ADAMS
Manager
Engineering Products Division



EDWARD E. SHUMAKER
President



V. W. COLLAMORE
Manager
Radiola Division



W. R. G. BAKER
Vice-President in Charge
of Engineering



A. WEILAND
Vice-President and
Works Manager



F. C. GRIMLEY
Treasurer and Comptroller



E. K. MACEWAN
Secretary



W. L. MARSHALL
General Advertising
Manager



R. P. ALEXANDER
Assistant Treasurer



P. G. MCCOLLUM
Assistant Comptroller



E. F. HAINES
Assistant Treasurer



F. S. KANE
Assistant Secretary



W. H. HUNT
Assistant Secretary



F. R. DEAKINS
Assistant to President



C. G. TERWILLIGER
Assistant Treasurer



DR. FRANCES ELLIOTT CLARK
Manager
Educational Activities



ENGINEERING DEPARTMENT



G. W. CARPENTER
Division Engineer
Receivers



I. W. CIUBB
Assistant to Vice-President



F. W. ENGSTROM
Division Engineer, Photo-
phone and Special Applications



W. F. DIEHL
Division Engineer
Test Methods & Equipment



F. C. BARTON
Division Engineer
Records and Recording



W. R. G. BAKER
Vice-President in Charge
of Engineering



H. R. CUMMINGS
Division Engineer
Transmitters



A. F. MURRAY
Division Engineer
Advance Development



H. SADENWATER
Division Engineer
Field Engineering



C. A. WADEWORTH
Division Engineer
Drafting



W. B. STEVENSON
Division Engineer
Cabinets



W. L. CARLSON
Superheterodyne Engineer



A. V. LOUGHREN
Engineer
Tuned Radio Frequency



J. E. ALBRIGHT
Loudspeaker and
Magnetic Pickup Engineer



WALLACE JAMES
Division Engineer
Tubes



J. I. CORNELL
Receiver Power Supply
Engineer



N. R. JONES
Designing Engineer
Receivers



C. M. SINNETT
Phonograph Engineer



C. D. HAIGIS
Misc. Rec. & Centralized
Radio Engineer



E. B. PATTERSON
Auditorium Equipments
Engineer



C. N. REIFSTECK
Assistant Division Engineer



E. W. KELLOGG
Recorder Engineer



C. J. YOUNG
Tube Application Engineer



R. P. MAY
Home Talking Movie
Engineer



I. WOLFF
Acoustic Engineer



W. A. TOLSON
Television Engineer



G. L. BERKS
Circuit Development
Engineer



H. F. ELLIOTT
Designing Engineer



MANUFACTURING DEPARTMENT



E. T. KIEFFER
General Superintendent



N. R. DONOHOE
Manager of Purchases



R. J. TULLER
Quality Manager



G. R. SCHENK
Assistant Production
Engineer



A. WEILAND
Vice-President &
Works Manager



N. E. WUNDERLICH
Chief Engineer of Products



J. W. BURNISON
Production Manager



F. L. CREAGER
Chief Process Engineer



T. L. ACKEN
Special Assistant to Vice-
President & Works Manager



N. H. LAWTON
Assistant Manager of
Purchases



L. A. DELANEY
Production Engineer



S. T. MCCLEARY
Employment Division



L. J. MITCHELL
Chief Dispatcher



E. A. DEAN
Superintendent Cabinet
Division



E. J. KELLY
Assistant Superintendent
Cabinet Division



E. J. FLEMING
Superintendent Production
Engineering Shops



W. W. MOYER
Superintendent Metal
Manufacturing Division



C. F. NORKUS
Assistant Superintendent
Metal Manufacturing Div.



W. J. MITCHELL
Chief Engineer
Power, Heat & Light



GEO. H. HALL
Superintendent
Oakland Factory



R. BORIE
Plant Engineer



C. A. MCCLUNG
Chief of Time Study
and Estimating



L. F. LA RUE
Manufacturing Engineer



E. D. DAWSON
Tool Engineer



RADIOLA & ENGINEERING PRODUCTS DIVISIONS



A. B. C. SCULL
Manager of Radiola
Foreign Department



V. W. COLLAMORE
Manager
Radiola Division



QUINTON ADAMS
Manager, Engineering
Products Division



E. H. VOGT
Assistant Manager
Advertising Department



J. M. REETZ
Export Sales Manager



G. H. KILEY
Sales Manager
Radiola Division



J. G. MACKENTY
Assistant to
Vice-President



J. P. JSTER
Manager, Farm and Rural
Sales Department



A. R. BEYER
Radiola Division



W. W. GRAHAM
Manager, Technical Service
Radiola Division



G. D. NELSON
Radiola Division



M. S. TINSLEY
District Manager
Southwestern District



P. BOUCHERON
District Manager
Southern District



L. R. GALVIN
Assistant Manager
Advertising Department



P. G. PARKER
District Manager
Central District



L. W. YULE
District Manager
Pacific District



G. E. COLE
Sales Manager
Centralized Radio



G. E. CHASE
Sales Manager
Broadcast Transmitter



R. V. BESHGETTON
Sales Manager
Component Parts



R. H. HOLMES
Sales Manager
Special Contract



W. F. DALEY
Order Service & Methods



B. C. McDONALD
Pacific District
Assistant District Manager



DEAN A. LEWIS
Assistant District Manager
Central District



A. B. MILLS
Assistant District Manager
Southern District



F. S. GARDNER
Assistant District Manager
Southwestern District



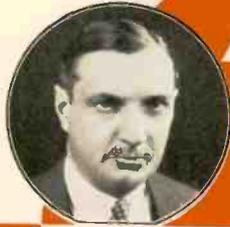
J. M. SAWYER
Assistant Manager, Engineering
Products Division



VICTOR DIVISION



D. P. MITCHELL
Manager of Export



W. W. CLARK
Manager Record Activities



R. A. FORBES
Manager of Instrument
Sales



B. L. ALDRIDGE
Manager of
Instrument Distribution



E. D. MARKER
Manager of Trade Service



H. C. GRUBB
Vice-President in Charge
of Victor Division



CHAS. O'CONNELL
Manager of Advertising



A. A. BRANDT
Manager of Sales Promotion



W. G. GARLAN
Assistant Manager of
Export



G. D. SHEWELL
Manager of Special Musical
Instruments



E. FRANCES E. CLARK
Manager of
Educational Activities



J. F. MCGARREY
Manager of Technical
Service



G. L. RICHARDSON
District Manager
(Southeastern District)



W. G. PORTER
Manager of Record Sales



JAMES ROBINSON
District Manager
(Inter-Mountain District)



R. E. KANE
District Manager
(Central District)



R. A. BARTLEY
District Manager
(Northeastern District)



R. P. HAMILTON
District Manager
(Southwestern District)



C. C. GERIARD
Asst. Manager of Technical
Service



C. CAIRNS
Manager of Artist and
Repertoire



R. P. WETHERALD
Manager of
Record Distribution



F. G. HAWKINSON
District Manager
(Northwestern District)



R. R. SOOY
Manager of Recording



H. C. DARNELL
Manager of Copyright



H. E. GREEN
Assistant Manager of
Advertising



NATHANIEL SHILKRET
Musical Director



ROSARIO BOURDON
Musical Director



LEONARD JOY
Musical Director



LEROY SHIELD
Musical Director in Charge of
Hollywood, Calif., Activities

THE TALKING MACHINE and RADIO WEEKLY

**F. G. Macomber, New
Crosley Sales Manager,
Has Had Varied Career**

CINCINNATI, O., Friday.

Frank G. Macomber, who recently assumed the sales management of the Crosley Radio Corp., this city, came to the local manufacturing company following a long and successful connection as treasurer and general manager of Stern & Co., Hartford, Conn., one of



Frank G. Macomber

the oldest-established radio distributing organizations in the country.

Prior to his Stern connection, Mr. Macomber was editor and publisher of the Hartford Globe, and had served his apprenticeship on other daily periodicals. In 1907 he was instrumental in founding the Hartford Rotary Club, and served as its president for three successive terms.

As a member of the Committee of Public Safety in Hartford, and because of his activity in the sale of Liberty Bonds during the war, he was commissioned a Major by Governor Marcus Holcomb.

**U. S. EXPORTS OF
MUSIC GOODS SHOW
INCREASE IN 1929**

WASHINGTON, D. C., Friday.

United States exports of musical instruments, accessories and supplies for 1929 showed a gain of \$800,731 or 4.4 per cent. over 1928, the total exports amounting to \$18,931,936, according to the Specialties Division, Department of Commerce.

Latin America is the most important market for American instruments in general. Exports during 1929 to that area constituted approximately 55 per cent. of the total trade, amounting to \$10,603,096 as compared to \$10,617,917 in 1928.

Although losses were recorded in phonograph record and player piano exports, those losses were offset by an increase of \$256,287 in phonographs and \$520,107 in "other musical instruments." Phonographs accounted for approximately 54 per cent. and records for over 27 per cent. of total instrument sales to Latin America. "Other piano actions and parts" was the only other classification reporting an increase in exports for 1929.

Canada, with which area is included Newfoundland, Labrador, Miquelon and St. Pierre Islands, was again the second best market during 1929, with a total of \$2,524,349 as compared to \$2,288,709 in the previous year. Exports to Canada of player pianos, piano actions and parts, music rolls, organ and band instruments, decreased in 1929, but shipments of records, other pianos and other musical instruments were not only sufficient to overcome these losses but enabled the group to show a total gain. Exports of phonographs showed a slight decrease.

Asia ranked third, exports for 1929 totaling \$1,887,849, a substantial increase over the 1928 total, \$1,320,774, displacing Oceania as the third ranking area in 1928. Increased purchases of phonographs, records, band instruments, and other musical instruments aided considerably in bringing about this change of position.

Although strong competition is met from Germany, Great Britain and France, and to a lesser extent, from other European countries, exports of United States musical instruments to the European area during the past four years have been steadily increasing, which indicate that it is still an important outlet for American musical instruments. Shipments to Europe totaled \$1,694,379 in comparison with \$1,480,516 in 1928. It ranked first as a producer of American organs and band instruments in 1929, taking \$125,270 and \$211,928 worth, respectively, in these items.

**P. K. SAMUELS NAMED
PILOT EMISSARY**

Paul K. Samuels has been appointed New England sales representative of the Pilot Radio & Tube Corp., Brooklyn, it was reported last week by Charles Gilvert, vice-president in charge of merchandising. Mr. Samuels will make his headquarters at the Pilot factory in Lawrence, Mass., and will cover the states of Maine, New Hampshire, Vermont, Massachusetts and the eastern half of Connecticut.



Honest Quaker
Main Springs Repair Materials

AFTER ALL --- IT'S PROFITS THAT COUNT

A large volume of sales may look fine—but whether it means a NICE PROFIT OR NOT—that's another matter. There's no earthly sense or use in doing a big business and then finding out when inventory rolls around that there were little or NO Profits.

Here's our suggestion—and it's based on proven facts—not theory. Forget big sales and items that run into money—with no profit involved. Go after REPAIR WORK—sell Accessories and other such products—on which you DO make something.

Study our Catalog carefully—make a selection from our large stocks of Phonograph and Radio Accessories—Tone Arms—Sound Boxes—Electrical Pick-ups—etc.

PUSH THESE ITEMS—and although your average sales will be small—you'll make a decent PROFIT during 1930.

Everybody's
TALKING MACHINE CO., INC. 810 ARCH STREET PHILADELPHIA

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

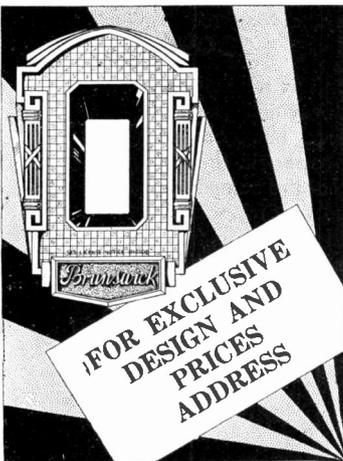
**SCREEN-GRID
BOSCH
RADIO**



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



AMERICAN EMBLEM CO.
UTICA, N. Y.

CROSLEY

DISTRIBUTED IN

NORTHERN NEW JERSEY

BY

APOLLO RADIO CO., INC.

15 SHIPMAN ST. Tel. Mitchell 7266 NEWARK, N. J.



**Four Brunswick
- to Play Them**

Tain't No Sin

(To Dance Around In Your Bones) and

H'lo Baby

(theme song of Pathe picture "Forward Pass")

by Cotton and Morpheus **4667**

Known on the Air as the "Sealy Air Weavers," Cotton and Morpheus can take any song and treat it in such a manner as to make it a lasting source of entertainment. That's exactly what they've done with "Tain't No Sin." A very popular novelty number, bound to be a tremendous seller.

St. Louis Blues

and Beale Street Blues

played by Louis Katzman and the Brunswick Orchestra, with vocal chorus by Dick Robertson

20096

The arrangement used on this record was first used in a "Brunswick Brevities" broadcast last Fall. We received hundreds of letters requesting that we repeat it. This we did a few weeks ago, and at the same time released our commercial record 20096. The demand by letter and telephone, from all parts of the country, has been astounding.

