

# The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 2

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## NO NEW VICTOR RADIO MODELS BEFORE JUNE; NO REVISION IN PRICES

### REPORT ASSURES DEALERS

Official States That If List Is Reduced After May 1, Wholesalers and Retailers Will Be Protected by Rebate — Company's Step Will Help Stabilize Radio Industry.

Victor will not introduce to the public any new radio or combination instruments before June of this year, it was stated yesterday by Roy A. Forbes, manager of instrument sales of the Victor Division of the RCA-Victor Co., Inc. Mr. Forbes also stated that there will be no change in list prices on Victor radio or radio combination instruments prior to May 1, 1930, if at all, and that if a reduction in list prices on the R-32, R-52, RE-45 or RE-75 should be desirable on or after May 1, wholesalers' and retailers' inventories will be fully protected by a rebate in the usual manner. Mr. Forbes further said in part:

"It is natural at this time for retailers to be especially concerned about the stability of the merchandise they sell and the security with which they can continue to promote its sale. It is equally natural for the radio buyer at the present time to want some assurance against early obsolescence or against impending slashes in the list prices of the radio instrument he is about to purchase.

"It gives us a great deal of pleasure to be able now, because of the outstanding success and increasing public demand for the new Victor micro-synchronous radio, to assure all Victor dealers that they can depend upon the continued stability of the Victor line, and that they can continue to offer these instruments to their customers without hesitation.

"With this positive assurance of the continued stability of Victor merchandise, every dealer can set about the aggressive merchandising of his line with renewed vigor and with complete confidence, not only in the safety of his own investment, but in the complete satisfaction of his customers as well.

"Victor is taking this important step now for the stabilization of the radio industry, and for the protection of dealers and their customers. It will be impossible, however, to accomplish this stabilization in full unless every dealer will aggressively promote the sale of Victor instruments, which from the first were priced in accordance with their value."

## ST. GEO. LA FITTE IS KOLSTER SALES HEAD

St. George La Fitte has taken charge of merchandising of the Kolster Radio Corporation, Newark, N. J., it was announced last week at the offices of Ellery W. Stone, the Kolster president. Mr. La Fitte is executive vice-president of the Kolster organization, joining the executive staff within the past year after an extensive career in corporation administration, sales direction and kindred responsibilities with other large companies in varied industries.

He has assumed charge of merchandising for the company following the retirement of L. T. Breck, former vice-president and sales manager of the company. Mr. Breck has joined the Utah Radio Products Co. and will make his headquarters at the company's New York office, 12 East Forty-first street.

## 'TED' BRECK JOINS UTAH EXECUTIVES

L. T. Breck, who has been vice-president in charge of sales of the Kolster Radio Corporation, Newark, N. J., last week rejoined his former associate in Kolster affairs, Major Herbert H. Frost, in an executive position with the Utah Radio Products Co. with headquarters at the Utah New York offices.

Mr. Breck has made many friends in the industry through his sales executive activity over a number of years past. He served in the United States Army throughout the World War with rank of Captain and after the Armistice became vice-president of the Peerless Auto Supply Co., automotive distributor at Kansas City, Mo. Later he was for four years Western sales manager of the Yale Electric Co., maker of flashlights and dry batteries. He is a native of St. Louis, Mo.

## O. P. Graffen, Veteran Salesman, Is Dead

O. P. Graffen, for more than twenty-years well-known in metropolitan talking machine and radio circles and for the past three years a sales representative of the Greater City Distributing Co., New York, died suddenly Friday night at his home in Manhattan. The funeral services were held Monday at the boyhood home of the deceased in Camden, N. J.

Mr. Graffen joined the organization of the old Victor Talking Machine Co. as a youth, at first performing boyish tasks about the then modest factory of the concern and later becoming a tra-

## DAVID SARNOFF ELECTED PRESIDENT OF RCA; GENERAL HARBORD NAMED CHAIRMAN OF BOARD; NEW POST IS CREATED FOR OWEN D. YOUNG

### CHANGES MADE AT FIRST DIRECTORS' MEETING OF 1930

New President, Thirty-nine Years Old, Has Had Rapid Rise in Radio Industry — Former Chairman of Board Now Heads Executive Committee of the Corporation—Changes in Keeping With Recent Plans of RCA, General Electric and Westinghouse.

David Sarnoff, formerly executive vice-president of the Radio Corp. of America, was elected president of the company at the first meeting of the year of the board of directors on Friday. At the same meeting the directors accepted the resignation of Owen D. Young, as chairman of the board, and elected General James G. Harbord, former president, to succeed Mr. Young. The board also created an executive committee with Mr. Young as its chairman.

While no comments were available on behalf of the Radio Corp. regarding these changes, it is understood that the measures are in keeping with recent plans whereby the General Electric Co. and the Westinghouse Electric & Manufacturing Co. will turn over their research and manufacturing activities in the radio amusement field to new subsidiaries of the Radio Corp., receiving

minority stock interests in exchange. Mr. Young, as chairman of the General Electric Co., will henceforth represent that company's financial holdings in the RCA instead of its direct manufacturing interest, it was stated. General Electric and Westinghouse together own about 20 per cent. of the outstanding common stock of the Radio Corp.

The new president of the Radio Corp. of America is thirty-nine years old. His career from his very entrance into industrial life, has run parallel with the vast expansion of radio communication throughout the world.

Mr. Sarnoff has directed as general manager of the RCA the operating activities of the first American owned and controlled system of wireless communication. Later as vice-president and sub-

(Continued on page 34)

## NEW MAJESTIC SETS PRICED TUBES INCLUDED; \$116.50, \$137.50, \$167.50, \$205.50, \$225.50 LIST

(Special to THE WEEKLY.)

CHICAGO, ILL., Friday.

New models of the Majestic set, whose debut electrified with enthusiasm the Grigsby-Grunow Co.'s distributor convention here late in December, will be priced at \$116.50, \$137.50, \$167.50, \$205.50 and \$225.50, complete with tubes. The styles and price range of the new line have been awaited with eager interest by the company's patrons from coast to coast.

It will be noticed that in the new list price the company has retained the two popular price figures which characterized its initial successful line, which sold to a total of \$49,800,000 to

the trade within less than the first year of Grigsby-Grunow set manufacture. These prices represent considerably increased value, as they embody the sets complete with tubes. A new and popular priced number has been added to the line in the Model 90 for \$116.50 complete. It is understood that the combination de luxe instrument will be \$225.50 with tubes and another combination model will list at \$205.50 with tubes.

At headquarters here it is asserted that radical advances in both performance and intrinsic value have been added to every model in the new line. While constructional details are being withheld for the time being, it is expected that they will be ready for early trade release.

spread and cordial acquaintance in the metropolitan market.

Later Mr. Graffen went with the Okeh Phonograph Corp., the Vox Record Co. and the Kimberly Phonograph Corp., entering radio with the Wholesale Radio Equipment Co. some years ago and subsequently joining the Greater City company. He is survived by his wife and a son, and his mother.

# A New Console

Low—Compact—

Completes the  
Stromberg-Carlson  
Line of Receivers



NEW LOW CONSOLE—Extra-Size Electro-Dynamic Speaker  
No. 652 Stromberg-Carlson. Employs three UY-224 Screen Grid, one UY-227, one UX-245 and one UX-280 Radiotrons. Power and linear detection. Each radio stage and the detector stage totally shielded, individually and over-all. Finished in walnut with heavy Baroque supporting legs. Dimensions: Height, 42 inches; Width, 24½ inches; Depth, 15 inches. Price, \$239.00  
East of Rockies, without tubes



THE design of this new No. 652 Console was influenced by the phenomenal acceptance of the No. 642 Stromberg-Carlson. Its size and style make it particularly suitable for the newer apartments and homes of today, with their smaller rooms.

With this new console added to the Nos. 641, 642 and 846, Stromberg-Carlson dealers will be able to meet every decorative—and *radio*—demand of the public, at the most attractive range of prices.

Despite its compactness, the new No. 652 embodies the complete, perfected Stromberg-Carlson Triple Screen Grid Radio Frequency system with all its marvelous pick-up and selectivity. It has Power Detection so essential to utmost beauty of tone from modern high modulated broadcasting. Also, there is the famous Stromberg-Carlson Audio System with its unusual brilliance of tone, vast power and broad range of undistorted volume—coupled to an extra-size Electro-Dynamic Speaker.

In its exquisitely moulded and modeled walnut cabinet, so distinctively decorated, this new console fits perfectly into the Stromberg-Carlson line. Discriminating women purchasers will covet the No. 652 because of its unusual beauty, justifying the slogan: "There is nothing finer than a Stromberg-Carlson".

Listen to the Coast-to-Coast Broadcast of the Stromberg-Carlson Orchestra, over the National Broadcasting Company's Blue Network and Associated Stations.

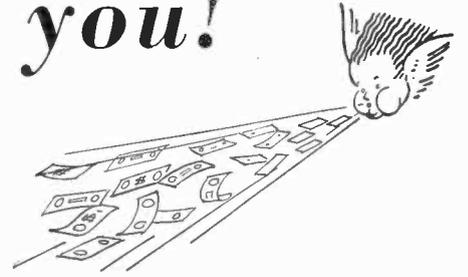
STROMBERG-CARLSON TELEPHONE MFG. COMPANY  
ROCHESTER, N.Y.

# Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS

# JANUARY

*has a cargo of  
quick dollars  
for you!*



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

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

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

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

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

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



**PUSH**

**Columbia Portables**  
*it will pay you!*

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

# 4 FACTS

the trade should know now about

# COLONIAL RADIO

1. No new models will be introduced before the June trade show. This is a Colonial promise. It pledges absolute protection against overnight obsolescence of Colonial merchandise. It assures good profits for many months to come on the present Colonial product which, at its reasonable price, has captured the country-wide preference of buyers.
2. There will be no reduction below the \$175 figure on Colonial Model 32, A.C. and D.C. The value these quality sets represent at present prices assures you a continued public enthusiasm for these products at present prices.
3. A note of confidence from "Radio's Clearest Voice." The approach of the New Year finds the Colonial Radio Corporation in a financially strong position in the industry. Fortunately, Colonial expansion has been held within limits of conservative reason and dealers can go ahead on the Colonial line with the certainty that they will have the strong backing of this company for many years to come.
4. Colonial faces 1930 with the gratifying knowledge that its position is exceptionally strong because of not being hampered by over-production. As rapid and satisfactory as has been Colonial growth and the increase in Colonial volume in 1929, yet the temptation to "hit the sky" was not allowed to sway our judgment. Consequently, Colonial dealers now find themselves in an enviable position. The steadily mounting demand for Colonial sets furnishes a ready and profitable market on a stock that is always adequate but never an unnecessary burden to inventory.

THE COLONIAL RADIO CORPORATION, LONG ISLAND CITY, NEW YORK

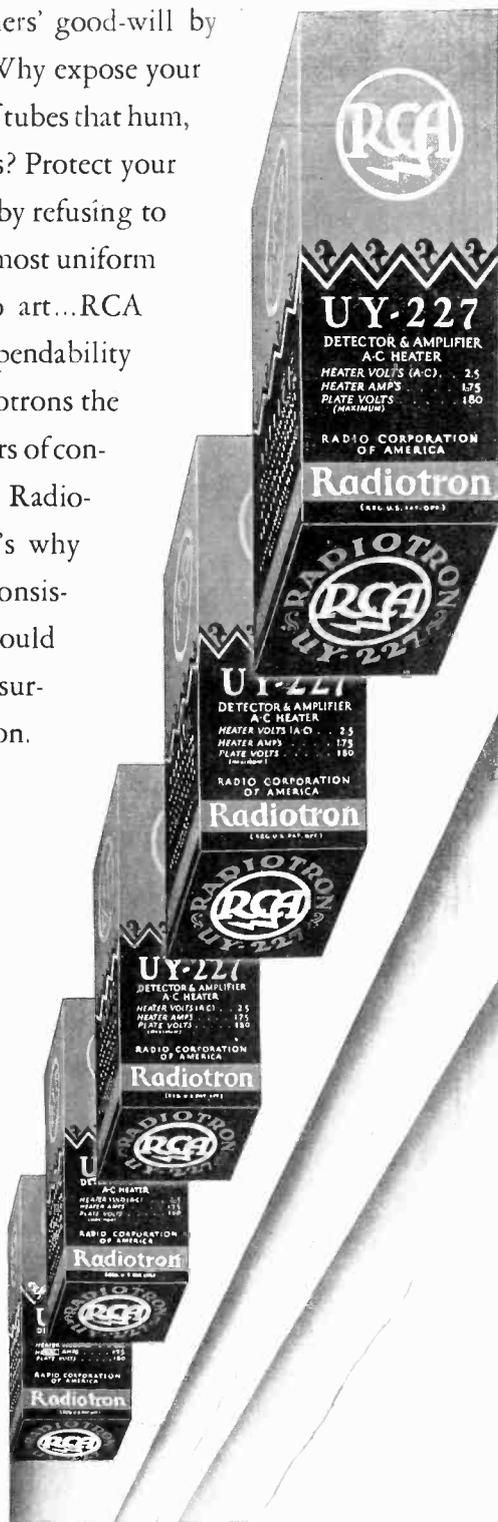
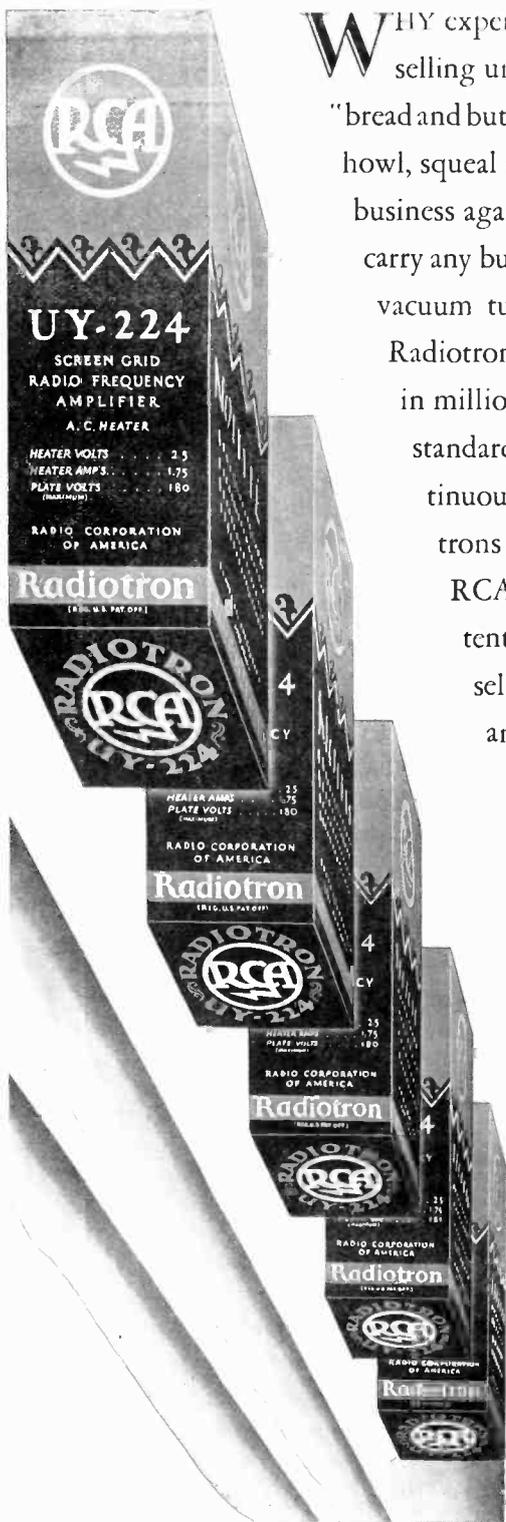
**COLONIAL**  
*Radio*

Licensed under patents of Radio Corporation of America, Westinghouse, General Electric and American Telephone and Telegraph Companies.

**COLONIAL**

"RADIO'S CLEAREST VOICE"

WHY experiment with your customers' good-will by selling unproved vacuum tubes? Why expose your "bread and butter" trade to the mercies of tubes that hum, howl, squeal and burn out power units? Protect your business against profit-losing alibis...by refusing to carry any but the highest quality and most uniform vacuum tubes known in the radio art...RCA Radiotrons. Day-in-and-day-out dependability in millions of sets has made Radiotrons the standard of the industry. And years of continuous advertising have made Radiotrons the easiest to sell. That's why RCA Radiotrons are the most consistently profitable item you could sell...and your greatest assurance of customer satisfaction.



Look for and insist upon the  famous RCA trade-mark

**RCA RADIOTRON**

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CURTIS A. WESSEL  
Editor

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No. 2

## WITH CONFIDENCE, AND PEP

By many tokens, there is plenty of life in the old business yet.

Through a shift or two of scene, a considerable number of distributors are looking for new lines to sell. And how they are looking for them, not timorously or at a distance but clamorously and on the doorsteps of one producer after another. Their activities bespeak a healthy condition, first of utmost confidence in the permanence of radio-phonograph demand, next that there is by no means a scarcity of men or of money in the merchandising reserves of the trade and, finally, that the banking community must have a secret but substantial liking for radio commercial credit for practically no jobbing venture without accounts can consider new affiliations without having consulted a bank or two respecting eventualities.

In the retail field, stocks are inordinately low and an abundance of latent purchasing power here again is evidenced in the willingness of responsible dealers to discuss advantageous buys. A large number are interrogating their jobbers and other accredited sources about the possibility of bargains. Many such will be doomed to disappointment, for without doubt there is comparatively little excess merchandise to be had. The alacrity with which the market snapped up forty thousand sets from a retiring manufacturer during the past week alone proves this. Retailers who have nothing to sell cannot do better than quit haggling and pick their winners among the known entries for the 1930 race.

The whole situation resolves itself, as THE TALKING MACHINE and RADIO WEEKLY has repeatedly said, into the bright and favorable one of a business blessed with limitless consumer demand. So long as there is no substitute for radio there will be no substitute for prosperity in the radio industry. Every essential evil predicted by the crepe-hangers and scandal-mongers has failed to endure even into the earliest days of the new year. Such failures as there have been have dragged very few of their trade adherents down with them, and a few of them are about to be rehabilitated. Such little over-production as there has been is turning into a stimulus for instead of a glut upon the consumer market. It is a mighty testimonial to the enormous power of the allied trades, for progress, that for every individual who has been obliterated by the events of the past few months, a hundred or a thousand stand comparatively unscathed.

It is being pointed out among the well-informed that a first-string job, possibly a sales management, can be had in future for the asking by persons fortunate enough to be able

to mention some such qualification as: "Chosen right tackle on THE TALKING MACHINE and RADIO WEEKLY'S All-America Sales Team for three successive years."

J. Pauncefote ("Derby Bill") Mimms, who rose from bootblack to bootlegger, says: "Gratitude is a keen sense of appreciation for favors still to be received."

A New York automobile agent this week is giving a \$235 radio set to each purchaser of a used car, some of which he lists as low as \$295. Come, Cortlandt Street, Attacker and Defender of Thy Industry, and give a used car to every purchaser of a radio set.

Whoever started the stock-market debacle saved the radio business millions of dollars by closing down many a factory earlier than otherwise would have been the case. Can you imagine borrowing the money to meet a radio payroll about October 20 last?

Believe it or not, a New York chain-store system sold 780 of a single make of expensive radio sets during December.

Casual glimpses of the automobile show reveal a greater part of the salesman's time and energy being expended in shoving small boys out of tonneaus and driving seats. Thank the Lord, a child can't get into a radio cabinet.

There is a hint for the record business in the fact that to buy a few of the new releases in some of the 'best' stores these days one must practically go behind the counter and pick them out of stock—if they are in stock. Years ago a United Cigar official fired thousands of salespeople by his custom of asking in one store after another for a certain kind of chewing tobacco, and watching how long it took the clerk to accommodate him. Some of them used to start arguments—like some record salespeople sniff at a request for a number they do not know.

An interesting latter-day convenience is the electric clock, said to be supplanting the hand-wound chronometer hourly, so to speak. Here is something else for service men to blame radio reception difficulties on. "Why, madam, your clock is ten minutes fast; that's why you don't hear the broadcasting for ten minutes after it leaves the station."

## ODIN F. JESTER, STEWART-WARNER RADIO SALES HEAD, SEES 1930 AS A BIG YEAR FOR INDUSTRY, BELIEVES AUTO SALES, EXPORTS BIG FACTORS

Chicago, Ill., Thursday.

The radio industry need fear no "hobby man" in 1930, but can look forward to continued prosperity with special opportunities for the manufacturers and dealers who best know their market and best meet its demands, in the opinion of Odin F. Jester, sales manager of the radio division of the Stewart-Warner Corp., this city, who has just completed a survey of the radio market for 1930.

"In the midst of an epidemic of bear stories," said Mr. Jester, "I am frankly optimistic. I see no interruption in the long run of American prosperity and I know that our position is exceptionally sound. I am confident that during 1930 radio will show a very satisfactory volume.

Mr. Jester went on to state that while he understood some manufacturers of radio sets have started the new year handicapped by heavy inventories due to unwarranted expansion of production and overloading of dealers, he did not believe this condition was general or due to conditions inherent in the market situation.

"Undoubtedly," said Mr. Jester, there have been some instances of undue expansion in the industry. Some manufacturers have stepped up their production and loaded their dealers beyond the reasonable limits of their market, and they now find themselves with heavy inventories on their hands. Some of them seem to be pinched and are resorting to price recessions in an effort to improve their positions.

"I do not believe these conditions are general. Certainly they do not hold with the Stewart-Warner Corp.

"The Stewart-Warner radio division is starting 1930 on a most sound footing. To begin with, it has the benefit of the sound financial position of a great corporation producing a varied

line of products, all with great popular demand.

"The inventories of the company and of the dealers are very low. We have had the best holiday trade in our history and our dealers had only such stocks as were dictated by sound marketing estimates. Many of them reported their stocks of the most popular models entirely exhausted on Christmas Eve.