Brunswick

RADIO... PANATROPE WITH RADIO... RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,

Bull's-Eyes is to Sell Them

What Is This Thing Called Love? and She's Such a Comfort to Me

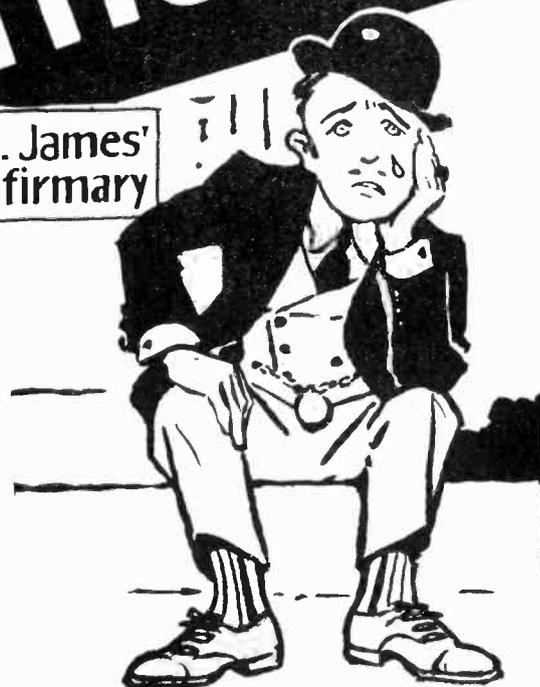
(from "Wake Up and Dream!")

Fox Trots with vocal chorus, by
Ben Bernie and his Orchestra **4707**

Ben Bernie, the young maestro, has lavished upon the recording of "What is This Thing Called Love?" his most fascinating musical style—a style which has made him one of the most popular band leaders the country has ever known. This record is destined to be a national hit, within a very short time.

The secret of successful merchandising is QUICK TURNOVER. When, for example, a Brunswick dealer in a small music store can take ten records of "St. Louis Blues" and in two hours, by demonstration, **sell every last one of them**, you can be mighty sure that the Brunswick arrangement of "St. Louis Blues" is a "bull's-eye." The same is true with the other three records featured on these two pages—true also of hundreds of outstanding Brunswick hits. All of which is just another reminder that the Brunswick franchise is a **valuable franchise**.

St. James'
Infirmary



St. James' Infirmary (Gambler's Blues) and Ruff Scufflin'

Fox Trots, with vocal chorus, by
George E. Lee and his Orchestra **4684**

Brunswick scooped the market on this record by a month—greatly to the profit of Brunswick dealers. It's one of those spectacular numbers that sweep the country at intervals; and "St. James' Infirmary" is now, almost over-night, a national hit—featured over the Air and throughout the country by every orchestra, large and small.

Brunswick

RADIO ... PANATROPE WITH RADIO ... RECORDS

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

MAJESTIC GUARANTEE ON PRICE ENTHUSES BALTIMORE DEALERS

BALTIMORE, MD., Friday.

Considerable interest has been evinced among radio wholesalers and retailers of this city in the statement recently issued by Grigsby-Grunow Co., of Chicago, makers of the Majestic, that the company guarantees that prices of its sets will not be reduced until January 1, 1931. The step taken by this concern has been highly commended, as it is felt that this marks a step forward towards stabilizing the industry.

The Hub Piano Co., 304 North Howard street, created considerable interest in the new Majestic by showing in its display window a miniature moving picture of the "Mighty Monarch of the Air" in the making.

Sales of the new Zeniths, distributed by the Radio Distributors, Inc., 20 So. Eutaw street, have been very satisfactory. Compared with the same period of last year, sales are considerably ahead. It is apparent that the new features of the new Zenith models have a strong appeal to those who want a good instrument moderately priced.

Joseph Zamoiski, president of Joseph M. Zamoiski Co., 111 West Redwood street, well-known RCA distributor in this territory, has just returned from a West Indies cruise.

Crosley sets are moving in a satisfactory manner, according to H. C. Buchwald, president of Lincoln Sales Co., distributors here with headquarters at 1130 Cathedral street.

Blum's, Inc., 305 North Gay street, has added the Victor to its lines carried in its two substantial radio departments, one located in the main store at the North Gay street address and the other in the branch at 421 No. Howard.

Robert E. Williams, trading as the Parkway Flower Shop, 125 East North avenue, has opened a radio department. The Philco line is featured.

The J. R. M. Adams Co., Franklin and Eutaw streets, hardware dealer, has added radios. The Philco is carried.

The Meisel Tire Co., which in addition to its tire and battery business maintains a radio department, will open a store at 4 East Mount Royal avenue. The concern has operated a local branch for a number of years at Charles and Biddle streets.

The Tyler Co., sporting goods retailer, who carries a line of radios, will move to new quarters at Charles and Biddle streets, in a newly erected building. The concern is now located at 329 North Charles street, where it has been occupying temporary quarters since it gave up its location at 331 North Charles.

R. J. Nicholson, president of the radio trade association of Baltimore and head of the radio business bearing his name at 1116 North Charles street, had a narrow escape from serious injury when a section of a fly-wheel flew from a moving automobile, struck the fender of a parked machine and crashed through the glass door of the Nicholson radio shop. It struck a radio cabinet in the shop, careened off a lamp shade and dropped behind a stenographer's chair, where it set fire to the floor. Mr. Nicholson, who was sitting in an armchair when the flying fragment came through the door, drilling a hole in the glass, narrowly

escaped being struck by it. He and employes put the slight fire out.

Radio dealers were among the large number of merchants who participated in the second Baltimore Community Dollar Day, among them being the People's Radio Sales Co. and the National Piano Co.

The Laiken Jewelry Shop, 531 South Broadway, is now numbered among the jewelry stores that are handling radios in this city.

The new Kuser Radio Shop has recently opened at 1222 West North avenue.

—JOHN F. IGNACE.

\$8.77 PER SHARE EARNED IN 1929 BY WILLARD BATTERY

Consolidated net earnings of \$7,910,904 after expenses, charges and Federal taxes were reported by the Electric Storage Battery Co. and the Willard Storage Battery Co. for 1929. This is equivalent to \$8.77 a share. The companies earned \$7.82 a share in the preceding year.

WESTERN RADIO NAMED BRUNSWICK JOBBER IN SOUTHERN CALIFORNIA

CHICAGO, ILL., Friday.

R. W. Jackson, general manager of the radio-Panatrope and record division of Brunswick-Balke-Collender Co., of this city, has disclosed the appointment of Western Radio, Inc., of Los Angeles, as exclusive distributor of Brunswick radio, Panatrope with radio and records in southern California and Arizona.

The establishment of a distributor in this territory is in line with the policy of the Brunswick company in an expansion program for 1930 that is far-reaching in its scope.

Mr. Jackson predicts that Brunswick combinations or Panatrope with radio, as they are more familiarly known, will be very popular this year and he looks to the combination electrical recording instrument of this radio as

being the ultimate home-entertainment device.

Western Radio officials are enthusiastic over the possibilities of Brunswick, and are keenly interested in development of the record business. They predict the sale of nearly 1,000,000 records for Brunswick in this territory in 1930. Dealers everywhere are recognizing the tie-in value between the electrically reproduced record and the radio sets.

L. W. Turdevant, Brunswick district sales manager, is now in Los Angeles and expresses himself as being particularly pleased with the southern California connection as the reputation established by Western Radio, Inc., in this territory after ten years of merchandising in this field, indicates a strength and stability that is in keeping with the traditions and policies of the eighty-seven-year-old Brunswick-Balke-Collender Co.

A petition in bankruptcy was filed last week by William A. Johnson, a radio merchant of 756 Northern boulevard, College Point, L. I. Liabilities are listed at \$9,088, and no assets.

The Profit Line for 1930

Brunswick

Radio - Panatrope with Radio - Records

Distributed in Metropolitan Territory by

G. J. Seedman Co., Inc.

Brooklyn: 765 Atlantic Avenue

New York: 245 West 55th Street

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

Northern Distributing Co., Inc.

235 Halsey Street, Newark, N. J.

Tel: Mulberry 1831

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

Sanford Radio Corporation

480 Canal Street, New York City

Tel: Walker 4251

ATWATER KENT DISTRIBUTORS

BALTIMORE, MD.—

PARKS & HULL, INC.

Wholesale Distributors

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

BOSTON, MASS.

J. H. BURKE COMPANY

Featuring Atwater Kent Product
For the New England Trade

221 Columbus Ave.

Tel.: Kenmore 0750

BOSTON, MASS.

HOWE & COMPANY

DISTRIBUTORS
EXCLUSIVELY

883-885 Boylston Street

BROOKLYN, N. Y.

E. A. WILDERMUTH

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

CHICAGO, ILL.

SAMPSON ELECTRIC CO.

ATWATER KENT EXCLUSIVELY
WHOLESALE ONLY

Michigan Ave. at 32nd St.

CINCINNATI, O.

B. W. SMITH CORP.

Central Parkway at Sycamore Street
ATWATER KENT EXCLUSIVELY

CLEVELAND, O.

CLEVELAND DISTRIBUTING CO.

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

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

COLUMBUS, O.

COLUMBUS IGNITION CO.

Serving Central OHIO, in the Capitol of a Great
State for ATWATER KENT Radio
46 South Fifth Street

MILWAUKEE, WIS.

RADIO SPECIALTY CO.

"WISCONSIN'S OLDEST EXCLUSIVE
RADIO HOUSE"

495 Broadway

NEW HAVEN, CONN.

NEW HAVEN ELECTRIC CO.

SPECIALIZING IN ATWATER KENT SERVICE

131 St. John 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!"

CLEVELAND JOBBERS REPORT SET SALES ON UPWARD CLIMB

FEWER "DISTRESS" SALES

B. W. Smith Co., Edison Distributor, Fully Settled in New Quarters — Bankruptcy Petition Is Filed by A. E. Jones Music Co.

CLEVELAND, O., Friday.

Jobbers' salesmen covering northern Ohio report that business is showing improvement. There is considerable work projected in the various localities that as soon as started will help relieve the unemployment situation. The trade both out of town and in the city are optimistic and in the meantime sets are being sold by those dealers who are making an effort to get business. The sales of distressed merchandise are gradually diminishing and the advertising that has been done by several of the leading manufacturers warning the public that they cannot get service on this type of set is having its effect. Both dealers and distributors of all makes of sets are very appreciative of this advertising and feel that it is of real help.

The executive committee of the Ohio Radio Trades Association met again this week at the Chamber of Commerce in order to finish up some business that time did not permit at the regular meeting. The wholesalers' standards of ethics that were presented were re-

ferred back for revision. On Tuesday evening the wholesale group met at the Chamber of Commerce and had dinner together. Howard Shartle, chairman of the division, presided.

George Ott and wife are expected home after spending a month at Miami and other Southern points. They are making the entire trip by automobile.

The B. W. Smith Co., Edison distributor, is now located in its new quarters on Carnegie avenue where it has much more space than formerly. Excellent facilities for parking are also included.

The Doan Electric Co. store, 8713 Superior avenue, was broken into recently and five radios stolen. This week Frank J. Ward, a former Cleveland policeman, and Rheinholt Anderson, a pal of his, were sentenced to one year in the penitentiary by Judge Baer in criminal court after they had pleaded guilty to the theft.

A voluntary petition in bankruptcy has been filed in United States District Court, Cleveland, by A. E. Jones, doing business as A. E. Jones Music Co., 987 East Market street, Akron. Liabilities are \$33,163.00 and assets \$27,490.41.

Jack Dempsey, former heavyweight champion, who is appearing at the Sportsmen's Show at the Public Auditorium, throughout this week, had the Haas Electric Co., Colonial distributor, send up a set to his hotel room for his entertainment during his stay here. The Haas Electric Co. has received much favorable comment from the many dealers they are furnishing with Cunningham tubes because of a special service being rendered. This consists of the salesman giving the dealer immediate exchange service if the merchant has Cunningham tubes on hand for adjustment. Also, tubes when ordered from salesmen are delivered immediately from the stock the salesman carries with him at all times. This service has saved the dealer a great deal of time and eliminated the delay that formerly occurred when tubes had to be sent to the factory before adjustment could be made. Sales of Colonial sets throughout the territory are keeping up well, both in the city and out of town, J. W. Goldhamer reports.

The Radiart Corp., of 13229 Shaw avenue, who has been making radio supply units and transformers, has just placed on the market an ozone generating machine for purifying air and removing odors. It is producing one hundred units a day and expects production to be around three hundred in a month's time.

R. H. Bechtol, president of the Cleveland Distributing Co., Atwater Kent distributor, has worked out a plan for helping dealers get prospects at a considerable saving in time. The dealer has a list of carefully prepared questions regarding whether a prospect has a radio and other details concerning the matter. Instead of a salesman going from house to house, the people in the vicinity of the dealer's store are telephoned and these questions asked. When a prospect is secured in this manner, the salesman arranges a time to bring him to the store in a car. In addition to selling sets in this manner a good volume of supplies such as tubes are also sold. The distributor furnishes the dealer with a book containing the questions and which has a printed form so that answers to the various questions can be jotted down giving him a record for future reference.