"There are still millions of old-fashioned battery radio sets in America which will be replaced by all-electric radios in 1930. The big expansion program of the public utility companies worked out at the request of President Hoover, will put current into hundreds of thousands of homes for the first time during the year. These homes will have screen grid radios by next Christmas.

"Also 1930 will see a wonderful expansion of the American export trade in receivers. Radio in Europe has been behind the industry here but today the enthusiasm is most high. And the Stewart-Warner radio division will benefit by the corporation's present extensive organization for the marketing abroad of its automobile accessories.

"One new feature in the radio industry, which remains to be a big thing before the end of the new year, is the introduction of the new compact sets for use in automobiles.

"Several automobile manufacturers have prepared models for 1930 with built-in radios and others have allowed room for the installation of sets. Stewart-Warner is preparing to meet this demand and because of its position in the automobile accessory industry, is in a most advantageous way to profit by it.

The final test for the radio industry in 1930," continued Mr. Jester, "as in all lines must be quality. The American public is never fooled for long by price cuts made possible by a sacrifice in the product.

## 1930 RADIO PROSPECTS ARE ENCOURAGING TO H. B. RICHMOND, PRESIDENT OF R. M. A.; SEES MORE THAN ONE SET IN MANY HOMES

Cambridge, Mass., Friday.

Radio broadcasting, radio products and the radio business all will be better in 1930, according to a forecast issued by H. B. Richmond, president of the Radio Manufacturers Association. Mr. Richmond's views follow:

"Measured in terms of radio sets placed in homes, 1929 was decidedly a better year than was 1928. The radio industry experienced some difficulties due to a too ambitious manufacturing program, but this condition is being readjusted rapidly, so that we enter 1930 with a well co-ordinated plan of engineering development, manufacturing and merchandising. In the long run, the healthier the condition of any industry, the greater the value in purchases obtained by the consumers of the products of that industry.

"Congress has just passed an act providing for the appointment of a chief and for two assistant engineers

to assist the Federal Radio Commission in studying the technical aspects of broadcasting, that they may make such regulations as will provide better reception in every radio-equipped home.

"Each year shows an improvement in the design of radio receivers. These improvements are gradual, not startling. Circuit improvements, new tubes, and speaker advances have been a part of each year's accomplishments. We will see them in 1930. The one thing in this regard that the industry must guard against is too ambitious claims. Too many advertisers have used terms to indicate that the changes due to improvements were revolutionary instead of the natural advance of a growing art. Thanks to the activities of the Better Business Bureaus, a curb has been put on this type of advertising.

"The new year will see a rapid extension of a most natural trend that developed in 1929, namely, the requirement of more than one radio set in the home. When dad wants to listen to the business reports, mother wants the

## E. E. SHUMAKER, PRESIDENT OF RCA-VICTOR, SUMS UP COMPANY'S RESOURCES ON NEW YEAR

CAMDEN, N. J., Thursday.

E. E. Shumaker, president of the RCA-Victor Co., Inc., yesterday issued the following statement in connection with the change of his company's name from the Radio Victor Corp. of America:

"The RCA-Victor Co., Inc., is a unification of all the greatest forces in the home entertainment field, and brings to bear upon the problems and the developments of the radio and general home entertainment field, the full force of its powers. This unification includes the facilities, resources, labo-

than a wish; it is an assurance for 1930, and for as many years thereafter as American homes shall want music.

"The marshalling of the commercial, industrial and engineering forces represented by the RCA-Victor Co. could have come about only through the foresight of some of the wisest heads in American business. They recognized that magnificent opportunities lie immediately ahead. They saw, in the confusion and disorganization that have developed in the radio industry, the acute need of constructive stabi-



E. E. Shumaker

ratories and organizations, in the home entertainment field, of the General Electric Co., Westinghouse Electric & Manufacturing Co., and Victor, together with the entire RCA and Victor merchandising organizations.

"This unified RCA-Victor Co. creates, out of its component companies, an influence for ordered progress for rock-bound stability, for solid achievement; an influence which the radio field has long needed, and as yet has never known. Behind Victor radio, Electrola, records; behind all the Victor contributions, present and future, to the field of home entertainment, will be the limitless resources, the enormous manufacturing and research facilities, the command of man-power and brain-power, the long experience and the high reputation of the four leaders in the field. A single management, a single leadership will direct these extraordinary forces in the advancement of the dealers' interests, and the interests of the finest musical entertainment in the home.

"So, our New Year's greeting is more

dinner dance music, and the children, the bed-time stories. No longer is a single radio in the living room all that is required.

"Radio has become a vital part of our daily existence."

### Lauter Celebrates Special "Edison Week"

Particularly complimentary to the Edison radio line was the decision of the Lauter Piano Co., in Newark, N. J.,

recently, to set aside the second week in December as a "Special Edison Week." A display of Edison sets was set up in the show-windows and a separate parlor was used for demonstrations of the instruments. A continual stream of interested prospects visited the Lauter store during the week, producing, according to reports, a gratifying volume of Edison sales.

The arrangements for the Lauter "Edison Week" were made by J. H. Cameron, son of the president of the Lauter Piano Co., in cooperation with P. J. Burns, Orange, N. J., manager of the Edison Distributing Corp.

lized leadership. In the growing public insistence upon highest quality and constant improvement, they saw the need of greatly expanded technical and research facilities. In the light of recent experience, they saw, too, the need of powerful and immovable financial position, unaffected by any artificial economic disturbance.

"Thus was RCA-Victor formed, and it takes its place in the radio world as the combination of the oldest, largest, and most powerful and the most progressive influence in that world.

"With Victor radio established as Victor's most notable achievement; with the Electrola revitalizing interest in recorded music; and with development and novelties of exceptional interest imminent in the recording field, the position of the Victor dealer as 1930 dawns should be, in any case, a happy one. When, however, you couple the multiplied facilities and the magnified stability that lie behind the goods Victor dealers sell, they can not doubt the soundness and the opportunity in their position as Victor dealers."

## H. L. SPENCER ENTERS CANDY INDUSTRY AS PAGE-SHAW OFFICIAL

A FORMER RADIO OFFICIAL  
Prominent Boston Business Man  
and Army Veteran Was New  
England Manager for Brunsw-  
wick and Sonora, Earlier in the  
Piano Industry.

BOSTON, MASS., Saturday.

Major Harry L. Spencer, well known in Boston radio business and military circles, has retired from the radio industry and has been elected a director of Page & Shaw, Inc., in charge of sales.

Major Spencer, besides his many years of association with the First Corps of Cadets, was formerly treasurer and general manager of Kraft, Bates & Spencer, Inc., piano manufacturers of Boylston street. Upon his return from France in 1919 he took over the distribution and introduction of the Brunswick phonograph and records in the New England States where he made an enviable record placing the Brunswick products in a foremost position in New England. In 1925 the corporation of Kraft, Bates & Spencer was dissolved and he became director and New England branch manager for the Brunswick-Balke-Collender Co., manufacturer of the Brunswick Panatone and records, billiard and pool tables, and bowling alleys. Later he was appointed New England branch manager for the Sonora Phonograph Co., and was associated in New York in the sales management of Acoustic Products Co. during its introduction across the country of Sonora radios and musical reproducing instruments. In 1925 he served as president of the New England Music Trades Association.

Major Spencer is a member of the Boston Athletic Club, Army and Navy Club, Y. D. Club, Crosscup-Pishon Post A. L., Woodland Golf Club, and other social organizations. He served in France as First Lieutenant, 101st Regiment Engineers, 26th Division, and has been a member of the First Corps of Cadets for over twenty years.

## R. B. LACEY APPOINTED PERRYMAN SALES HEAD

North Bergen, N. J., Friday.

R. B. Lacey has been appointed general sales manager of the Perryman Electric Co., Inc., this city, manufacturers of Perryman radio tubes, it was reported by H. B. Foster, vice-president.

For the past three years Mr Stacey, better known to the trade as "Bob," has been western sales manager for the Perryman company, with his headquarters at Chicago. In this position he initiated a sales policy for field operation which has proved so successful that it will be extended under his direction throughout the country during the coming year.

Years of contact with jobbers and dealers have endowed "Bob" Lacey with a thorough understanding and sympathy for the problems of the trade. He knows from first-hand experience the difficulties with which every jobber is confronted, because he himself was a jobber for seven years.

## PEIRCE-PHELPS, INC., AND PENN PHONO, LARGE MAJESTIC JOBBERS, IN MERGER

T. W. BARNHILL IS NAMED CHAIRMAN OF THE BOARD

W. G. Peirce, Jr., Elected President and General Manager of Combine Which Will Be Known as Peirce-Phelps, Inc., Merged With Penn Phonograph Co.—To Handle Majestic Products Exclusively in Wide Pennsylvania Territory.

A merger of the two Majestic wholesale distributors in Eastern Pennsylvania, Peirce-Phelps, Inc., 437 N. Fifth street, Philadelphia, with branches at Wilkes-Barre and Harrisburg, and the Penn Phonograph Co., 913 Arch street, Philadelphia, with branches in Wilkes-Barre and Harrisburg also, was announced by officials of the two companies, effective January 1, 1930. The name of the new company will be Peirce-Phelps, Inc., merged with Penn Phonograph Co. and will distribute Majestic products exclusively.

The executive personnel of the new company will be as follows: Messrs. T. W. Barnhill, chairman of the board; W. G. Peirce, Jr., president and general manager; J. Trevor Peirce, first vice-president in charge of sales; H. W. Miller, vice-president; C. M. Phelps, secretary and treasurer; D. Wilson MayLerry, sales manager; Paul C. Rich-

ardson, sales promotion manager; C. F. Limroth, credit manager; A. E. O'Brien, Harrisburg branch manager; D. O. Manseau, Wilkes-Barre branch manager.

W. G. Peirce, Jr., president and general manager of the merged company, said: "The new firm of Peirce-Phelps, Inc., merged with Penn Phonograph Company, will undoubtedly be one of the largest radio wholesale houses in the United States, serving Eastern Pennsylvania, Southern New Jersey and Delaware, a territory of nearly seven million people. Majestic consumers and Majestic dealers in this territory will profit by the greatly enlarged facilities of the new distributing organization. We are glad to join with the Penn Phonograph organization with their thirty-two years of successful

(Continued on page 35)

## Electric Clock Makers Bought by Everybody's Philadelphia, Pa., Friday.

The Everybody boys, Philip E. Grabuski and Sam and Frank Fingrut, landmarks of the phonograph parts and repairs industry, crashed into the chronometric art this week by acquiring for Everybody's Talking Machine Co. the G. S. Lovell Clock Co., for seventy-five years a maker of clocks in this city. For some time past, according to Sam Fingrut, vice-president and treasurer of the concern, they have been looking for a suitable companion line to the extensive business in Honest Quaker talking machine accessories which a dozen years of application on their part has brought to prosperous dimensions.

Now, give a listen to Sam telling the story. "With the introduction of the electrical clock, and the fact that our organization has always been able to apply modern merchandising to worthwhile products, we anticipate a very bright future for the Lovell clock division of Everybody's. Mr. William S. Lyon, vice-president of the Lovell concern, comes over with us as well as members of their sales and service departments. He has been successful in the clock business for twenty-five years and will direct that division's operations.

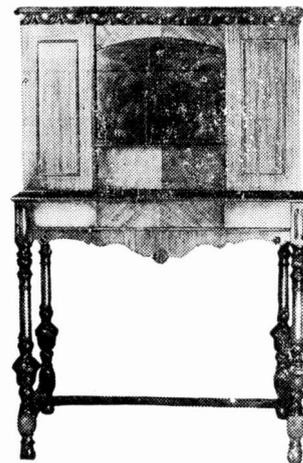
"We believe that in the new product we have a commodity as staple, if not more so, than applied musical art. Everybody loves music and everybody wants to know the time. Electric clocks have gained considerable distribution in radio-music circles and we intend to foster the new specialty in that field."

### GOTHAM DEALER ASSIGNS

Samuel T. Epstein, radio dealer of 1181 Jerome avenue, New York, has made an assignment to Joseph Frank, 233 Broadway, here.

## Superior Cabinet Corp. Reports Fine Demand On New Cavalier Model

Unusual interest is being displayed among the trade throughout the country in the New Superior radio cabinet model 10, a product of the Superior Cabinet Corp., New York, B. J. Green-



Superior Model 10

baum, head of the cabinet firm, reported last week.

This new cabinet is said to be unique in Cavalier models. It has a solid looking egg and dart frieze with long, low lines, accommodating the latest feature in radio, that of placing the dynamic speaker so that its opening is through the bottom board of the cabinet.

The cabinet is done in grained diamond match and butt walnut, and is built of five-ply veneer. It is 44½ inches high and 28¾ inches wide.

## Personals

J. Van H. Marke, of the Revere Electric Co., Chicago, Ills., distributing house, was a visitor last week in the metropolitan market.

Major H. H. Frost, president of the Utah Radio Products Co., spent a day last week in Philadelphia, conferring with the Utah clients in that vicinity.

Homer Stephens, general sales manager of the General Industries Co., Elyria, Ohio, is at the Imperial hotel, New York, and will remain there for the entire week.

Mrs. Herbert A. Brennan, wife of the vice-president of Gross-Brennan, Inc., New York, has gone to Florida for a month's stay, accompanied by their daughter, Dorothy.

Vernon W. Collamore, accompanied by his wife, spent Thursday and Friday last week in New York, en route to his home in Philadelphia after spending New Year's at Boston with relatives.

B. H. Baker, general sales manager of A. H. Grebe & Co., makers of Grebe radio in Richmond Hill, Long Island, is planning to visit Chicago and the Central Western markets within the next few days.

Judge John W. Van Allen, counsel to the Radio Manufacturers' Association, was a visitor in New York the latter part of the week, stopping at the Hotel Commodore. He later returned to his home in Buffalo.

J. F. Quinn, well-known Detroitier in the radio-music field, is visiting New York, spending much of his time with an old friend, Alfred J. Kendrick, president of Sound Studios, Inc., and stopping at the Park Chambers hotel.

Arthur Walsh, vice-president and general manager of the radio division of Thomas A. Edison, Inc., spent New Year's in Cleveland, Ohio, incidentally telling an Ediphone convention there how easy it is to sell Edison radio.

Sam Semels, who lately resigned the radio department management of Bloomingdale Brothers, New York, postcards "The Trade's Only Weekly" from Atlantic City, N. J., that he is spending a few days holiday beside the sea.

## Emile Furn Arrives Here on Buying Trip

Emile Furn, of the Melodium Co., Paris, France, arrived in New York on Monday on the S. S. "George Washington," on one of his periodic purchasing trips to this country. Mr. Furn will endeavor to secure foreign representation rights to several American radio-music products, he stated on his arrival.

Mr. Furn is making his headquarters at the offices of the TALKING MACHINE and RADIO WEEKLY during his stay, which will be about three weeks.

### TRADE ITEM

Frank D. Puzutti and Albert P. Heerings, trading as the Fordham Radio & Music Shop, at 2115 Southern boulevard, New York, have made an assignment of their assets to Joseph Frank, 233 Broadway.

## Local Dealers Hear North American's Plan For Bigger, Better Year

The Hotel Astor Monday noon was the scene of a "Bigger and Better than Ever" luncheon and meeting of the New York dealers of the North American Radio Corp., local wholesaler for Zenith radio. A large and representative attendance, representing what was later referred to as "the cream of New York's radio fraternity" was invited to participate in making this year bigger and better than ever for Zenith radio, and for metropolitan retailers.

After an excellent luncheon the business meeting was called to order by S. Jay Goldstein, sales manager for North American, who, after a speech of welcome, introduced David F. Goldman, general manager and guiding genius of the wholesale company. Mr. Goldman spoke at length on the desire for a Zenith dealer organization that would represent the peak of profit possibilities for the retailer, offering several suggestions on how a dealer's operation could be made more profitable. He called upon E. S. Grimsley, assistant vice-president of the Commercial Investment Trust, who told of his company's policies relating to selecting the dealers whose paper is to be carried, and answered a specially prepared questionnaire relating to installment paper.

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., and guest of honor at the meeting, described the new Zenith set models, details of which line were carried in a recent issue of the TALKING MACHINE and RADIO WEEKLY. Mr. Klugh touched on the general financial condition of the country, and its relation to the radio industry, a note of optimism in his expressions finding a responsive chord in the minds of a majority of his listeners.

At the speakers' table, in addition to Messrs. Goldstein, Goldman, Grimsley and Klugh were: Myron Craddock, Mackenzie Radio Corp.; William J. Gaynor, Zenith Radio Corp.; "Bill" Schwartz, Peck Advertising Agency; I. Goldman, Adirondack Radio Corp.; Mr. and Mrs. Al Meyer, North American Radio Corp.; Charles Gomprecht, Macgregor Radio Corp.; John G. Wolfe, North American Radio Corp.; David Trilling, Harry Montague and J. Lobel, Trilling & Montague, and A. Ullman, Northeastern Radio, Inc.

The meeting adjourned late in the afternoon, with the dealers stepping to the door humming the Zenith-North American slogan-song, "Bigger and Better Than Ever."

## MOTOR CAR RADIO TO BE SHOWN BY BOSCH DURING NEW YORK AUTO SHOW Springfield, Mass., Friday.

The American Bosch Magneto Corp., this city, will show its new Bosch motor car radio during the New York Automobile Show in a special display at the Hotel Commodore.

The set is a screen-grid tube type with a cone speaker specially pitched to penetrate body rumble and traffic noises. All drilling and mutilation of the instrument board, change or relocation of instruments is said to be unnecessary with the Bosch installation. Neither is it necessary to open the upholstery or car lining to install the antenna.

## North American Metropolitan Dealers Feature Zenith Radio Sets in Xmas Window Displays



Zenith Display in Window of Redifone Corp.

A special drive for window displays has recently been conducted by the North American Radio Corp., New York, distributing organization for the Zenith Radio Corp., and a large number of attractive Zenith trims has been the result.

The accompanying photograph shows the Zenith display recently in the show window of the Redifone Corp. of America, 72 Cortlandt street, New

York. Four different Zenith models were in the Redifone window in addition to a Zenith chassis, a Zenith automatic tuning device and numerous placards.

David F. Goldman, head of North American, reported other handsome Zenith displays at the following stores: Municipal Radio Co., 110 Eastern Parkway; Hassau & Evans, 7603 Third avenue, and the Ambassador Radio Shop, 784 Saratoga avenue, all in Brooklyn.

## PHILCO IN BIG TIE-UP WITH 9,200 THEATRES

Philadelphia, Pa., Friday.

An extensive tie-up program has been arranged by the Philadelphia Storage Battery Co., this city, and Paramount Pictures and theatres in behalf of the new line of Philco radio sets. Dealers everywhere will be able to take advantage of this tie-up, it is said.

Lobby displays, twenty-four sheet posters heralds, rotogravures, full-color window photographs, special window trims and cooperative newspaper advertising with local theatres will be used in this sales drive which will continue through the spring throughout the country. Dealers will make their arrangements with the managers of local Paramount theatres.

In all 9,200 theatres will be available for the Philco tie-up, including 1,200 Paramount-Public theatres, and the 8,000 other theatres which show Paramount pictures.

The initial step in the campaign will be in the form of a twenty-four sheet billboard poster which will be placed on the boards instead of the regular Philco poster, beginning January 15. This will be advance publicity for the tie-up, and will be followed up with the appearance in local Paramount theatres with the appearance of the picture "The Love Parade," featuring Maurice Chevalier.

Through this tie-up, the theatres will send movie fans to dealers' stores for photos of the star autographed by Mr. Chevalier, and the thousands who attend the showings, will see the Philco sets in the lobbies of the theatres. Credit cards for photos will be distributed at the theatres and patrons will bring them to the stores for the pictures. Other similar arrangements have been made.

## Strong Manufacturers Will Enjoy Good Year, B. J. Grigsby Predicts

CHICAGO, ILL., Friday.

"Radio, being a new industry, has gone through the same throes as have been experienced by every major industry in the past," B. J. Grigsby, president of the Grigsby-Grunow Co., this city, maker of Majestic radio and tubes, said today in discussing the outlook for 1930.

"The personal appeal of radio attracted a large number of persons into the industry who were not equipped, either from an organization or manufacturing viewpoint, to meet the strenuous competitive situation which ultimately resulted," Mr. Grigsby stated.

"It had been anticipated for many months before the stock market collapse that it was just a question of time before that situation would be remedied by economic conditions. The stock market collapse merely hastened that date, and many of the weaker ones have already gone to the wall. The situation resulting is bound to be a healthy one for the stronger manufacturers and the distributors and dealers who have sound manufacturing and merchandising instincts and experience and who are amply financed to carry on the business in the way it should be handled. This readjustment will, in my opinion, be accomplished very rapidly because of the present nature of the industry."

## BALDWIN DIRECTORS OMIT DIVIDEND

CINCINNATI, O., Friday.

The directors of the Baldwin Co., manufacturer of pianos in this city, yesterday decided to omit the quarterly dividend of 37½ cents a share on the common stock due at this time. They, however, declared the regular quarterly

## FINAL DECREE SIGNED IN 'CLAUSE 9' ACTION; RCA TO MAKE APPEAL

WILMINGTON, DEL., Friday.

Judge H. M. Morris, in United States District Court this week, signed a final decree enjoining the Radio Corp. of America, New York, from enforcing or attempting to enforce, directly or indirectly, the contracts of sale it has with radio set manufacturers, in which the notable radio tube Clause 9 is embodied. The petition of the Corporation to take an appeal to the Court of Appeals of the third circuit was granted by Judge Morris.

The suit was brought against the Radio Corporation by the DeForest Radio Co., et al, charging the former with lessening competition and tending to create a monopoly in the traffic of vacuum tubes for radio sets, which the plaintiffs contended, was in violation of the Clayton act. The now famous Clause 9, said to have been found in contracts which the RCA had with radio set makers using the Corporation's patents, stipulated:

"The Radio Corporation hereby agrees to sell to the licensee and the licensee agrees to purchase from the Radio Corporation the number, and only the number of vacuum tubes to be used as parts of the circuits licensed hereunder and required to make initially operative the apparatus licensed under this agreement, such tubes to be sold by the Radio Corporation to the licensee at the term and the prices at which they are then being sold by the Radio Corporation to other manufacturers of radio sets buying them in like quantities for the same purpose."