The Hotel Sinton, at Cincinnati, has been chosen for headquarters for the 1930 convention of the Music and Radio Merchants Association which will be

held September 9th and 10th. On April 7th the mid-year meeting of the association will be held at the Deshler-Wallick hotel in Columbus. There will be a luncheon and the business session will be held during the afternoon. The association numbers 330 members in good standing.

—DIHM.

\$1,669,564 Net Earned By Radio-Keith Group

Net profits of the Radio-Keith-Orpheum Corp. for the year ended December 31, 1929, were \$1,144,529 as against a loss of \$1,180,570 borne during 1928 by the companies which were acquired to effect the present one, according to a report by David Sarnoff, chairman of the board, and Hiram S. Brown, president. The Radio-Keith-Orpheum Corp. is a subsidiary of the Radio Corp. of America. These reports for neither year include profits from sales of capital assets which in 1928 amounted to \$1,134,827 for the constituent companies, and in 1929 to \$525,035 for the present corporation.

The statement also shows net profits of the company for January of this year, after depreciation, allowances for taxes and other charges, of \$723,309 compared with net profits, after the same charges of \$232,196 in January 1929.

The balance sheet as of December 31, 1929 listed current assets of \$8,412,513, compared with current liabilities of \$4,793,840. Total assets were listed at \$91,163,087.

THE TALKING MACHINE and RADIO WEEKLY

P. R. T. A. Head Predicts Sound Year for Radio

San Francisco, Calif., Thursday.

"The elimination of unsound and speculative business ventures in the radio field seems to have been, for the most part if not wholly, accomplished," A. H. Meyer, president of the Pacific Radio Trade Association, and head of the Leo J. Meyberg Co., Inc., this city, distributor of RCA Radiolas, declared in a recent statement. Mr. Meyer further said in part:

"After a decade of progress fraught with the usual growing pains of an intact industry, the radio business finds itself on the threshold of the most promising period in its existence. It is reasonable to assume that 1930 will mark the passing of the profitless volume and contribute materially to the stabilization of public buying demand. Good merchandise, sound business and hard work will prevail.

"With broadcast programs constantly increasing in public interest and scope, and all conditions pointing to sound and healthy merchandising prospects, the ensuing year can bring nothing but a large measure of success to those of us who think clearly and work hard."

BRUNSWICK PREFERRED DIVIDEND AUTHORIZED

Chicago, Ill., Friday.

Directors of the Brunswick-Balke-Collender Co., this city and New York, have authorized a dividend of 1 1/4 per cent. on outstanding preferred stock of the company, payable April 1, 1930, to stockholders of record March 20.

An Added Sale with each Combination



SELL

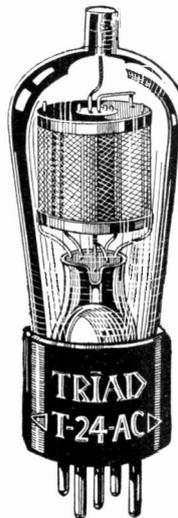
this record filing cabinet with every radio-phonograph combination. 200 record capacity. Exclusive filing guide. List price \$35.

HORROCKS DESK CO.

RECORD FILING DEPT.

HERKIMER, N. Y.

Announcing — new TRIAD Tubes Types T-24 and T-27



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

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

TRIAD MFG. CO.
Pawtucket, R. I.

TRIAD
RADIO TUBES

Know Where You Stand!

At a time when Doubt shrouds the future of
so many radio and radio-phonograph lines,

VICTOR

offers a definite merchandising policy that
stands for absolute Certainty! You know
exactly where you stand when you tie up
your success with VICTOR'S!



NEW YORK TALKING MACHINE COMPANY

Victor Wholesalers Exclusively

460 West 34th Street
New York City

176 Johnson Street
Brooklyn, N. Y.

327 Washington Street
Buffalo, N. Y.

218 E. Washington Street
Syracuse, N. Y.

MEET THE FAMILY

Majestic

ELECTRIC
RADIO

EXCLUSIVE DISTRIBUTORS

Richmond, Nassau, Suffolk and Queens
Counties, also Serving Kings CountySpecialty Service Corporation
"SERVICE" Is Our Middle Name

651-653 Atlantic Ave.

Tel: Sterling 7800

Brooklyn, N. Y.

MAY Distributors of


BALANCED UNIT
RADIO

MAY RADIO CORP.

380 Central Ave., Newark, N. J.

Sole Distributors in Northern New Jersey and
Staten Island of the Philco Standard line.

MAY DISTRIBUTING CORP.

112 Bleecker St., N. Y. C.

Sole Distributors in Manhattan and Brooklyn
of the Philco Standard line.

MAY DISTRIBUTORS, Inc.

797 - 805 Beacon St., Boston, Mass.

Sole Distributors in Worcester, Middlesex and Norfolk counties, Mass., of the Philco
Standard and Screen Grid Plus lines.

D. W. MAY, Inc.

393 New St., Newark, N. Y. J.

Sole Distributors in Northern
New Jersey and Staten Island
of the Philco Screen Grid Plus
line.

D. W. MAY, Inc.

34-36 W. Houston St., N. Y. C.

Sole Distributors in Manhattan
and Brooklyn of the Philco
Screen Grid Plus line.

SAN DIEGO DEALERS UNDERTAKE DEFINITE PROGRAM TO ELIMINATE INTERFERENCE

SAN DIEGO, CAL., Thursday.

Broadening the market by undertaking a definite program to eliminate causes of interference is the serious work on which San Diego dealers are now engaged. Officers and members of the Radio Dealers' Association hope that the movement now under way will in a short time reach the stage of engaging a competent man who will devote his entire time to this work.

That this work can be made effective was made clear to the dealers at the last meeting of the association.

This city now has an ordinance, passed some months ago through the initiative of the association, prohibiting the operation of any electric appliance creating radio interference between the hours of six and eleven at night.

Los Angeles has a similar ordinance, and work done there under the auspices of the Western Music and Radio Trades Association is reported to have eliminated about 80 per cent. of the interference sources which were causing trouble when the work was undertaken.

In Los Angeles radio owners are now getting reception in territory where it had been impossible to use a set for years.

H. E. Sherman, Jr., president of the Western association, and George Walters, Western association interference expert, were present at the San Diego meeting, and the information they supplied left no doubt in the minds of local dealers that the ordinance can be enforced in a manner which will free set owners and the trade from a large amount of the present interference burden. A majority of the trade is keen to get the job financed and under way at the earliest possible date.

In addition to the familiar effects of violet ray apparatus, residential districts are affected here by diathermy appliances, used by chiropractors. As the users of this equipment are scattered through residential areas, and injure reception up to a radius of two or three miles, they need to be educated to install proper non-interference devices.

George Walters, who has done so much to help Los Angeles dealers along this line, formerly lived in San Diego, and began making interference problems his hobby when he was working as a wholesale salesman.

L. G. Blanken, who has served the association as secretary, tendered his resignation, which was regretfully accepted, as the members are aware of the demands on his time made by operation of a group of several stores.

J. F. Duff was elected secretary at this meeting. Mr. Duff is traveler for Leo J. Meyberg Co., of Los Angeles. As Mr. Sherman, president of the Western association, is vice-president and general manager of Leo J. Meyberg Co., the election of Mr. Duff in addition to securing for the association a secretary of ability affords a close contact with the larger association which has already carried its anti-interference campaign to an advanced position.

It was made clear at this meeting that interference producing appliances in general are made non-interfering by methods familiar to technical experts, and that this branch of the electrical art is getting practical results.

In merchandising the big event of the week here was the meeting of Phil-

co dealers, who gathered to hear a most informing address on aggressive outside selling, delivered by Harry Boyd Brown, director of retail merchandising, from Philco headquarters. This was delivered at a luncheon and business meeting at the Cafe Cabrillo.

Philco's headlines on the Pacific coast present at this meeting were C. L. McWhorter, Pacific coast division manager, of 218 Fremont street, San Francisco; Harry A. Fore, factory branch manager, 1145 Wall street, Los Angeles; Gay Underwood, district representative, San Diego. Mr. Fore presided at the meeting, which followed a similar gathering on February 27 at Hotel Biltmore, Los Angeles, with an attendance of 300 dealers. In his opening address Mr. Fore pointed out that radio dealers recognize the market has changed from a seller's market to a buyer's market, and the problem of selling has changed completely. Philco's merchandising methods meet the needs of the present condition, as was clearly set forth by Mr. Brown.

Mr. Brown outlined leading points of Philco's program of dealer cooperation, in merchandising policy, in technical advancement, and in advertising. He assured the dealers that there will be plenty of advertising on undistorted tone in 1930. Outside selling is the key to dealer success. Customers interest their friends; outside campaigning turns this interest into sales. The time has come for dealers to locate a stable and sound line that will be as good four years from now as it is today, and concentrate. The analogy with the automobile business, in which dealer franchises from a good factory are worth a lot of money, is becoming clear in radio.

School business in San Diego County got another boost from the Ed Wolmer Music House, of Oceanside, where a Radiola 47 phonograph and radio combination, with three additional dynamic speakers in rooms, was installed in the high school. A good selection of records was taken along with the set.

Dealers here think a big improvement in sales will show if San Diego's broadcasting station KFSD can get on a national hook-up. As warm weather arrives it is known that on many nights set owners and salesmen running demonstrations cannot depend on getting national programs without interference or fading. Also, KFSD reaches Imperial Valley better than any other station.

Transitone, made by the Automobile Radio Corp., New York and Detroit, has gone over for several sales in the first month handled by Charles T. Holcomb, 916 Union street, who is wholesale distributor for San Diego and Imperial Counties. The State representation is in the hands of the Automobile Radio Co. of California, Ltd., K. B. Slack, general sales manager, 1301 N. Western avenue, Los Angeles.

—S. F. PARKER.

EISLER ELECTRIC NETS \$1,046,231 IN 1929

Newark, N. J., Monday.

The Eisler Electric Corp., this city, and its predecessor company report for last year net profits of \$1,046,231 after depreciation, Federal taxes and other charges, equal to \$5.23 a share, against \$200,498, or \$1 a share in the preceding year.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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

means
SecurityOver 95 Years
of
DEPENDABLE
Service to The
Music Trade

All aboard for
CROSLEY & AMRAD

Exclusive metropolitan Crosley and Amrad distributors

20th CENTURY RADIO CORPORATION

BROOKLYN AND NEW YORK

SALES AT LOW EBB IN ST. LOUIS REGION

St. Louis, Mo., Friday.

Phonograph and radio business continues at a mediocre pace with a slight flurry occasioned by special sales campaigns now being put on by several houses.

Five Amrad dealers have joined together in a newspaper advertising campaign in which they offer to the public a liberal trade-in allowance on old radio sets. The co-operating firms are: Boje Electrical & Radio Co., Gerfen Electric Co., Hayes Hardware Co., Johns Radio Store, Perfect Tire & Radio Co.

Many music dealers on Grand avenue and also in the downtown section of the city are tying-up their advertising with that of the Missouri Theatre which is advertising the talking and singing picture of "The Vagabond King." Last year this production played St. Louis on the legitimate stage and was given a tremendous reception which necessitated its being held over for an extra week. The stirring music of the show has been popular in St. Louis ever since and now with the showing of the talking picture sales of "The Song of the Vagabonds," "Only a Rose" and other hit numbers are receiving a stimulus from advance advertising. The Hub Furniture Co., located at Seventh and Washington, announced that during the showing of "The Vagabond King" they will install free of charge every Philco radio purchased. The Universal Cabinet Co. has been

appointed distributor of Kennedy radio sets in the St. Louis trade area. These sets, designed by Colin B. Kennedy, formerly of St. Louis and one of the most widely known of radio men, are manufactured by the Colin B. Kennedy Radio Corp., of South Bend, Ind.

R. G. Adams, proprietor of the Adams Music Shops, 4108 Olive street, has taken over a radio store at Grand boulevard and Wyoming street, South St. Louis. Both stores will go under the name of Adams Music Shops, and will handle nationally known standard radio sets and combinations.

The St. Louis police department is to employ radio in tracing criminals and keeping in constant touch with headquarters. Work has been started on the construction of radio aerials on all police stations, except Central District, as the first step in the installation of radio broadcasting equipment. The department has ordered 80 receiving sets, 14 of which will be installed in district stations and the remainder will be placed in police automobiles. The broadcasting station will be located in a penthouse on the roof of police headquarters.

—N. B. TERRY.

CROSLY DISTRIBUTOR GETS MORE TERRITORY

Louisville, Ky., Saturday.

The Lampton, Crane & Ramey Co., this city, wholesalers of the products of the Crosley Radio Corp., Cincinnati, have had their territory extended to cover the section of Kentucky with Lexington as a center.

KENT DISTRIBUTOR A SPEED MERCHANT ON LAND, SEA OR IN AIR

OMAHA, NEB., Thursday.

H. C. Noll, of this city, head of the Atwater Kent distributing company which bears his name, is known as one of the speediest humans in Omaha.

On land, sea or in the air, Mr. Noll and his wife are now equipped to overtake and pass almost anything in sight. The latest addition to the Noll speed equipment is a 4-passenger travelair cabin monoplane. Mr. Noll has 32 hours in the air to his credit, three-fourths of which he held the "stick." His wife has nine hours to her credit.