The decree states that this was and is a contract "for the sale of goods." Plaintiffs in the suit are Arthur D. Lord, receiver in equity for the DeForest company; the Northern Manufacturing Co., United Radio & Electric Corp., Tele vocal Corp. and Sonatron Tube Corp.

## Outlook for Kent Radio Is Fine, Says Louis Buehn

Philadelphia, Pa., Friday.

"Undoubtedly there has been over-production, and whatever extent this will necessitate liquidation, in just that degree will the sale of what may be looked upon as standard merchandise be affected during 1930," Louis Buehn, head of the local Atwater Kent distributing organization which bears his name, declared yesterday, in giving his outlook for the new year.

"As far as the Atwater Kent line is concerned," Mr. Buehn stated, "we feel that the outlook is satisfactory. No surplus, and in fact, an actual shortage, with an increasing demand from the public, indicates that we should continue to have satisfactory business for some time to come.

"This demand is unquestionably due to the desire of the buying public to have an excellent radio set at a modest price, and certainly the Atwater Kent line fills the bill in this respect. I have no hesitation in predicting that a continuation of our present merchandising plans will result in a very satisfactory year."

dividend of \$1.50 a share on the old 6 per cent. preferred stock, payable January 14 to stockholders of record December 31.

# SPARTON RADIO

*Metropolitan  
Distributor*

## McPHILBEN- KEATOR, Inc.

17 West 60th Street  
Columbus 4470-1  
NEW YORK, N. Y.

68 34th Street  
Sunset 3516-7-8  
BROOKLYN, N. Y.

## A STRAIGHT LINE

IS THE SHORTEST DISTANCE  
BETWEEN TWO POINTS . . .

## SPARTON RADIO

OFFERS A STRAIGHT LINE AND  
THE TWO POINTS ARE . . .

## SALES and PROFITS!

Your franchise is your arrow  
—follow it to its goal ☞ ☞

## BUSHWICK DISTRIBUTING CO., Inc.

17 West 60th Street  
Columbus 2818  
New York, N. Y.

1755 Bushwick Avenue  
Glenmore 6366  
Brooklyn, N. Y.

## VARIED OPINIONS ON 1930 PROSPECTS GIVEN BY BALTIMORE RADIO RETAILERS

Baltimore, Md., Friday.

It is with mingled feelings that radio dealers of this market have entered upon the new year. Some there are—and they by far the leading dealers of the market—who are optimistic about set business for the new year. They experienced good volume throughout the year climaxed with an exceptionally good holiday business. There are some, however, who are not so optimistic. Their holiday business fell short of expectations.

Certificates of incorporation for two new companies, identified with the Radio Corp. of America, have been filed with the Maryland State Tax Commission. The new concerns, each of which has an authorized capital stock of 10,000 shares without par value, are the RCA-Victor Co., Inc., and the RCA Radiotron Co., Inc.

The directors of the RCA-Victor Co., Inc., are given as Cornelius N. Bliss, William R. Burrows, Albert G. Davis, H. P. Davis, James G. Harbord, Edward W. Hardem, F. A. Merrick, J. L. Ray, A. W. Robertson, David Sarnoff, James R. Sheffield, E. E. Shumaker, Frederick Strauss, Gerard Swope, Alfred Weiland and Owen D. Young.

The directors of the RCA Radiotron Co., Inc., are Cornelius N. Bliss, William Burrows, Albert G. Davis, James G. Harbord, Edward W. Harden, A. W. Robertson, David Sarnoff, James R. Sheffield, Frederick Strauss, Gerard Swope, Walter Cary and Theodore W. French.

Columbia Wholesalers, Inc., 205 West Camden street, Kolster, Brandes and Columbia distributors in this section, report active trade in Columbia and Kolster. Records sales were considerably stimulated by the local showing of such big movies as "Is Everybody Happy," starring Ted Lewis and his band. Ted Lewis' Columbia records are popular in this section. Columbia dealers also reported fine business in records from the movie "Show of Shows." Kunkel's, Inc., 120 N. Liberty street, well known Victor and Columbia dealer, ran a half-page ad featuring the Columbia hits from this show.

Shipments of Kolster radios were the greatest in the history of Columbia Wholesalers, Inc., due largely, of course, to the excellent values now available in Kolster-built Brandes radios and in Kolster special model 42. A large number of new Kolster-Brandes dealers were taken on during the month of December which helped materially to add to the fine business done during the month.

The Stieff Piano Co., 315 North Howard street, one of Baltimore's biggest and best known music stores, arranged a very beautiful Kolster-Brandes display during the year-end buying season. This display featured a complete line of the instruments and attracted much attention from the public.

Hecht's Furniture House, 934-40 S. Clark street, also inaugurated a big campaign on Kolster products and reported a big increase in sales on this line over the month of November.

Gusdorff & Joseph, Mulberry and Howard streets, large downtown furniture store, hired special salesmen to push the Kolster-Brandes radios and reported the best Christmas trade they have ever had.

L. R. McDowell, manager of the Washington, D. C. branch of Columbia Wholesalers, Inc., A. M. Calis, mana-

ger of the Raleigh, N. C., branch, and Messers. Smith and Powell, managers of the Norfolk, Va., office, all report a very satisfactory business during the month of December. The Washington branch, in particular, showed a handsome increase in Kolster, Brandes sales over the same period of 1928.

In spite of rather adverse business conditions in a large section of North Carolina, the general outlook for sales is quite satisfactory, according to Leroy L. Andrews, president of Columbia Wholesalers, Inc., who has just completed an investigation of the territory covered by this well known distributing house.

G. E. Arrldt has taken over the management of the radio department of Hecht's Furniture House, 934-40 S. Charles street, one of the leading establishments in the city. Mr. Arrldt has succeeded James B. Marshall in this post.

Joseph Fink, head of the Fink Piano Co., 16 East Fayette street, which maintains a radio department, reports good sales in Sparton, Victor, Atwater Kent and Majestic machines.

The recently opened Radio, Inc., radio store at 1814 N. Charles street, experienced an excellent demand for a number of the leading makes which are being featured. The members of this new firm expressed themselves as pleased with their sales, to date, and look forward to an excellent business during 1930.

L. C. Yaeger, manager of the radio department of Four Besche Bros., 1440 Light street, reports Majestic and Philco as brisk sellers.

August A. Buettner, manager of the radio department of Isaac Benesch & Sons, 549 North Gay street, reports Victor one of the best favored machines. Two other makes also vie for the favor of the clientele of this store.

Herbert Gleisch, manager of the radio department of Hecht Bros., Baltimore and Pine streets, reports that during the recent holiday buying season, more than one thousand machines were sold in one week.

—JOHN F. IGNACE.

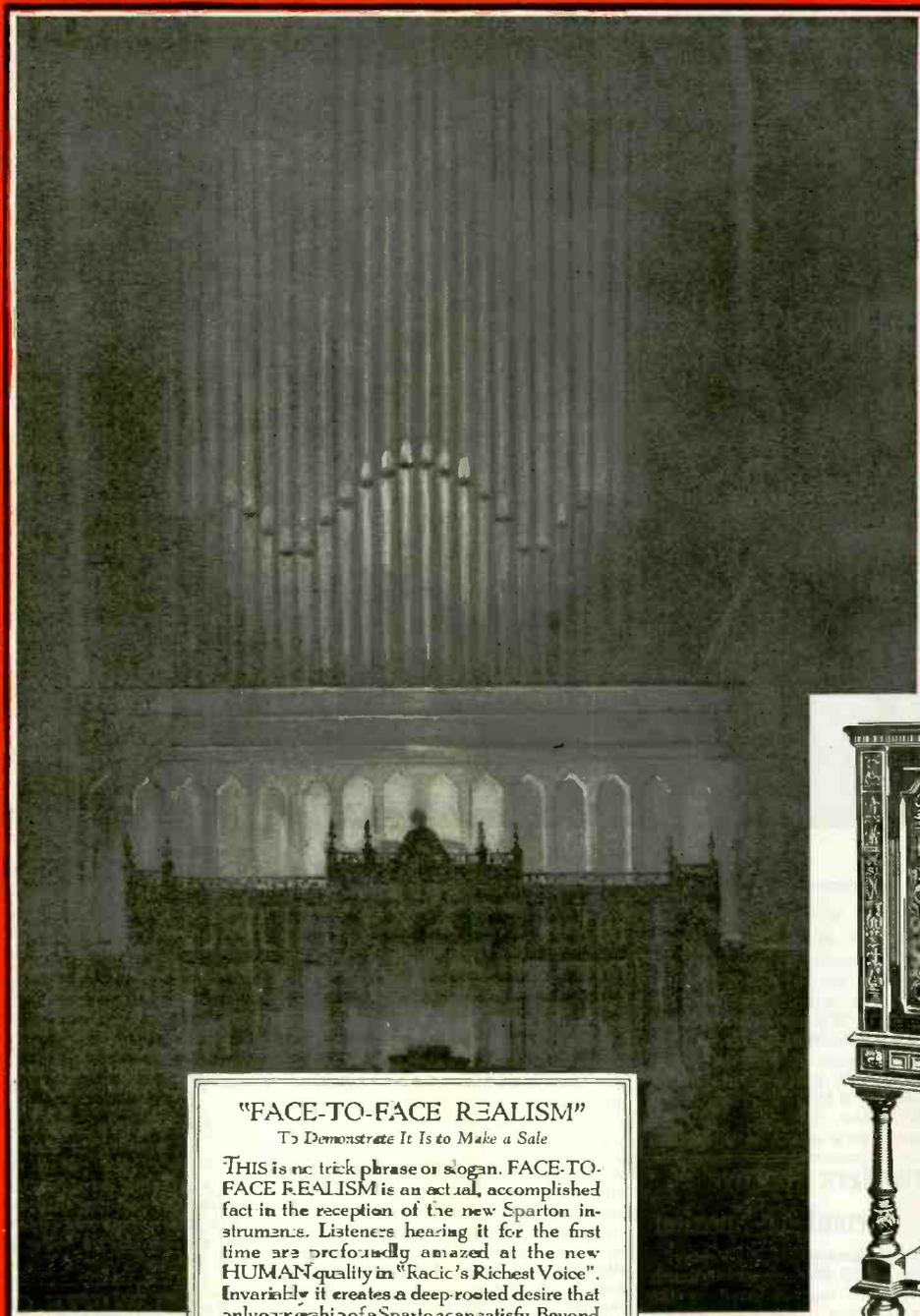
## PHILLIP GILLIG MADE VICE-PRESIDENT OF LUDWIG BAUMANN

The board of directors of Ludwig Baumann, New York retail radio and furniture chain organization, last week disclosed the election of Phillip Gillig, head of the radio division, as vice-president.

Four other vice-presidents, were also elected as follows: Frederick A. Reif, service manager; Phillip Markendorff, manager of accounts; Lee Zimmern, manager of the furniture division, and Howard Kuh, publicity director. C. Kohn was appointed controller.