In his bathhouse on the Missouri, this progressive distributor of Atwater Kent screen-grid radio maintains an 18-foot all steel speed boat, reputed to be the fastest boat in Omaha. Supplementing the plane and the motorboat, Mr. Noll owns a racy roadster in which he can roar along in the van of 'most anyone.

Both the plane and the boat are equipped with Atwater Kent sets, and the Nolls are never at a loss for entertainment.

According to Mr. Noll, the new plane will be used for various radio tests and for his periodic trips to the Atwater Kent headquarters in Philadelphia as well as for many business trips elsewhere in the country.

KANSAS RADIO CORP. HEAD AN AIR PILOT

Wichita, Kan., Thursday.

W. E. Titus, president of the Radio

Television Far Off, Says Radio Association Head

LOS ANGELES, CAL., Thursday.

In view of the popular speculation as to television and its probable advent in the public market, an official statement has been issued by the Radio and Music Trades Association of Southern California denying that such time is imminent.

"Television," says the statement which bears the official signature of H. E. Sherman, association president, "is a certainty of the future. But it still requires perfection in many details and we feel that it is safe to state that it will not be cropping forth within the next twelve months; perhaps not for some time after that. Many who are in direct touch with television developments feel that it will first be shown in cinema theatres, rather than being produced for private public consumption. If these are correct in their views it will be yet longer before the public can purchase television sets to be attached to the radio. Scientists are hard at work but so far they have not yet found an efficient way to broadcast direct action, either of football games or of scenes from a theatrical stage. Even in broadcasting through the film, they are still beset with difficulties although under ideal conditions a fair reception has been found possible."

Corp. of Kansas, Crosley wholesaler of this city, is a licensed air pilot, and uses his plane to visit dealers in his territory.

VALUES LIKE THESE HAVE NEVER BEEN EQUALLED BEFORE!

UNQUESTIONABLY THE BEST BUYS ON THE MARKET TODAY—1930 MODEL—SCREEN GRID
TONE TESTED—NATIONALLY ADVERTISED—AT ROCK BOTTOM PRICES!

Peerless Courier

MODEL 652—EIGHT TUBE—TRIPLE SCREEN GRID



This console stands forty-six inches high

Equipped with the Peerless Large Auditorium Dynamic Speaker. A Triumph in Engineering Skill — A Masterpiece of Cabinet Design — American Walnut with Slide Doors.

FOR ALTERNATING CURRENT

Uses Three Screen Grid Tubes (224's), Two 227's, Two 245's and One 280.

THINK OF THE FEATURES IN A SET AT THIS PRICE!

YOUR SPECIAL NET PRICE **\$49.50**

LIST PRICE \$165.00

Sonora Model B-31



This console stands forty-four inches high

FOUR SCREEN GRID TUBES

Equipped with a masterful DYNAMIC speaker — cabinet by SONORA — a pleasing modified Gothic design paneled with rare specimens of Laceywood and American Walnut.

FOR ALTERNATING CURRENT

Uses Four Screen Grid Tubes (224's), One 227, Two 245's and One 280.

A PRICE THAT DEFIES COMPETITION!

YOUR SPECIAL NET PRICE **\$52.50**

LIST PRICE \$175.00

Don't Wait—Act Quick—Phone—Wire or Mail Order to

DIXON RADIO & ELECTRIC CORP.

135-137 BLEECKER ST.

NEW YORK CITY, N. Y.

TERMS—20% with Order, Balance C. O. D.

REDUCED PRICES ON RADIO TUBES

Licensed by R.C.A.

UY224... \$1.40 UX280... .98c
UY227... 85c UX245... .98c

Prices on other tubes on request



BOSCH

GOTHIC DESIGN
MAGNETIC
SPEAKERS

YOUR SPECIAL PRICE **\$525**

NEW ENGLAND APEX DEALERS CONVENE

COMPLETE LINE ON VIEW

Governor Allen Presented With a Majestic Radio-Phonograph Combination — Another Standard Store Opened.

Boston, Mass., Friday.

The first screen grid line of Apex radio sets manufactured by the U. S. Radio & Television Corp., of Marion, Ind., was exhibited to dealers recently at a meeting held at the Statler Hotel under the auspices of Bigelow & Dowse Co., of this city, distributors for this product.

The new line was enthusiastically received by the assembled dealers who came from practically every section of New England. They were particularly impressed with the cabinet design, the new low prices and the screen grid feature.

I. S. Dillingham, Jr., president of Bigelow & Dowse, as toastmaster, opened the meeting with a brief talk on the United States Radio & Television Corp., illustrating their growth during the past few years and their excellent financial condition at the end of 1929. He then introduced H. H. Kunkler, general sales manager for Apex, who visualized for the dealers merchandising and advertising plans for this year and emphasized the role dealers must play in the industry to make 1930 one of the most successful radio years.

An interesting exhibit of a tube making machine operated by Leonora Lee, held the attention of the gathering and impressed upon them the high plane the manufacturer of radio tubes has attained.

Other speakers at the meeting were, M. Gennis, Apex district sales manager of New England; Mr. Wagner, New England district manager for National Union Radio Corp.; Joseph Kennedy and J. Frank Miller, sales manager and vice-president, respectively for Bigelow & Dowse Co.

The re-arrangement of Philco distributors in Massachusetts enables the Milhender Electric Supply Co. of Boston to concentrate its wholesale distribution of Philco radio exclusively to authorized dealers in the counties of Suffolk, Essex, Bristol, Plymouth, Barnstable, Nantucket and Dukes, according to announcement by the company.

F. D. Pitts Co., 219 Columbus avenue, have announced that it will market the entire Radiola line in this section.

Jerome Rutherford, sales manager of Majestic Distributors, Inc., returned recently from a Chicago trip, where he conferred with factory officials.

One of the country's largest and most successful radio chains, the Standard Stores, have just opened their newest link at 371 Washington street.

The radio studio, where the various models are demonstrated, embodies every new principle of construction and is acoustically perfect for the reception of radio broadcasting.

Governor Allen was presented with a Majestic radio-phonograph 101, last week. The instrument was the gift of the Majestic Distributors, Inc. E. W. McCarthy, general manager, and Jerome Rutherford, sales manager, made the presentation.

The cabinet is of Jacobean design and made of dull walnut with overlays of Australian lace wood. The Govern-

CLASSIFIED SECTION

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

RADIO SALESMAN, energetic and consistent producer with ten years' road experience covering the entire country, seeks connection with progressive firm. Box 487, TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York City.

RETAIL STORE MANAGER

LIVE-WIRE EXECUTIVE, Thoroughly Experienced, Capable, Reliable, A-1 Closer, Seeks Connection in or Near New York; Highly Recommended. Box 488, TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

WANTED—Salesmen, thoroughly experienced with all makes of radio. Steady position, chance for advancement. Earnings, \$60.00 to \$85.00 weekly. Only thoroughly experienced men need apply. Ludwig Baumann, 35th St. and 8th Ave., New York City.

AGGRESSIVE SALESMAN, formerly in the wholesale radio business in Connecticut, seeks to associate himself with reliable manufacturing concern. Have thorough contact with New England trade and can promote sales volume for either manufacturer or distributor. Highest references. Will appreciate interview. Address Box 489, THE TALKING MACHINE and RADIO WEEKLY, 146 Water street, New York.

RADIO - PHONOGRAPH SERVICE AND REPAIR-MAN

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

or expressed his admiration as well as his gratitude for the gift.

Other Standard Stores are located at Standard Stores building, Boston, Merrimac street; Portland, Me., 327 Fairfield avenue, Bridgeport; 13 Main street, Brockton; 1847 Massachusetts avenue, Cambridge; 349 Columbia road, Dorchester; 387 Trumbull street, Hartford, Conn.; 280 Pleasant street, Malden; 50 Main street, New Britain, 280 Elm street, New Haven, 351 Main street, Pawtucket, 94 Washington street, Providence, R. I., 33 Washington street, Quincy, 83 Lafayette street; Salem, 214 Elm street, Somerville; 405 Dewight street; Springfield, 484 Atlantic street, Stamford, Conn.; 695 Main street, Waltham; 205 Bank street; Waterbury, Conn.; 5 Social street, Woonsocket, R. I.; 670 Main street, Worcester; 1255 River street, Hyde Park and 237 Washington street, Newton. Each store is operated as a complete unit in itself, with its own service department which enables customers

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

RADIO SALESMEN WANTED
Large wholesaler for leading radio manufacturer requires radio salesmen thoroughly familiar with dealer trade in Long Island and Queens. Drawing account against commission. Address reply giving previous experience and connections. Box 490, THE TALKING MACHINE and RADIO WEEKLY, 146 Water street, N. Y.

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

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

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

to have immediate service at all times.

Some of the big sellers include: "Have a Little Faith in Me," "Sunny Side Up," "Gypsy Dream Rose," "What Is This Thing Called Love" and "I'm Following You."

CHARLES W. JONES.

ROCHESTER TOOL HAS NEW TYPE CONDENSER

Rochester, N. Y., Friday.

The Rochester Tool & Gauge Corp., this city, recently put on the market a new variable condenser of the four gang type, known as model 4-400. This new condenser is made of two capacities, .0005 and .00035, ranging from the single condenser to a six gang in both capacities.

Flexible contact leads are furnished with all types of condensers made by this company. The shielding is said to be complete and the rotor and stator blades are made of a special hard sheet aluminum.

GRADUAL PICK-UP NOTED IN INDIANA RADIO-MUSIC TRADE

Indianapolis, Ind., Friday.

Apparently the conditions which have had a bad effect upon business have about spent their force and a gradual improvement appears ahead. Indianapolis wholesalers and retailers can hope for excellent returns when business is normal as the city's reputation as a wholesale and retail center is of national importance. There are 300 wholesale and 4,690 retail establishments in the city. Thirty seven towns of 1,000 or more population which are served by these jobbers and retailers are close to the city. Many of the music wholesalers get business from all over the country. Indianapolis ranks twenty-first in population but it holds thirteenth place in the volume of its retail sales.

Kregg's Sheet Music Department gets its share of the large volume of business of this busy store. A demonstrator keeps the piano in use most of the time while a saleslady dispenses the popular numbers, which at this time include: "A Year from Today," "What Do I Care?" "Vagabond Lover" and "Love Me." This department is in the rear of the store near the lunch room. Theme songs and Old Time Dance and Novelty records are featured. Two electric recording machines do their part in promoting sales, and salesladies here use the power of suggestion, as was noted when they were wrapping records they would smilingly inquire "Any needles?" A placard also suggests "Visit Our Sheet Music Department in the Rear."

The American Apparatus Co., Inc., Richmond, Ind., has been incorporated with a capital stock of 200 shares having a par value of \$25 each; objects, deal in radios, phonographs, washing machines and vacuum cleaners. The incorporators are: Omer O., Rudolph B. and Lois A. Chase.

Elbel Bros., music dealers at 112 North Michigan street, South Bend, are sponsors of the South Bend Piano Accordion Club, the first of the kind in the state. The club was organized February 2 and has had a steady increase in membership since that time. Herbert Koehlinger is manager and free instruction is furnished those buying instruments at Elbel's. The organization is already making arrangements for providing music for events in nearby towns. Elbel's profit by stimulated sales in the piano accordions and the purchasers profit by free instruction and the opportunity of appearing before the public.

H. Edgar French, president of the Jesse French & Sons Piano Co., New Castle, and his son Horace, have returned from visiting branch stores of the firm located in the Southern states.

The Marion Music Co. reports business in general as fair with piano sales as very good. This store sells Victor, Atwater Kent, Brunswick and Philco radios.

The E. L. Lennox Co. reports business as satisfactory considering the business depression the city has experienced during recent months. Herman H. Rinne, in charge of the Conn instruments, reports exceptionally good business with their state band organizations coming along fine.

—VAN HOOSIER.

FLAHERTY CONCLUDES BIG FOREIGN DEAL FOR RED STAR MUSIC CO.

The confidence of Winfield R. Sheehan, vice-president of the Fox Film Corp. in Pat Flaherty, whom he has placed in executive direction of the Red Star Music Co. after a careful and minute selection of available executives, was rewarded recently with the culmination of arrangements instituted by Mr. Flaherty whereby Campbell Con-



Pat Flaherty and Julian T. Abeles,
Counsel for Campbell-Connelly.

nelly, Ltd., secured exclusive United Kingdom rights to all music from Fox productions for a two-year period, at a sum said to be six times larger than any previous foreign royalty arrangement ever paid to any one firm. The agreement between the two firms also includes the chain of British Gaumont Theatres, included in which are 80 per cent. of the theatres in the British Isles.

Shown in the accompanying photograph are Pat Flaherty and Julian T. Abeles, American attorney for Campbell-Connelly. Mr. Abeles is holding a certified check given as advance royalty for the Fox-production song numbers.

The final signing of papers in the huge deal came only after four months of diligent and persistent contact between Pat Flaherty and the executives of the Campbell-Connelly firm. The latter, incidentally, receives the publishing rights to about fifty-two film scores. It is estimated that the English company paid approximately \$400,000 for the securing of its publishing rights.