Mr. Gillig joined the Ludwig Baumann firm in 1923, coincident with the opening of the company's radio departments. Within a few months he became assistant radio buyer and then was appointed in charge of the entire radio division, which he has built to an organization of seven radio departments, one in each of the house furnishing stores and five separate radio stores.

The five new vice-presidents will retain their positions as heads of their respective divisions, and will be members of the Ludwig Baumann executive council.



**"FACE-TO-FACE REALISM"**  
*To Demonstrate It Is to Make a Sale*

THIS is no trick phrase or slogan. FACE-TO-FACE REALISM is an actual, accomplished fact in the reception of the new Sparton instruments. Listeners hearing it for the first time are profoundly amazed at the new HUMAN quality in "Radio's Richest Voice". Invariably it creates a deep-rooted desire that only ownership of a Sparton can satisfy. Beyond the shadow of a doubt it is the biggest thing in radio today from the standpoint of the dealer.

THE SPARTON-S-WITHING TONE CO. (Established 1900)  
 JACKSON, MICH., U. S. A.  
*Pioneers of Electric Radio without batteries of any kind*



Model 301

# SPARTON RADIO

*"The Pathfinder of the Air"*



## 1930 Set Prices Must Be Higher, Is Opinion Of Eugene R. Farny

Chicago, Ill., Saturday.

Radio manufacturers during 1930 will be obliged to get higher prices for their sets than during the past year if they are to make a profit and remain in business, Eugene R. Farny, president of the All-American Mohawk Corp., this city, maker of Lyric radio, declared in viewing the outlook for the new year. Mr. Farny said in part:

"I feel that over-production, which everybody realizes we have had in the industry, has been the most harmful element in the whole situation. At the same time I believe that the fact that there was practically no manufacturing in November and December of this year by any of the larger producers should reduce the total stock of radios in dealers', distributors' and manufacturers' hands so materially that the demand for the first of the year will be good. Every report that I have on the retail business indicates that the volume has been comparable with last year's volume, even since the market broke, and before that was considerably ahead of last year's.

"As far as the manufacturer of radio is concerned it is my firm opinion that he will have to get higher prices for his merchandise than he has in the past. The manufacturer cannot exist unless he makes a fair profit and he cannot make a profit at the low prices which have prevailed in the past. The public at the present time is getting more for its dollar than it is in any other product and the radio manufacturer is standing the loss.

"The indiscriminate loading up of dealers in merchandise must also stop. The dealer at the present time is the weakest link in the chain and he should be the strongest. It will be the aim of our company to build up and strengthen the dealers; under no circumstances to force merchandise on the dealer, and to help him to make a profit out of the business."

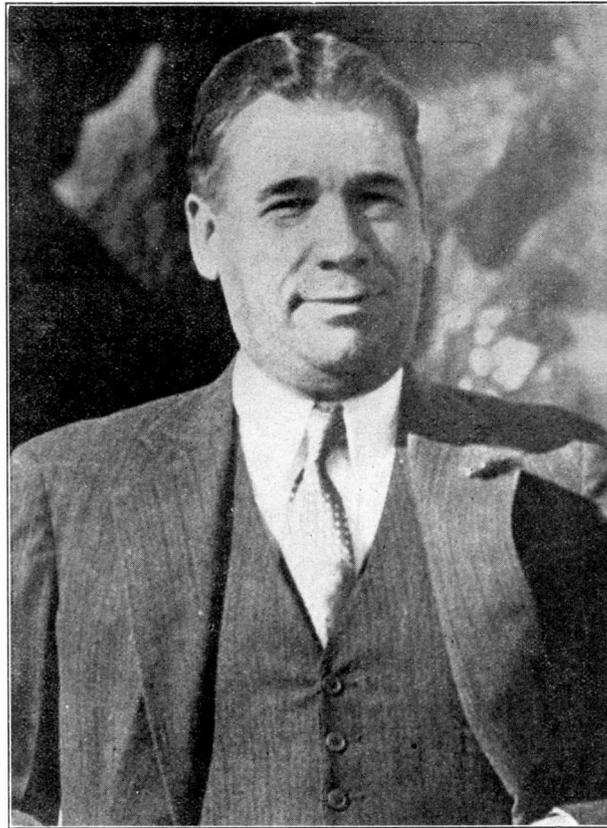
## Edison Supplying Trade With Another Attractive Display

Thomas A. Edison, Inc., has just made available to Edison radio dealers another of its attractive window displays, one that will undoubtedly cause many a passerby to stop and draw his interest to the dealer's show window.

The latest Edison radio window display consists of a center-piece and two side cards, distinctly designed in six colors, with a gold and black color scheme predominating. The side cards are each 14x19 inches. The center-piece, 27x24 inches, has a circular cut-out, depicting in a three dimensional effect an attractive girl tuning the Edison Light-O-Matic radio.

The effectiveness of the display is enhanced by an electric flasher which operates a bulb set in the center-piece. The bulb lights intermittently, flashing on the words "Flash! There's Your Station," the slogan that describes the Light-O-Matic tuning device incorporated in the latest Edison receivers.

## SPARKS-WITHINGTON CO. STEPS UP PRODUCTION; 1,000 ADDITIONAL WORKERS ADDED TO FORCE



Capt. William Sparks

JACKSON, MICH., Friday.

"Orders with us have been arriving at such a rate during the last two weeks for deliveries in January and February that we have added almost 1,000 employes within the last ten days," Captain William Sparks, president of the Sparks-Withington Co., this city, manufacturer of Sparton Equasonne radio, told a representative of the TALKING MACHINE and RADIO WEEKLY today.

"We have every reason to think that

business will be as prosperous as we put forth efforts to make it and we are going ahead and manufacturing products with that thought in mind," Captain Sparks declared.

"Our company today," he added, has total quick assets of cash receivable, etc., of \$6,250,000, with quick liabilities of less than \$500,000. Our position has never been better, nor have prospects for the immediate future. Sparton radio has received the widespread acceptance of the trade and the American public."

## Underwriters Approve Stromberg Speaker

Rochester, N. Y., Friday.

The new model 25-A electro-dynamic cabinet speaker, manufactured by the Stromberg-Carlson Telephone Manufacturing Co., this city, has been approved and listed as standard by the Underwriter's Laboratories, according to a report made by Stromberg-Carlson officials today.

With this approval, the entire Stromberg-Carlson line of sets and loud speakers taking current from the electric light socket has been inspected approved and listed as standard by the Laboratories.

The importance of having radios listed as approved by the Underwriters' Laboratories has been called to the attention of the public by the notification that a local ordinance in Richmond, Va., requiring all household electrical appliances to be approved by the Underwriters' Laboratories. Similar conditions also exist in some other cities.

The No. 25-A electro-dynamic speaker has a ten-inch corrugator cone, with

a specially made "lively" diaphragm. Hum is reported to be kept down to an imperceptible degree, there being no balances to adjust or maintain. The use of a cabinet, permitting scientific baffling, is said to insure new beauty of tone in the lower frequencies. Operating power for the speaker is supplied by a UX-280 rectifier tube contained within the speaker. A switch is inside of the cabinet and an A. C. outlet is in the bottom for operating with sets not equipped with loud speaker A. C. outlet.

## NEWARK ELECTRICAL CHANGES ITS NAME

Newark, N. J., Thursday.

The name of the Newark Electrical Supply Co., RCA distributing organization with headquarters at 152 Mulberry street, this city, was changed January 1 to the Westinghouse Electric Supply Co., Inc.

According to W. A. Grimes, manager of the company, this house was the first electrical supply jobbing firm in the state of New Jersey upon its establishment in 1900.

## MORRIS METCALF SEES 1930 AS A GOOD YEAR

Springfield, Mass., Saturday.

"The year 1930, taken as a whole, will be a good one in the radio business, and before its close, our industry will have advanced considerably in manufacturing and merchandising methods," Morris Metcalf, vice-president and treasurer of the American Bosch Magneto Corp., said today.

"Speaking for the radio industry alone," he continued, "we are facing a disagreeable situation, but one which, in my opinion, was inevitable, regardless of the trend of general business or the stock market collapse. On the whole, I believe, the effects will be salutary for those who survive, but it will be a year in which values will be sought both in merchandise and securities."

## Set Purchasers in 1929 Expected Much Better Radios, F. D. Williams

The year 1929 witnessed a remarkable expansion of the radio business because of the cumulative requirements of set purchasers of previous years, in the opinion of Fred D. Williams, manager of the radio tube division of the National Carbon Co. "The sale of tubes is today a major factor in the volume of radio retail sales and is destined to account for an ever-increasing proportion of the expenditures of the public's radio dollar," Mr. Williams asserted.

"These radical changes impose new and greater responsibilities, both upon radio tube manufacturers who make them and upon dealers who sell them. A high standard of uniformity is being attained by leaders among tube makers, with a consequent increase in consumer confidence and satisfaction. But we have only begun to educate the consumer to the fact that his tubes require occasional renewal.

"Only if high quality tubes of uniform electrical characteristics and of rigid mechanical construction are used to replace worn out tubes, are the full capabilities and measure of service attainable from modern radio reception secured. I venture to state that fully two-thirds of the radios now in service are being powered by tubes so deficient in emission that only a fraction of the volume and quality of which they are capable is being enjoyed by their owners."

## J. E. DILWORTH CO. RANKING HIGH IN MAJESTIC JOBBING

Memphis, Tenn., Friday.

J. E. Dilworth Co., Majestic radio wholesalers here, attained fourth place among Majestic distributors in the nation, a very proud record for the Memphis firm. J. E. Dilworth, president of the local firm, Mr. Greesom, vice-president, and Robt. C. Elwell, sales promotion manager, have just returned from Chicago where they attended a meeting of Majestic jobbers. Credits were based on the ratio of sales to the number of homes wired in each distributor's territory. It was shown that the Dilworth company has sold one radio for every 17 wired homes in its territory. Dilworth is located at 347-53 S. Front street, this city.