Mr. Flaherty disclosed that he would shortly announce foreign connections with firms covering France, Central Europe, Australia and the Scandinavian countries.

BANDMASTERS' CONFAB TO BEGIN TOMORROW

Middletown, O., Friday.

The first annual convention of the American Bandmasters' Association will be held in this city from March 13 to March 16, inclusive.

A program directed by sixteen of the leading bandmasters of America, including John Philip Sousa, each directing one of his own compositions, will be broadcast Sunday afternoon, March 16 in connection with the convention over WLW, WOR, WTAM, WMAQ, KMBC and WIL. The program will be played by the Armco Concert Band of the American Rolling Mill Co., this city. While in Middletown, the bandmasters will be the guest of the Amco band and Frank Simon, director.

THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Missed By The "Mike"

Bernie Cummins, Hotel New Yorker band leader and Victor record star, will shortly join the ranks of the benedicts. . . . Walter Snyder, demon road man for Richmond-Mayer, sheet music distributor, has returned to New York following an 8,000-mile trip through 30 States, where he found sheet music business good. . . . Henry Tobias, who scored a sensational hit with his Feist tune, "Katinka," B. T. (before talkies) makes more money in two months of social directing during the Summer than a number of composers make with two hit songs. . . . An "Amos 'n' Andy" song, now current, seems destined for hit-dom. . . . The manuscript of the tune, "Broken Dreams," (Irving Berlin, Inc.) was telephotoed from Hollywood to New York prior to its being

broadcast last week over the "Majestic Theatre of the Air." . . . The copyright on "Sweet Adeline" was renewed by the writers and the original publisher of the song on the tune's twenty-eighth birthday, last week. . . . The Red Star Music Co.'s headquarters are being re-decorated for the firm's official opening in about ten days.

AS THEY WERE: Sammy Lerner, lyricist, publicist, and what have you, for DeSylva, Brown & Henderson, was formerly a jewelry salesman in Detroit. . . . Harry Tobias, one of three song-writing brothers, was a Florida automobile salesman as late as last year. . . . Al Sherman broke into composing songs while a pianist in, and a leader of a popular dance orchestra.

Brunswick Recordings of Berlin's "Ritz" Score Attracts Passers-by

Brunswick's recordings of the hit tunes from "Puttin' on the Ritz" which, with an Irving Berlin written, and Irving Berlin, Inc., published score, is proving an excellent house-filler for the Earl Carroll Theatre, are reproduced all during the day through the medium of a loud-speaker just outside the lobby of the theatre. Passers-by are attracted to the Harry Richman voice singing the hit tunes of the film, and the resulting exploitation has proved beneficial to sales of the sheet music and the records, it is stated.

Included in the Richman picture score are: "Puttin' on the Ritz," "With You," "Alice in Wonderland" and "There's Danger in Your Eyes, Cherie."

"Monterey" Featured Feist Tune in Whiteman Film; On Air March 18

Not since Mabel Wayne, one of the most prolific of tune fashioners, composed "In a Little Spanish Town" and "Ramona" has Leo Feist, Inc., been as confident over the success of a waltz tune as it is over "It Happened in Monterey," Miss Wayne's latest effort. Initial performance of the song will be given by Paul Whitman in Los Angeles next Tuesday night, with a coast-to-coast hook-up as an introduction to Whiteman's film "The King of Jazz," of which the song is in a featured "spot."

Leo Feist, Inc., is also publishing "Ragamuffin Romeo" and "My Bridal Veil" from the Whiteman picture.

Eddie Christy Joins Davis, Coots & Engel As Mechanical Manager

Eddie Christy, a pioneer in the development of cooperation between record manufacturing and music roll companies, and music publishers, and formerly for many years with Irving Berlin, Inc., and Gene Austin, Inc., has joined the staff of Davis, Coots & Engel, Inc., New York, as mechanical manager. Mr. Christy brings to his new connection experience second to few in the music industry, and a wide and favorable contact with recording executives.

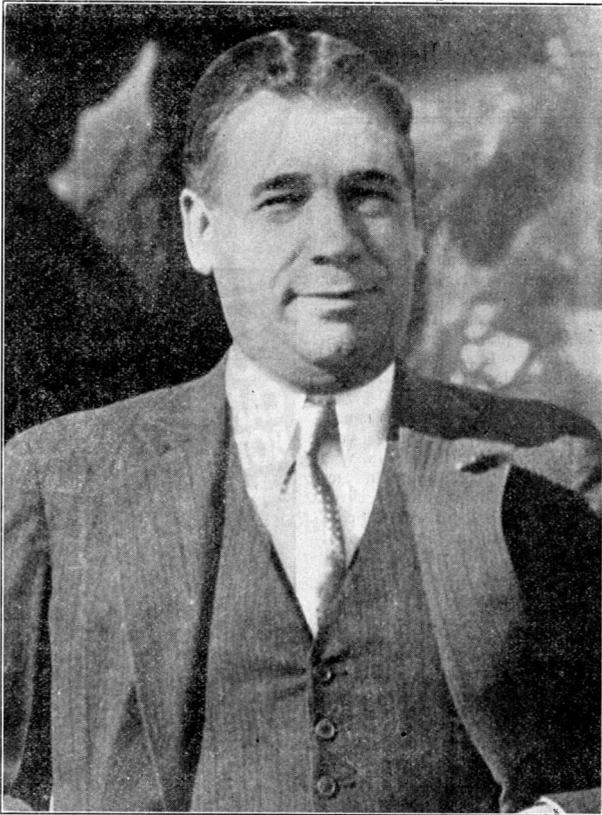
Last Friday Mr. Christy stated that he was more than pleased with the possibilities of the Davis, Coots & Engel catalog which, incidentally, is headed by "Why," from "Sons o' Guns."

JOHN McCORMACK TO SING IN RCA-VICTOR PROGRAM TOMORROW

John McCormack, Irish tenor, heads the list of artists who will participate in the broadcast by the Victor Division of the RCA-Victor Co., Inc., tomorrow evening, at 10 P. M. Eastern Standard Time, through the NBC system. Others on the program are Ezio Pinza, basso; Julius Tannen, vaudevillian; Johnny Marvin, Margarita Cueto, Clair Madjette, the Green Bros. Marimba Band, Victor Light Opera Co., two Victor orchestras and John B. Kennedy as master of ceremonies.

A program of Russian music, with Mme. Nina Koshetz, famous Russian soprano as guest artist, is announced by the Radiola Division of the RCA-Victor Co., Inc., for the concert it will broadcast through the NBC system, March 20, Gabriel Leonoff, tenor; Vladimir Dubinsky, baritone; a Russian choir and a symphony orchestra under the direction of Nathaniel Shilkret, will assist the featured singer.

LODGE OF CAPTAIN WILLIAM SPARKS IS REAL HEART OF THE SPARTON RADIO ORGANIZATION



Capt. William Sparks

Jackson, Mich., Thursday.

Away from the rumble and roar of manufacture and the routine cares of business,—hidden by a hill from the highway and looking out on five hundred acres of unspoiled natural beauty,—a modest structure of English architectural type in Jackson, is the real heart and center of the Sparton radio organization. It is the general headquarters,—or the pilot house,—from which the destinies of the Sparks-Withington Co. are directed.

The business is "run" from the factory, make no mistake about that. But to this little building, remote from the cares and irritations of constant effort, come Sparton leaders and lieutenants for counsel, for encouragement, for guidance.

Two hundred yards back of his beautiful home in Jackson is the lodge of Captain William Sparks. His "thinking" place he calls it. It is not his office; that is at the factory, and it is there he enters into the constant battle. The lodge is just a quiet retreat where important questions are considered, either alone or with his associates, remote from telephone bells, information clerks and secretaries. To be invited here is to be accepted into the inner circles of Sparton.

Approach to the lodge is through a quiet residential neighborhood consisting of the homes of hundreds of neighbors with whom Captain Sparks has

been intimate for years. His son, Cliff, vice-president in charge of production, lives on the hill nearby. Another son, vice-president in charge of sales, lives just a short distance away. Business associates and life-long friends are all about him.

Turning off the street, a lane leads to the lodge. The gate swings to your touch, and as you approach the heavy oak door with its wrought-iron lantern above, there is indeed little to suggest industry. Rather it bespeaks leisure and rest.

The Captain himself opens the door at your knock. There is no formality at the lodge. The business man who looked so formidable in his factory office is only your cordial host now, relieving you of your coat and hat, offering you a comfortable chair, making you altogether delightfully welcome. There comes a keen appreciation of the personal charm that has brought to Captain Sparks his long list of friendships among radio and automotive men.

A real log fire crackles in the big stone fireplace at the side of the room. Leather chairs invite relaxation. Sunshine streams in through leaded windows, making cheerful what would otherwise be a rather dignified room with beamed ceiling.

Behind a big desk, which is the only commercial suggestion, is a handsome desk chair, but it is usually vacant. Captain Sparks stands with his back to the fire or sits with his guest in one of the many inviting chairs, rather than on his informal throne. You have the feeling that you have been welcomed into Captain Sparks' home.

If you are wise, you will let the

Captain lead the conversation. Growing up, as he did, with both the automotive and the radio industries, he has stored away a wealth of incidents and stories of business such as few men possess. He talks crisply and to the point. He is a charming entertainer. But as he talks you have the feeling that the object of your own visit is foremost in his mind, that he is thinking it over as he studies you, and that in due time he will come to it with his usual decisiveness.

Nor are you mistaken. He wastes no words when he brings up the subject for which you have been waiting. He listens to you courteously, and when you have finished he has it all. If his mind is working faster than you talk he will interrupt and carry you forward. A decision is made as soon as you have finished,—not an arbitrary one, but a decision with which you will usually agree after his terse reasons are given. Then business is over. Again the Captain is the host, until your visit is terminated.

Rank and position play little or no part in determining invitations to the lodge. This morning it may be a rival radio manufacturer, this afternoon a visiting Sparton dealer who has done an outstanding job in some little Kansas town. It may be a group of his own officials, or it may be some minor executive in whom the Captain has taken an interest, and there are many of them. Captain Sparks likes people. Business can be transacted at the factory, but it is here that he really learns to know those who have attracted his attention.

To those who have been accepted into his close friendship, the Captain tells a very human and appealing story of the building of the lodge.

"I spent twenty-five years with the rumble of machinery in my ears. Fifteen of these were spent with grease on my hands along with the plans in my head, first when I operated a machine and later when I helped develop our own products. I know the difficulty of trying to pilot an organization so small that your hands must help do the work while your head is filled with payrolls and bills along with plans for expansion.

"I am thankful for that experience. I wouldn't have it otherwise. But years ago I realized and dreamed about how much more one could do if the petty cares and worries of routine management could be shifted, and if even the rumble of the factory and the telephone bells could be forgotten for the moment. The time came when that was practical, and I welcome you to the lodge."

Maurice Brody Opens Exclusive Majestic Shop in Perth Amboy

PERTH AMBOY, N. J., Friday.

Maurice Brody, well known in New Jersey radio trade circles and former manager of the radio department of Albert Leon & Son and that of Amboy Lighting Co., has recently opened a new modern retail establishment at 259 Madison avenue, this city. The emporium, which is known as the Majestic Radio Sales Co. and is situated but a short distance from the Majestic Theatre, will carry the Grigsby-Grunow products exclusively and in this respect is the only store of its kind in Perth Amboy, it is declared.

Many congratulatory messages were received from numerous trade friends by Mr. Brody on the occasion of his entering the retail radio field for himself.

HARPER, MAGGEE, INC. TERRITORY EXTENDED

Seattle, Wash., Thursday.

The territory of Harper, Maggee, Inc., Crosley jobber of this city, has recently been extended to include the Portland, Ore., area.

The South in Radio Is Like New York Used to Be

A Fine Market for
Dependable Lines

I am in a position to carry on successfully for some standard manufacturer who can handle additional business from the Southern States. For the past year and a half I have covered the South successfully for F. A. D. Andrea, Inc. I have been in radio merchandising since 1921.

Lawrence J. Rooney

c/o Langley

47 West 46th St. New York
Telephone Bryant 7535

KEEP POSTED on PRICES

Radio and Electrical Merchandise

This coupon will bring our latest listing of Radio and Electrical Bargains. We sell for less.

Important

You cannot afford to be without our quotations on our latest Radio and Electrical Bargains.

MAIL
THIS
NOW

S. S. Jobbing House
158 W. 26th St.
New York City, N. Y.

Without obligation add my name to your list so that I get your Radio and Electrical Merchandise Bargains regularly.

Name
Street
City State

**PHILCO POPULARITY
GAINING MOMENTUM
IN SAN FRANCISCO**

BIG CAMPAIGN UNDER WAY

E. Lloyd Sutton, Cunningham Pacific Coast Manager, Stresses Service in Company's 1930 Plans — Otto May Back from Visit to Los Angeles.

San Francisco, Cal., Thursday.

There appears to be some growing activity in all lines of trade, and radio dealers, many of whom had allowed their stocks to run very low, are pretty generally turing in more orders, so that some of the distributing offices are finding themselves encouragingly busy.