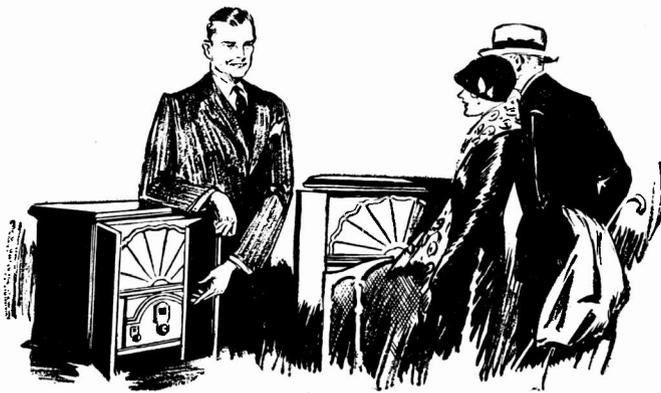
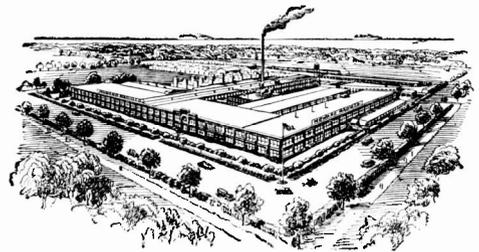
**LITTLE JOURNEYS (continued)**

*Through the NEW HOME of*

# HOWARD RADIO

## All Under One Roof

*"'All done under one roof,' we tell them when we're showing the new Howard.*



*.. They get the point—that this spells radio quality. That beautiful new factory of Howard's is always in the back of our minds when we think of radio."*

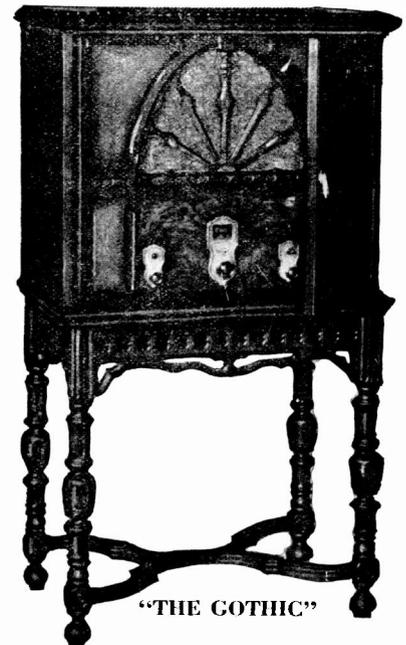
### A Radio Jobber's Impression

**"BEFORE** visiting the new Howard Radio plant, with its 5 acres of floor space and its marvelous background of musical craftsmanship, I was deeply impressed by the glowing reports of K. A. Hathaway, Radio Editor of the Chicago Daily News. I think you will agree with him, after taking these Little Journeys through this wonderful factory. The Radio Trade, as well as individual radio fans and music lovers everywhere, has long since learned to expect unvarying high quality from Howard—but they're all due for a delightful surprise when they demonstrate the new 1930 Howard Radio Receivers!"

### HOWARD RADIO COMPANY

of CHICAGO, ILLINOIS  
Factory and Executive Offices:  
SOUTH HAVEN, MICH.

Licensed by  
R. C. A. and  
Associated  
Companies



"THE GOTHIC"

*Announcing*  
**THE NEW**  
*SUPER* **ZENITHS**

**EVERY ZENITH DEALER IS  
 OFF TO A FLYING START  
 FOR 1930**



**NORTH AMERICAN RADIO CORP.**  
**1845 Broadway • New York**  
*Distributors for Manhattan — Brooklyn — Long Island — Staten Island*

**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.**

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**TRILLING & MONTAGUE**  
*Wholesale Radio Merchandisers*  
 N. W. Cor. 7th & Arch Sts., Phila. Pa.



**NEWSY BITS OF THE  
 HOOSIER STATE TRADE**

INDIANAPOLIS, IND., Monday.

Charles Rankin has moved his radio shop from the east side of the City Square, Martinsville, to the Thornburg building, that city.

J. E. Broyles, secretary and general sales manager of the Capehart Corp., Fort Wayne, returned to the factory recently from a 60-day trip through the Pacific coast states.

Wholesale branch operations of the Westinghouse Electric and Manufacturing Co. in Indiana, for some time conducted under the name of the Varney Electrical Supply Co., of Indianapolis and Evansville, will become a part of subsidiary operations, it was learned through the announcement on Thursday by officials in New York.

The Varney Electrical Supply Co., along with nineteen other wholesale supply companies formerly owned by the Westinghouse Commercial Investment Co., will become a unit of the Westinghouse Electric Co., a new subsidiary. In Indianapolis and Evansville, the company will take the name of the Westinghouse Electric Supply Co., an Indiana corporation. Business will be carried on by all units as it has been in the past, under different names. J. H. Campbell is general manager of the Indianapolis branch, and J. H. Richards is manager of the Evansville branch. The local firm con-

ducts a large business in radios and radio accessories.

Hornberger Radio Sales, 4017 East New York street, Indianapolis, has acquired the East End Radio Shop at 3306 East Tenth street.

The Kilmer Bros. Radio Store, located at 110 East Washington street, Muncie, carries one of the most complete and diversified lines of radio sets in that city. The concern handles Zenith, Gulbransen, Apex, Buckingham and Huntington receivers.

The Fort Wayne Amplified Music Co., Inc., Fort Wayne, has been incorporated with a capital stock of 1,000 shares, having no par value. Incorporators are Eben Lesh, George P. Shaffer and Marion J. Smith.

Carson Brothers have opened a store for the sale of Amrad and Crosley radios at 2021 Prospect street.

The W. K. Stewart Co. has added the Bremer-Tully line of radio sets to its stock at both stores, 44 East Washington street and 109 East Thirty-fourth. Other Indianapolis stores now handling the Bremer-Tully include: Bailey's Radio Service, 4728 Rockwood avenue; Gabriel Snubber Sales & Service Co., 1111 North Illinois street (distributors); H. T. Herrell Radio Co., 4915 College avenue.

A. C. Manuel and R. Nolan announce the formal opening of the Uptown Radio Shop, 1406 So. Michigan street, South Bend. They are exclusive dealers in South Bend for the Day-Fan radios and Star Raider radios.

The Bell Music Co., Muncie, is now in its new location, 120 South Mulberry street.

—VAN HOOSIER.

**E**xtending Our Service to  
Leading Set Manufacturers.....  
... for 1930 ...

**UTAH**

*Announces*

**Remote Control**

*and a Startling*

**NEW**

**DYNAMIC  
SPEAKER**



**N**ot one—but two startling achievements! Again Utah proves leadership, stepping to the front with perfected remote control and a new dynamic speaker amazing in its tonal quality.

Our engineers are now ready to show these new products to manufacturers of radio receiving sets.

Write for details, specifications, etc.

**UTAH RADIO PRODUCTS CO., 1737 S. Michigan Ave., Chicago**

Announcing—

**A MERGER**  
of the  
**PHILADELPHIA  
MAJESTIC  
DISTRIBUTORS**

**EXECUTIVE PERSONNEL**

T. W. BARNHILL  
*Chairman of the Board*

W. G. PEIRCE, JR.  
*President and General Manager*

J. TREVOR PEIRCE  
*Vice President in Charge of Sales*

H. F. MILLER  
*Vice President*

C. M. PHELPS  
*Secretary-Treasurer*

D. WILSON MAYBERRY  
*Sales Manager*

PAUL C. RICHARDSON  
*Sales Promotion Manager*

C. F. LIMROTH  
*Credit Manager*

A. E. O'BRIEN  
*Harrisburg Branch Manager*

D. O. MANSEAU  
*Wilkes-Barre Branch Manager*

Peirce - Phelps, Inc. and Penn Phonograph Company  
*announce a merger of the two companies  
effective January 1st*

The primary purpose of the merger is to better serve the Majestic Dealers in our territory and to give greater impetus to the merchandising of Majestic products.

We pledge to you greater co-operation, better service and more intelligent protection than either concern has been able to give you independently in the past.

The merged concern will be unquestionably the largest radio wholesaler in this territory, if not the largest in the country. It is our desire to co-operate in making you the outstanding dealer in your locality in both volume and profits.

**Peirce**  **Phelps**

*merged with*

**Penn Phonograph Co.**

**HARRISBURG**

**PHILADELPHIA**

**WILKES-BARRE**



**“Now is the time to learn  
all you can about retail radio  
salesmanship. Enroll today in  
Majestic School of Salesmanship,  
Hotel Stevens, Chicago. Get full  
details and entry blanks from  
your Majestic distributor.”**



*Vice President and Treasurer*

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

Makers of

***Majestic***  
**RADIO**

Licensed under patents and ap-  
plications of R. V. A. and H. F.  
also by Leetiphone, Lowell &  
Dunmore and Hogan License  
Associates.

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

ALBANY, N. Y.

E S &amp; E Co.

278 Broadway

BALTIMORE, MD.

Eisenbrandt Radio Co.

216 West Franklin Street

BOSTON, MASS.

Majestic Distributors, Inc.

*Exclusively Wholesale*

219 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 No. Dearborn Street

Telephone: Whitehall 8300

Distributing Exclusively Majestic Radio

CINCINNATI, O.

The Cincinnati Majestic Radio  
Distributing Corporation*Selling Only Thru Legitimate,  
Authorized Radio Trade Channels*

1042 Gilbert Avenue

CLEVELAND, O.

Majestic Distributing Corp.  
OF CLEVELAND

4608 Prospect Avenue

DALLAS, TEX.

Radio Equipment Company

OF TEXAS

HOUSTON

DALLAS

SAN ANTONIO

DENVER, COLO.

Intermountain Majestic Co.

1257 Broadway

*"Covering Colorado, New Mexico  
and Wyoming"*

DES MOINES, IOWA

Harger &amp; Blish

112 Eleventh Street

DETROIT, MICH.

Detroit Electric Co.

101 East Jefferson Avenue

*"Michigan's Oldest Radio  
Distributing Organization"*Branches: Grand Rapids, Mich., Saginaw, Mich., Kal-  
amazoo, Mich., Lansing, Mich., Iron Mountain, Mich.

HARRISBURG, PA.

Peirce  Phelps

116 South Second Street

Penn Phonograph Co.

Established 1898

123 South Second Street

HARTFORD, CONN.

Majestic Distributors, Inc.

HUNTINGTON, W. VA.

Air-Ola Radio Co.

*Exclusive Majestic Wholesaler*

625 Tenth Street

INDIANAPOLIS, IND.

Capitol Electric Co.

*"Capitol Quick Service"*

122-124 South Senate Avenue

JACKSONVILLE, FLA.

Southern Hardware &amp; Bicycle Co.

20 East Fourteenth Street

KANSAS CITY, MO.

Sterling Radio Company

Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st &amp; ROCK ISLAND

LINCOLN, NEB.

R. S. Proudfit Co.

Established 1879

720 O Street

LITTLE ROCK, ARK.

Radio Sales Company

217 East Markham Street

LOS ANGELES, CAL.

Ungar &amp; Watson, Inc.

*Exclusive Majestic Wholesalers*

1363½ S. Figueroa Street

MARION, S. D.

Hieb Radio Supply Co.

*Superior Majestic Service*D  
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For details, consult the *Majestic* distributor nearest you  
WORLD'S LARGEST MANUFACTURER

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

MEMPHIS, TENN.

J. E. Dilworth Co.

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

Radio Sales Company  
483 South Main Street

MILWAUKEE, WIS.

Badger Radio Corp.

*MAJESTIC for Profits*  
480 Market Street

MINNEAPOLIS, MINN.

The Roycraft Company

*Specialized Wholesale Distributors*  
25 North Third Street

NEWARK, N. J.

North Ward Radio Co.

367 Plane Street

NEW YORK, N. Y.

Majestic Distributors, Inc.

1775 Broadway

OAKLAND, CAL.

Holmes & Crane

Fourth & Harrison Streets  
*MAJESTIC Only*

OKLAHOMA CITY, OKLA.

Harbour-Longmire Co.

*Distributors*  
*Oklahoma and Texas Panhandle*

PHILADELPHIA, PA.