The Philco people report that their business is still bounding ahead, and goods are ready to re-ship as soon as they come in. The change they have made, entirely separating the battery from the radio sales force, giving each and independent organization, has proven immediately beneficial in both directions. Advertising Manager Kent states that they realize that 1930 is to be a great advertising battle in the radio field, and they are prepared to see that the national advertising plan is thoroughly carried out in the local field. Their dealers are going to get all the help it is possible to give. Their billboard advertisting, finely placed

and presenting the picture of some of the popular Paramount stars is especially complimented.

Of course, the big thing in Philco advertising is the Paramount-Philco tie-up. And it sure looked big last Saturday evening, when the St. Francis Theatre was packed full of dealers and their friends invited to come and hear the pre-view of the "Vagabond King." The Philco people served coffee and sandwiches in the foyer before the opening of the play, and a few opening statements of the advertising program and the advantages of the Philco tie-up were given, and the advantages of tieing-in with the advertising of this wonderful play now entering on a week's run in San Francisco.

This was one big thing following another. One of the biggest events in trade history in San Francisco was when the Philco a week or so ago tendered a great reception with Maurice Chevalier as guest of honor. Six hundred dealers and friends were on hand, and was a gorgeous affair. While the guest of honor was detained by illness, his clever wife appeared long enough to express thanks and appreciation. The tables were arranged about the terrace plunge, with the terrace ballroom and the Vanderbilt room adjacent. A platform over the pool served as a stage where for three hours entertainment was furnished. C. L. McWhorter, Pacific Coast Manager for the Philco, acted as toastmaster. Speakers for the evening were Herman Wobber, Paramount-Public manager on the West Coast; Oscar Kantner, of the Paramount Studios in Los Angeles; Robert Angeles; Robert F. Herr, factory service engineer for the Philco;

and Henry Boyd Brown, national director of dealer sales for the Philco company. Brown fairly surprised his audience by the entertaining, eloquent and forceful way in which he treated his subject.

About the last word in dealer assistance is now being staged by the Philco distributing branch. A room has been set aside, where an expert or experts in salesmanship will give lectures twice a week to outside salesmen for the Philco dealers, and they will be prepared to furnish such salesmen when desired. One of these classes will be held in the evening and another in the morning that all may be accommodated. About thirty salesmen appeared at the first meeting. In addition to the regular sales training for outside work will be given some information by servicing experts, wholesale men and credit men. The factory film will also be added that they may be fully acquainted with the whole story. The plan is certainly meeting with a burst of enthusiasm.

E. Lloyd Sutton, Pacific Coast Manager, E. T. Cunningham, Inc., expresses the feeling that service is to be one of the big ideas of 1930, a good year ahead with lots of work to do. He feels that the sale of tubes for the coming year must be larger than ever before for the simple reason that more sets are being sold, and people are more actively using the sets they have. The Cunningham salesmen are all stressing the idea of service for themselves as well as for their dealers. Their big job is not so much to sell a dealer a few more tubes as to help him in the sale of tubes or in the sale of sets that require tubes. They have been trying out with some dealers the plan of getting in contact with past customers, especially during the slack months, and helping them to stimulate interest in the use of the radio. This brings a surprising percentage into the notion of getting some new tubes and putting the radio into best condition. So Friday last they initiated an active campaign among their customers by this and other means to push up the volume of sales. To help in this work, B. Baumgard has been added to the Los Angeles force as field representative; R. J. Hoffman has been put to work in Central and Northern California.

Otto May is back from a visit to the City of the Angels. He complains some that there are too many people down there who personally seem in no hurry, although the big city itself keeps hurrying forward. The result is that sidewalks are blocked, and navigation is slow. But outside of that, Los Angeles looks very good from a music and radio standpoint. Mr. May recognizes that 1930 is to be a great advertising campaign year; and that is one of the very facts that gives him a feeling of optimism. For thorough-going advertising and dealer help, the Victor is able to point away back to phonograph days and ask who can beat the record. Mr. May recounts that when he got back to the factory a while back, and found the great new organization centering all the manufacturing activities in Camden, employing a mighty big city of people itself, and busy adding great new factory buildings, he realized that he knew there were bigger things for 1930. So, in better health himself than ever, he feels as if "work" were a good motto, and they have worked harder than ever. The result spells out the word "optimism" again. For the sales to date have gone eighty per cent. over those of last year; and considering the fact that they have maintained the prices, depending on the quality of their merchandise, so that the price

gap between them and their price-stressing competitors is greater, he claims he has foundation for believing that 1930 spells unusual success for the Victor organization.

Much of the success of the last two months he attributes to the fine sales campaign put over by Sales Manager Robert Bird, the demonstration campaign. Of course, he says, any dealer will call up and try to locate demonstrations with prospects—that is, if they do not get busy at something else. But when this was reduced to a system, reporting in to the central office, in order that literature might be sent from the office itself to impress the prospect while the instrument was there that the company as well as the dealer was interested in the proper presentation of their merchandise, positive action resulted with nothing else interfering, and positive sales followed. The local advertising in the name of influential dealers is also bearing fine fruitage. The ads are right, and when there is lack of them the names of firms that people trust, like the Birkee Music Co. or the Los Angeles Music Co., or the George Peterson Furniture Co. or Sherman & Clay, there is an additional punch to the ad that commands attention.

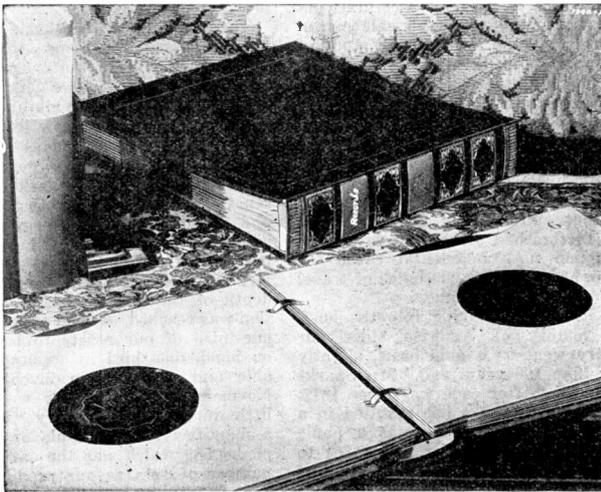
S. F. Nelson, manager of the service department on the Pacific Coast, has been called to the factory at Camden, where he will be for a time.

H. J. Zeusler, manager of the San Francisco Edison branch, states that they expect to start in the near future a sales promotion campaign. They will be in excellent position to make the most of such a campaign, as they have their dealer list, one of the most thoroughly substantial imaginable. They are taking pains not to crowd any territory, but do insist that the dealer who holds the franchise shall give them reasonable service. The protection from near competitors enables him to do that, if he has the clientele he should have.

As chairman of the Distributor Advertising Committee for the Association, Zeusler is now working to effect improvement in the quality of news put out as such by the newspapers. The idea is to substitute better write-ups of radio programs, and radio events, for much of what reporters call "bunk," used to fill up space more than to be read.

—ALLEN.

**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

**Sylvania Uses Life
Test in Making Tubes**

EMPORIUM, PA., Friday.

Unusual emphasis is placed on the importance of proper life tests on radio tubes produced by the Sylvania Products Co., this city, according to officials. To the uninitiated the sight of rack after rack filled with tubes burning day and night might appear wasteful, but, on the contrary, it is a most necessary and useful safeguard, Sylvania executives declare.

In tube production a continued battle is waged against the impurities in materials and variations in manufacturing processes. The initial readings made on the finished tubes, if satisfactory, indicate that no large variation has occurred, but it is only upon completion of the life test that final assurance can be obtained that every step in the process is fully satisfactory and that materials used in the test lot of tubes in question can be released for production.

WINDY CITY JOBBERS MARKING TIME NOW

PRODUCTION NOW NORMAL

Paul B. Klugh, Zenith Vice-president and General Manager, on Western Business Trip—Victor Home Demonstration Campaign Brings Effective Results.

Chicago, Ill., Friday.

A quiet period has struck the manufacturing and wholesale end of the industry, with the former declaring that production is normal, though just sufficient to meet demands, and the latter stating that dealers are doing some business but not sufficient to increase wholesalers' orders to any extent. However, this has not deterred either branch from making plans for a larger volume of spring business.

In an announcement made March 4, Health Commissioner A. H. Kegel calls attention to the fact that radio loud speakers are causing more noise complaints than from any other source, and this in the face of an investigation to determine the noisiest spots in the Loop and their causes, and to decide on ways to ameliorate them. Commissioner Kegel stated that out of 96 complaints received last week, 75 were caused by loud speakers, and orders have been issued to have them stopped. This matter has previously been brought to the attention of members of the local trade through the Midwest Radio Trades Association and as soon as the results of a questionnaire have been determined, steps will be taken by the dealers to avoid the necessity for complaints.

Co-incident with the announcement made this week of the appointment of three new distributors by the Zenith Radio Corp., it was stated that more are to be appointed shortly, which is in line with the policy inaugurated to give the widest distribution possible of Zenith sets this year. Paul B. Klugh, vice-president and general manager, is on an extensive western business trip, having left about the middle of February and expecting to cover most of the west coast before his return here about the last of March.

Production is on a normal basis at the Gulbrandsen Co. plant, though plans are under way for greater distribution and consequently enlarged production. Gilman Anderson, assistant radio sales manager, spent a day or so in Milwaukee this week looking over business prospects with dealers and distributors there.

The Grigsby-Grunow Co. reports operating its plant on an average basis, and maintaining a stimulated interest in Majestic sets through the school for salesmanship conducted at the Lake Shore Athletic Club. Plans are getting under way and manufacturing processes are being perfected for the new electric refrigerator, which it is expected will be brought out about the first

of May. Wm. C. Grunow is still in Arizona, where he is expected to remain another month or so. Duane Wanmaker is on a vacation in the South.

The Electrical Research Laboratories states that good reports are being received from distributors in the central states section, and especially in the outlying districts. George Russell has been spending some time in New York and other easter centers.

The Kellogg Switchboard & Supply Co. is going ahead with its 1930 production on an average basis. No one has yet been selected to succeed Mac Harlan as advertising manager though a number of candidates are being considered for the post.

The local branch of E. T. Cunningham, Inc., is busy disposing its quota of tubes, according to F. H. Larabee, assistant general sales manager. The outlook is for a normal business.

The assets of Paul A. Moberg, trading as the H. & H. Radio Shop, at 1924 Monterrey avenue, were sold at auction March 4 to satisfy demands of the creditors. Assets of the Irvell Radio Sales, at 1509 Howard street, were sold at auction March 3 for the same reason.

The Jackson Park Radio Shop, at 6914 Stony Island avenue, has retired from business, having disposed of its stock and equipment by means of an auction held March 5.

R. E. Kane, district manager of the Radio-Victor Corp., is well pleased with the results of the home demonstration campaign that is being waged in this territory. The dealers are making good, he says, and it is likely that it will be made a permanent policy. He has just returned from an extensive visit to dealers in Kansas City, Wichita, Omaha and St. Louis where he found more radio activity than in the immediate Chicago territory.

The Sonatron division of the National Union Radio Corp. here is planning very shortly to re-open the tube manufacturing plant, which has for some time been acting as a storage warehouse. R. L. Marshall says that orders are pressing and that it is only a question of time before manufacturing will be resumed. Nate Chirelstein is now on a vacation in Florida.

Business with the Chicago Talking Machine Co., according to H. A. Renholm, sales manager, is holding up. This is due primarily to the home demonstration campaign being staged by the RCA-Victor Corp. The broadcast staged February 13 worked out very successfully, and dealers are being lined up for the second broadcast on March 13. Orders so far in March have been gratifying and if this record keeps up, Mr. Renholm says, March as a whole will make a very nice showing.

The Silver-Marshall Co. has closed its wholesale distributing office at 2011 South Michigan avenue, moving equipment and stock to the factory at 6401 W. Sixty-fifth street. H. C. Briggs, who was in charge of the office—Silver Distributors, Inc.—has been placed on city sales work. H. C. Bodman, general sales manager, was called from a west-

ern business tour by the death, March 2, of his father, Alfred C. Bodman, who for 43 years had been connected with Marshall Field & Co., wholesale division. Funeral services were delayed until Wednesday so Harold C. could reach here and attend.

—ALEXANDER.

Sparton Officers in Dealer Conference Tell 1930 Outlook

(Continued from page 5)

a radio set is a matter for consideration by all the family and is intended to last for years. The dealer consequently, he said, must be prepared when the moment of decision arrives in his prospect's mind, to close the sale to mutual advantage with expedition.

Following Mr. French, Mr. Wessel spoke briefly upon the prevailing trade situation, complimenting the Sparks-Withington Co. upon its steady progress over thirty years of establishment. Radio is being sold more and more upon a basis of what it will do for the user, rather than what it is, he said. He pointed out that every prospective sale groups itself under one of three headings, the prospect either knowing more than the seller, or less than the seller, or not having the money to buy anyway and consequently being 'no prospect.'

Mr. Sparks was the final speaker, opening his discussion with a tribute to radio as an industry and paying a broad-gauged compliment to a few of the Sparton competitors, stating that with respect to policy at least, there were a limited number of concerns in the industry that he would just as soon work for as the Sparton company. Mr. Sparks explained that for the past several months he had, as vice-president in charge of the company's sales, spent most of the time in first-hand study of many localities from coast to coast. The financial unpleasantness of October last was not of chief interest to most of the country, he said, enumerating different sections in which the outlook for crops, rainfall and similar matters greatly overshadowed the stock market at that time. Mr. Sparks pointed out that subsequently most of these local factors had turned out favorably. He found no fundamental cause for alarm, he said, in 40,000 miles of travel over three months' time.

"I have been looking into the business history of America since our country went on a gold basis, slightly more than 100 years ago," Mr. Sparks continued. "After each war since 1812, business disturbance has resulted in a material degree. There was a panic in 1840. The Civil War from 1861 to 1865 was followed by the depression of 1873, which had a serious echo twenty years later due to economic causes in the 'free silver' panic of 1893. Following the Spanish war there was the panic of 1913, 1920 to 1921 and 1929 are more familiar to us all. As far as I can find in available records, the troubles of 1929 resemble the situation in 1907, like the situation of high commodity prices and consequent deflation in 1920-21 resembled the post-Civil War panic of 1873. There has been no commodity inflation, but rather otherwise, in the country since 1920-21. Unemployment is comparatively slight, I think there may be a little recession in business generally sometime in May but it will be easier to anticipate and

Dividend Omitted by Grigsby-Grunow Co.; 1930 Sales Show Gain

Chicago, Ill., Saturday.

The Grigsby-Grunow Co., this city, voted yesterday to pass the quarterly dividend of 50 cents a share due on April 1.

In announcing this action of the company, B. J. Grigsby, president, declared that 1930 was expected to produce substantially larger business and greater profits than last year, but that larger working capital was required to finance increased volume and any new products. The development of an electric refrigerator which could be manufactured and sold at a low cost has been nearly completed, Mr. Grigsby stated.

"Extremely competitive conditions were encountered in 1929, but this condition is now removed by the withdrawal from the radio industry of a number of companies," he explained.

"The company's sales for the three-quarters of the current fiscal year ended February 28 were \$54,149,153, compared with \$37,587,328 for the corresponding period last year. Sales for November and December dropped to 9 per cent. of the total, due to the unsettled conditions following the stock market crash, compared with 33.8 per cent. for the same two months in 1928. A rapid recovery from that position is shown in the increase in sales for January and February, which were \$10,805,557, compared with \$10,666,403 for the corresponding two months a year ago."

prepare for it than to have it strike us suddenly. The last six months of 1930 should be much better than the last six months of 1929 and the first half of 1931 will very likely mark the beginning of another period of great prosperity."

Turning from general business to the radio industry, Mr. Sparks said it was common knowledge that a number of manufacturers had passed out and that others would go. "While we regret such a situation, we know it is the industry's own fault and the elimination process is for the good of the trade," he said. "The Sparks-Withington Co.'s position was both formidable and fortunate and was largely the result of the thirty years' business experience of the institution. Our statement as of October 31, when the worst depth of the general business depression was reached, showed approximately one-third of our assets to be in cash on hand, one-third in accounts receivable and one-third in inventory. In November and December we made a little money. In January we started a manufacturing schedule on the new model 589 which was the same size in number of sets as our production the year before, and we held this production uninterrupted."

Mr. Sparks pointed out that Sparton sales in the metropolitan district gained 407 per cent. during 1929. He said he would announce then, what would be officially confirmed in company news at the time of the Trade Show in June, that it would be a Sparton policy to price a set only as low as would assure profit to the dealer in selling it. He concluded his talk with emphasis on the sales features of the Sparton Ensemble, including radio set and automatic phonograph, reciting a number of instances of satisfactory sale of the product by dealers who used initiative and energy.

SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICATION
MAKES THE MOTOR EFFICIENT

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

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

ILSLEY - DOUBLEDAY & CO.

229-231 FRONT STREET New York

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

Atwater Kent Sets in Fine Demand, Reports Milwaukee Wholesaler

Milwaukee, Wis., Tuesday.

General trade conditions in this city are showing a marked buoyancy, with sales of Atwater Kent radio increasing regularly, according to A. Van Anwerpen, secretary of the Radio Specialty Co., wholesaler in this city for the Atwater Kent Mfg. Co., Philadelphia, Pa.

Mr. Van Anwerpen has been appointed Chairman of Publicity for the Wisconsin Radio Trade Association, and in a letter to THE TALKING MACHINE & RADIO WEEKLY, he asks: "Have you any objection to our quoting your very splendid editorials? They have always been very interesting, but exceptionally so in the past few months."

To Revise Standards of Radio Manufacturing

Promulgation of revised manufacturing standards for the radio industry is being planned by the Radio Manufacturers' Association within the next few months, according to a report last week. This will be the first comprehensive revision of commercial standards in radio since 1928 and will bring manufacturing recommendations up to date. The revised standards, it is expected, will be issued by the R. M. A. next May.

Under the direction of Ray H. Manson, of Rochester, chairman of the standards section of the R. M. A. engineering division, work is nearing completion on the revised standards. A meeting of the standards section was held in New York last week, and among those in attendance were President H. B. Richmond of the R. M. A., and Walter E. Holland of Philadelphia, director of the engineering division. The standards revision will deal also with television in which interesting progress is being made.

D. E. Replogle, of Newark, N. J., chairman of the R. M. A. television committee, also held a meeting of his committee last week, in New York. There was a meeting last week of the R. M. A. service section, of which H. E. Fenner of Springfield, Mass., is the chairman. This gathering was held in Buffalo.

Houston Jeweler Has Sparton Radio Display

HOUSTON, TEX., Thursday.

A radio window display that caused considerable discussion on the part of other dealers as well as the public was recently installed by L. Lechenger, a jeweler of this city.

Utilizing a Sparton Model 301 as its center, Mr. Lechenger made excellent use of formal lighting fixtures and the elaborate architecture of his place of business in striving for effect. It is noteworthy that this window was devised by a jeweler who has found the sale of high grade radios a fitting companion line to other fine merchandise.

Sparton radio is manufactured by the Sparks-Withington Co., of Jackson, Mich.

COLUMBIA PHILADELPHIA BRANCH TO DISTRIBUTE OKEH AND ODEON RECORDS IN WIDE TERRITORY

RADIO SET WHOLESALERS FORMULATE AGGRESSIVE PLANS

Sparton Distributors Confer on Advertising and Sales Drive—Fada Dealers to Gather—Frank Lockwood With Crosley Radio Corp. as Philadelphia Representative—Trilling & Montague Issue New Edition in Series of Radio Talks.

PHILADELPHIA, PA., Friday.

A marked increase in radio sales activity is being felt throughout the Quaker City district with the advent of a warmer spell. Distributors have been making progress in aligning their dealers for aggressive sales campaigns. House-to-house selling drives have proven very resultful and the outlook for Spring seems bright. Record sales have been fair and recordings of several prominent artists are soaring in demand.

Distribution of Okeh and Odeon records in the southern field adjacent to the Mason and Dixon line has been taken over by the Philadelphia branch of the Columbia Phonograph Co., 40 North Sixth street, this city. Dealers in Washington, Baltimore and Maryland will, in the future, be supplied through this branch. H. O. Heyer, in charge of the Columbia office here, spent the past week touring Washington, Baltimore and other centers familiarizing himself with Okeh-Odeon dealers in that section.

A voluntary petition in bankruptcy was filed against the Parker Music Store of Media, Pa., last week. Liabilities are \$6,048 and assets, \$2,322.

Homer C. Davis, head of the firm bearing his name and president of the Sparton Distributors' Association, called a meeting of the latter body for today, at the Penn Athletic Club, to discuss the Spring sales and advertising drive. An offer to Sparton dealers will be made at the meeting today of trips to the Sparks-Withington factory headquarters, at mileage ratio of so many miles for a specified amount of sales, the distance to be paid to be regulated according to the dealer's sales. Sparton model 589 has been meeting with great success throughout this territory and a large crowd is looked for on the trip to the factory.

The Dickel Distributing Co., 1327 N. Broad street, Fada distributors, will hold a meeting of dealers sometime this month, at which the new Fada 40 will be on exhibition. A meeting was scheduled to be held at the Majestic Hotel last month but was postponed due to the illness of G. Dickel, head of the local wholesale house.

Members of the official and executive family of the Philadelphia Storage Battery Co., manufacturers of Philco radio, witnessed the private showing of the "Vagabond King" at the Aldine Theatre, last Sunday, preparatory to the opening of the run of the talkie.

Frank Lockwood, who recently was manager of the Crosley radio division of Wilkening, Inc., 818 N. Broad street, is now back with the Crosley Radio Corp., representing the factory in the Philadelphia territory.

Trilling & Montague, Zenith distributors, have just issued the newest in a series of radio talks. The latest edition, No. 5, is devoted to the "Trade-in Problem and Its Solution." It is the work of David M. Trilling. The firm announces that it will be pleased to send the booklet to any dealer who desires a copy. Trilling & Montague re-

port February sales of Zenith as most satisfactory.

Dr. Frank Rafferty, research engineer of the Zenith Radio Corp. has been spending the past week in Philadelphia, making his headquarters with Trilling & Montague, in a survey of the field.

Louis Buehn, president of the Atwater Kent distributing firm bearing his name, who has been sojourning in Florida, will return to his desk on Monday. Louis Buehn, Jr., his son and member of the firm, has been making a survey of the territory in eastern Pennsylvania, southern Jersey and Delaware, making personal visits to dealers. He finds business normal, with a bright outlook for Spring.

B. J. Ainsworth, contact engineer for the Colonial Radio Corp., has been assigned to special service duty in the Philadelphia region, working with the distributors, Lewis Radio Jobbers, 45 N. Seventh street. He will make periodical visits to the local trade and will also co-operate with the factory office under William Snyder, in the Jefferson building.

—CARR.

Manufacturers Air Pentode Features At Gotham Meeting

(Continued from page 5)

the corner, and the public finds this development is only one of nominal improvement, again they will lose confidence.

"Never let there be any withholding of technical information. Neither let there be any premature consumer announcements of a nature tending ultimately to destroy consumer confidence.

"Our first problem seems to be one of getting the component suppliers to announce their new devices and improvements as soon as they are ready, but first to the set manufacturers, then to the consumer. Our second problem is to get the set manufacturer to feel that it is not necessary for the whole industry to stay in line in lock-step fashion, but that each manufacturer can have his product individualistic, incorporating in it those advances in the art which he feels are desirable and sufficiently reliable to pass on to the public."

JONES CO. FEATURES A-K SCREEN GRID SETS

Kansas City, Mo., Thursday.

The Jones Store Co., one of the largest stores in this city, recently featured a varied line of Atwater Kent screen grid radio in cabinets during its annual "Opportunity Sales."

Headlining the Atwater Kent radio line as one of the outstanding items in the store wide sale, the Jones Store Co. conducted an extensive direct mail campaign in connection with Atwater Kent.

Capehart Dealer Makes Unique Demonstrations

EUGENE, ORE., Thursday.

A unique and effective method of demonstrating the Capehart Orchestrope was used recently by the Hope-Williams Electric Co., this city, local Capehart Corp. dealer.

The local firm used a truck equipped with a regular Capehart record changing device and amplifier. On the top of the truck were mounted two large park type Capehart speakers which permitted the instrument to be heard for many blocks, and on the pavement in front of the truck a Capehart model 200 auxiliary speaker was set, on top of which was a Capehart coin-box.

Through the use of this equipment, representatives of the Hope-Williams Electric Co. found it possible to make many demonstrations. This promotion work also resulted in many sales.

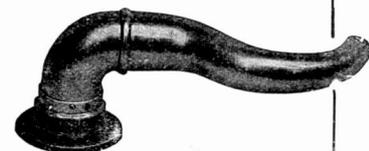
W. H. Williams, of the local firm, and W. H. LeClaire, district manager for the Capehart Corp., Fort Wayne, Ind., were in charge of the demonstrations.

FORT SMITH, ARK., DEALERS ORGANIZE

FORT SMITH, ARK., Friday.

Organization of a Fort Smith Radio Dealers Association has been perfected with 14 dealer members. L. A. Beltrand, of J. W. Jenkins Sons' Music Co., is president; Robt. M. Weaver, of R. C. Bollinger Music Co., is vice-president; John Vaile, of Eads Bros. Furniture Co., is secretary-treasurer. Members are: Henry Bollinger Music Co., R. C. Bollinger Music Co., Culp Music Co., Eads Bros. Furniture Co., Electric Appliance Co., Fort Smith Cycle and Supply Co., Gray and Barrey Radio Co., J. W. Jenkins Sons' Music Co., Gus Menninger, Oklahoma Tire & Supply Co., Packard Radio Co., Sears, Roebuck & Co. Meetings will be held each Monday evening at 7:30 at the Chamber of Commerce.

TONE ARMS - SOUND BOXES PHONOGRAPH MOTORS



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

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

Where to Buy --- Where to Sell

TRADE DIRECTORY OF
LEADING FIRMS IN
THE INDUSTRY

The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE
OF THE INDUSTRY
IS REFLECTED

RADIO SET AND SUPPLY MANUFACTURERS

All-American Mohawk Corp., N. Tonawanda, N. Y.
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.
Brunswick-Balke-Collender Co., Chicago, Ill.
Capehart Corp., Fort Wayne, Ind.
Colonial Radio Corp., 25 Wilber Ave., L. I. C., N. Y.
Crosley Radio Corp., Cincinnati, O.
Edison, Inc., Thos. A., Orange, N. J.
Grebe & Co., Inc., A. H., Richmond Hill, N. Y.
Grigsby-Grunow Co., Chicago, Ill.
Gulbransen Co., The, Chicago, Ill.
Howard Radio Co., Chicago, Illinois
Kellogg Switchboard & Supply Co., Chicago, Ill.
Kennedy Corp., Colin B., South Bend, Ind.
Kolster Radio Corp., Newark, N. J.
Mills Novelty Co., Chicago, Ill.
Philadelphia Storage Battery Co., Philadelphia, Pa.
RCA-Victor Co., Inc., New York
Sentinel Mfg. Co., 9715 Cottage Grove Ave., Chicago
Silver-Marshall, Inc., Chicago, Ill.
Stewart-Warner Corp., 1838 Diversey Pky., Chicago
Sparks-Withington Co., Jackson, Mich.
Sprague Specialties Co., Quincy, Mass.
Sterling Manufacturing Co., Cleveland, Ohio
Stettner Phono. Corp., 669 Kent Ave., Bklyn., N. Y.
Stromberg-Carlson, 1060 University Ave., Rochester
Trav-Jer Mfg. Corp., 3408 N. Halsted St., Chicago
United Reproducers Corp., Springfield, O.
U. S. Radio & Television Co., Marion, Ind.
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.
RCA-Victor Co., Inc., Camden, N. J.
Sonora Phono. Co., Inc., 50 W. 57th St., New York

ELECTRIC PICK-UPS

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

RADIO CABINETS AND TABLES

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

PHONOGRAPH NEEDLES

Columbia Phonograph Co., 1819 Broadway, New York
Okeh Phonograph Corp., 11 Union Sq. West, N. Y.
Sonora Phono. Co., Inc., 50 W. 57th St., New York
Wall Kane Needle Co., 5222 14th Ave., Brooklyn

TALKING MACHINE PARTS

Diehl Mfg. Co., Elizabethport, N. J.
General Industries Co., Elyria, O.
Thorens, Hermann, 450 Fourth Ave, New York, N. Y.
Pacnet Elec. Co., 91 Seventh Ave., New York
Upco Products Corp., 270 Lafayette St., N. Y.
United Air Cleaner Co., Cottage Grove Ave., Chicago

RADIO, TALKING MACHINE AND RECORD WHOLESALERS

Aeolian Co. of Missouri, St. Louis, Mo.
Adirondack Radio Distributors, Albany, N. Y.
Air-Ola Radio Co., Huntington, W. Va.
Alexanders, Inc., 39 W. 60th St., New York
Alber Co., Harry, Chicago, Ill.
Apollo Radio Co., 15 Shipman St., Newark
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.
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.
Commonwealth Radio Dist. Co., 15 Laight St., N. Y.

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.
Essex Electric Corp., 40 William St., Newark
Everybody's' T. M. Co., Philadelphia, Pa.
Franklin Elec. Co., 50 N. Seventh St., Phila. 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.
Korber-Brenner Co., St. Louis, Mo.
K. W. Radio Co., 350 Hudson St., New York
Landon & Co., Inc., W. C., Rutland, Vt.
Latham & Co., E. B., 250 4th Ave., New York
Lewis Electrical Supply Co., Boston, Mass.

Majestic Dist. Co. of Cincinnati, Cincinnati, Ohio
Majestic Distributing Corp., Cleveland, Ohio
Majestic Distributors, Inc., 1775 Broadway, N. Y.
May, Inc., D. W., 393 New St., Newark, N. J.
May Distributing Corp., 112 Bleecker St., N. Y.
Macgregor Radio Corp., New Haven, Conn.
Mackenzie Radio Corp., 1225 Broadway, New York
McPhilben-Keator, Inc., 68-34th St., Brooklyn, N. Y.
Motor Equipment Co., Wichita, Kan.

New York T. M. Co., 460 W. 34th St., New York
New York T. M. Co., 356 Livingston St., Brooklyn
New Haven Elec. Co., 296 Elm St., New Haven, Conn.
North American Radio Corp., 1845 Broadway, N. Y.
North Ward Radio Co., 367 Plane St., Newark, N. J.

Parks & Hull, Inc., Baltimore, Md.
Peirce-Phelps, Inc., Philadelphia, Pa.
Penn Phonograph Co., 918 Arch St., Philadelphia
Phila. Victor Dist., Inc., 232-48 N. 11th St., Phila.
Pitts Co., F. D., Boston, Mass.
Plymouth Electric Co., New Haven, Conn.
Polk, Inc., James K., Atlanta, Ga.
Proudfit Co., R. S., Lincoln, Nebr.
Radio Distributors, Inc., Baltimore, Md.

Radio Equipment Co. of Texas, Dallas, Texas
Radio Sales Co., Little Rock, Ark.
Radio Equipment Co., South Bend, Ind.
Radio Specialty Co., 115 W. Water St., Milwaukee
Republic Radio Corp., Detroit, Mich.
Roberts Toledo Co., Toledo, O.
Rochester Auto Part & Radio Corp., Rochester, N. Y.
Royal Eastern Elec. Supply Co., 16 W. 22 St., N. Y.
Rochester Elec. Supply Co., Rochester, N. Y.
The Roycraft Co., Minneapolis, Minn.

Sampson Electric Co., Mich. and 82nd St., Chicago
Saviers & Son, H. E., Reno, Nev.
Seedman Co., G. J., Brooklyn, N. Y.
Shaw's, Inc., Charlotte, N. C.
Smith, Inc., B. W., Cincinnati, O.
Sorensen Co., H. E., Des Moines, Ia.
Southwestern Victor Dist. Co., Dallas, Tex.
Specialty Service Corp., 651 Atlantic Ave., Brooklyn
Steelman, Inc., 235 Fourth Ave., New York
Standard T. M. Co., 305 Penn Ave., Pittsburgh, Pa.
Sterling Radio Co., Kansas City, Mo.
Stern & Co., Hartford, Conn.
Superior Distributors, Inc., 150 W. 52 St., New York

Tarr, McComb & Ware Com. Co., Kingman, Ariz.
Trilling & Montague, 7th & Arch Sts., Philadelphia
20th Century Radio Corp., 104 Flatbush Ave., B'klyn
United Electric Supply Co., Salt Lake City, Utah
Universal Radio Co., 536 Bergen Ave., New York
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.
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.
Cable Radio Tube Corp., Brooklyn, New York
CeCo Mfg. Co., Inc., Providence, R. I.
Cunningham, Inc., E. T., 370 7th Ave., N. Y.
DeForest Radio Co., Jersey City, N. J.
Gold Seal Elec. Co., 250 Park Ave., N. Y.
National Union Radio Corp., New York, N. Y.
National Carbon Co., New York, N. Y.
Perryman Elec. Co., North Bergen, N. J.
RCA Radiotron Co., Inc., Harrison, N. J.
Sylvania Products Co., Emporium, Pa.
Triad Manufacturing Co., Pawtucket, R. I.
Van Horne Tube Co., Franklin, Ohio

LUBRICANTS

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

MUSIC PUBLISHERS

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

MISCELLANEOUS

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

RADIO BATTERIES

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



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

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IT'S SAFEST!

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1039 Broadway

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Eastern Talking Machine Co.
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BROOKLYN, N. Y.

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CINCINNATI, O.

Griffith Victor Dist. Corp.
1102 Sycamore

CLEVELAND, O.

Cleveland Talking Machine Co.
4300 Euclid Avenue
Toledo Branch:
1217 Madison Avenue

DALLAS, TEX.

Southwestern Victor Dist. Co.
912 Commerce St.

DETROIT, MICH.

Grinnell Brothers
1447 First St. Cor. State

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Exclusively Victor
10-12 South 4th Street

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Griffith Victor Dist. Corp.
31 E. Georgia

LOUISVILLE, KY.

Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.

Collings & Company

NEW YORK, N. Y.

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

PEORIA, ILL.

Koerber-Brenner Co.
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PHILADELPHIA, PA.

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EXCLUSIVELY VICTOR
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H. A. Weymann & Son, Inc.
EXCLUSIVELY WHOLESALE
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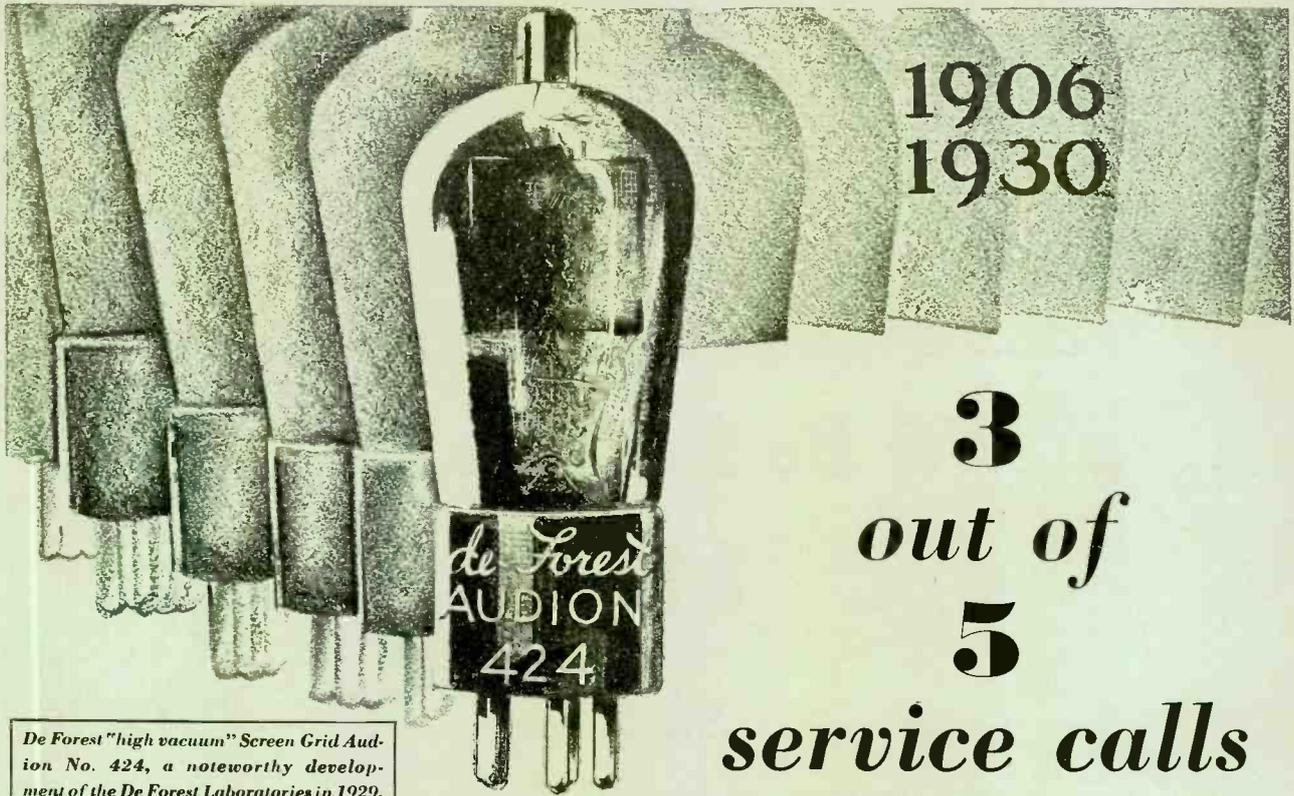
W. F. Frederick Co.
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Exclusively Wholesale
305-7-9 Penn Avenue

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Koerber-Brenner Co.
1115 Pestalozzi St.





De Forest "high vacuum" Screen Grid Audion No. 424, a noteworthy development of the De Forest Laboratories in 1929.

3
out of
5
service calls

When a set is giving trouble, the service man looks, first, for faulty tubes. And according to a leading magazine devoted to the radio industry—three cases out of five the trouble is found in the tubes.

How many calls due to faulty tubes have you had in the past year? What did these calls cost you? It is of the utmost importance for radio set dealers to eliminate these costly calls as far as possible, if full profits are to be enjoyed.

While even the best tubes are not a cure-all for all radio troubles, De Forest Audions, because of their higher vacuum and sturdy con-

struction, are the acknowledged friends of the service men.

As one set dealer told us, "when my men find De Forest Audions in a set, they look for trouble somewhere else."

Service men, who are out on the firing line, can always feel that they have, in De Forest, a backing of complete cooperation. Our Engineering Department is ready at all times to supply data or any specific information bearing on their problems.

Write to our home office and your letter will receive prompt and intelligent attention.

de Forest AUDIONS



Dr. Lee De Forest, whose invention of the radio vacuum tube in 1906 made radio broadcasting possible.

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