Peirce  Phelps

224 North Thirteenth Street  
PHILADELPHIA

119 North Main Street 116 South Second Street  
WILKES-BARRE HARRISBURG

Penn Phonograph Co.

*Established 1898*

*Exclusive Wholesalers*

913 Arch Street

214 South Main Street 123 South Second Street  
WILKES-BARRE, PA. HARRISBURG, PA.

PITTSBURGH, PA.

Hamburg Brothers

963 Liberty Avenue

PORTLAND, MAINE

Majestic Distributors, Inc.

RENO, NEV.

Nevada Auto Supply Co.

*"They Don't Divorce MAJESTIC"*

ROCHESTER, N. Y.

Sharar-Hohman, Inc.

*Exclusively MAJESTIC*

ST. LOUIS, MO.

The Benwood-Linze Co.

*"Pioneers in Radio - First in Midwest"*

SALT LAKE CITY, UTAH

United Electric Supply Co.

117-119 West Fourth Street

SAN FRANCISCO, CAL.

Frederick H. Thompson Co.

*"MAJESTIC Opens The Golden Gate to Radio Profit"*

1311 Mission Street

SHREVEPORT, LA.

Radio Sales Company

225 Crockett Street

SOUTH BEND, IND.

Radio Equipment Co.

109 East Monroe Street

TOLEDO, O.

The Roberts-Toledo Company

Adams and Jackson Sts.

BRANCHES

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

WASHINGTON, D. C.

Eisenbrandt Radio Co.

1111 Seventeenth Street, N. W.

WHEELING, W. VA.

Hamburg Bros.

1047 Main Street

WICHITA, KAN.

Sterling Radio Company

Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

WILKES-BARRE, PA.

Peirce  Phelps

119 North Main Street

Penn Phonograph Co.

*Established 1898*

214 South Main Street

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- GRIGSBY-GRUNOW CO.,  
OF COMPLETE RADIO RECEIVERS

CHICAGO, ILLINOIS  
Exclusive Manufacturers

## EL PASO DEALERS PLAN CONCENTRATING ON SOUND MERCHANDISING METHODS IN 1930

EXPRESS MUCH CONFIDENCE IN NEW YEAR'S BUSINESS

W. G. Walz Co., Pioneer Victor Wholesale Organization. Reports Good Demand for Victor Radio — National Sales Co., Inc., Named Distributor for Brunswick Products.

El Paso, Texas, Thursday.

Improved methods of retailing and the education of the public into sounder buying habits are the two forward steps on which leaders in the trade in this part of the country are concentrating attention at present.

Now that the rush and comparative confusion of the past few weeks is subsiding, it is assumed that the numerous newer dealers in radio who have been scrambling about with more enthusiasm and energy than experience, will proceed to cut their wisdom teeth, or quietly withdraw. As many of the newer radio dealerships in this territory are held by merchants of ample experience in other lines, readjustments are expected to be made with considerable rapidity. Improvements in sets, manufacturers' merchandising and broadcast-ran ahead of retailing capacity in this territory during the past year. Now the outlook is for an ample volume of continuing business, with better methods adopted by the retail trade to conserve profits.

Walter T. Blackwell, proprietor of Tri-State Music Co., whose leadership in music and radio has done wonders in developing a market of substantial pro-

portions in this field, advises "The Trade's Only Weekly" that his outlook for the balance of winter and early spring is distinctly confident and optimistic.

Mr. Blackwell made El Paso a radio market by establishing a broadcasting station here, and in many ways the local public, business community, and radio dealers have cause to be appreciative of the accomplishments in broadcasting resulting from the application of his energetic methods and sound experience as an outstanding music merchant.

Tri-State Music Co. operates in radio with the sales building group of Radiola, Victor and Majestic lines. Mr. Blackwell has much confidence in the future of combination machines. Instrument business in being steadily carried forward by Tri-State, and some very good progress has been made in school work and other forms of creative merchandising.

W. G. Walz Co., 500 San Francisco street, Victor jobber since 1881, has accumulated a splendid addition to its record of accomplishments in building good will amongst dealers, judging by reports on its service turned in by in-

dividual retailers. Passing through the territory interviewing the trade, one expects to find a certain proportion of retailers airing their grievances, slight or large, against wholesale houses, but reports on the service of W. G. Walz Co. are uniformly and enthusiastically favorable. As this distributor covers a large part of West Texas, New Mexico, and all of Arizona, wholesaling Victor and Radiola products and Eveready batteries, it has what is admittedly one of the most difficult territorial problems in the country. Hard work is the daily portion of the executives of this firm and their accomplished staff. W. G. Walz is president; F. L. Coons, vice-president, and W. C. Bailey, secretary.

Stewart-Warner radio has been making rapid progress in this territory under the energetic distributive campaign initiated July 1, 1929, when the Alemite Co. of El Paso became wholesale distributor for Texas west of the Pecos and most of New Mexico. J. M. Maraman, vice-president, is in direct charge of radio merchandising. E. H. Igoe, secretary and treasurer, completes the trio of executives who have made the Alemite Co., of El Paso, one of the leading businesses of the Southwest. This house is building a dealer organization which it is hoped will move a volume of business that will compare favorably with other sections of the country on the basis of number of sales per thousand population. Through the cooperation of visiting technicians from the factory, service on Stewart-Warner radio is kept at the high standard always associated with this name. Headquarters of Alemite Co., of El Paso, is on Yarnell boulevard, at Kansas street.

Herman M. Lowenberg has been promoted from a service manager to manager of the radio department, at Popu-

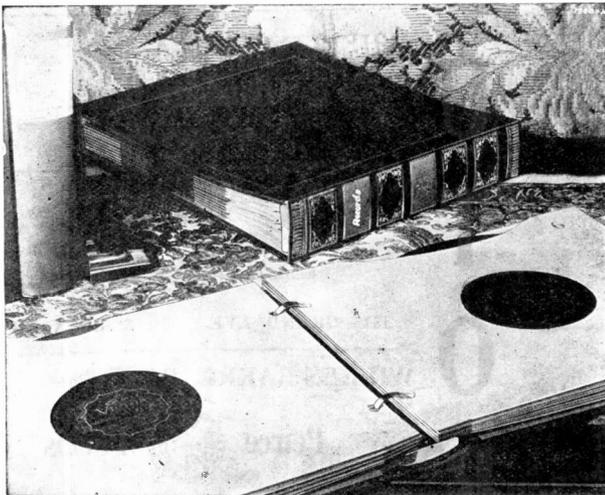
lar Dry Goods Co., leading department store of El Paso. Mr. Lowenberg has had extensive experience in radio, including both sales and service. His department has agencies for Radiola, Crosley, Sparton and Atwater Kent.

L. P. Hermes, buyer for Mosen-Dunnegan-Ryan Co., largest distributor of wholesale hardware in this territory, stated their position with regard to radio in an informative interview with the correspondent of "The Trade's Only Weekly." They believe the time has come for them to get into action, but are not actively seeking distributorship. They will consider propositions only of such a nature as to assure connections which will give full employment to their resources and organization, on a basis indicating results comparable to what they have built up in their hardware business. They cover all of New Mexico, Texas from Big Springs west, and work Mexican territory from Mexico City north to the border. Their offices and warehouse occupy one of the finest business structures in El Paso, completely last year at a cost of \$300,000, with every modern facility for large scale wholesale distribution. They travel 23 salesmen.

The National Sales Co., Inc., 420 San Francisco street, has taken on the wholesale distribution of Brunswick phonographs, radio, combination machines and records for the state of New Mexico, Eastern half of Arizona and Texas west of the Pecos. This firm had its first experience in the music field as distributor of the Gableu coin-operated machine, and sold a large number of these machines in a territory covering several states. F. E. Green is president and I. Hirschberg general manager and secretary.

—S. F. PARKER.

### 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 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.

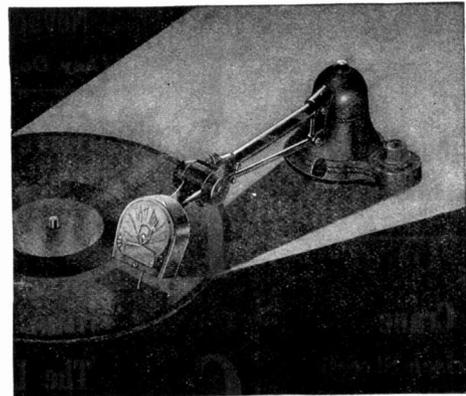
**PEERLESS ALBUM CO.**

62-70 W. 14th Street

New York City

### Upco Electric Pick-Up

SCIENTIFICALLY CORRECT



Electro Magnetic Pick-up

THE new UPCO electric pick-up is the result of painstaking research directed specifically to and fulfilling the exacting requirements of sound reproduction from records. Sensitive and uniform response from 5,000 to 50 cycles brings out all the richness and brilliant qualities of modern recording. Volume is adjustable on a gradual taper with the control in the base of this newest, beautiful UPCO product.

The standard model is pictured above. Available in any desired over-all length for synchronous or non-synchronous theatre work. Pick-up heads with separate volume control also available for use with acoustic tone arm.

Write for samples and full details.

**UPCO PRODUCTS CORP.**

A. BORSUK, President

Maker of Acoustical Instruments for over 13 Years

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

Every Wednesday night  
**KOLSTER**  
tells millions of listeners

*“You owe it to yourself to get  
a good modern radio!”*

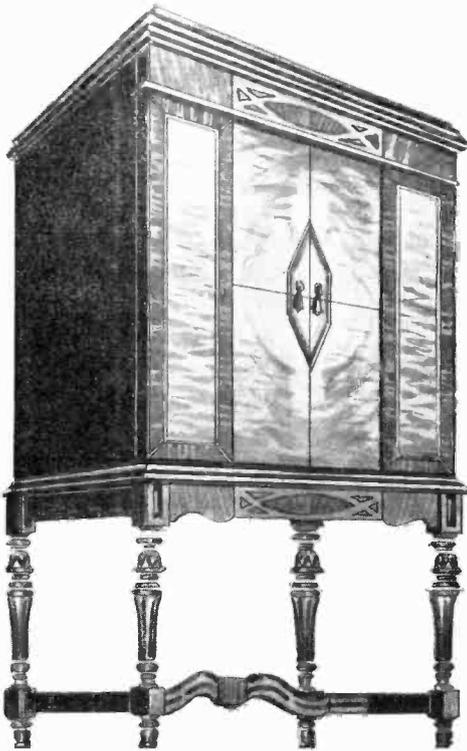
*This announcement is made every week during the  
Kolster hour over the nation-wide Columbia chain!*

¶ “There are many good sets on the market—Kolster is one of them. We believe it is the best. But whether you buy a Kolster or not, you owe it to yourself to get a good modern radio, and thus take the fullest advantage of the extraordinary entertainment now being broadcast.”

What a stir this announcement has created! Dealers from coast to coast have sent us hundreds of enthusiastic letters! ¶ But frankly, there's a *reason* for this unselfish policy. The Kolster Radio Corporation knows full well that it can progress only as the industry progresses—that it will continue to profit only as

dealers continue to profit! ¶ Kolster advertising, therefore, has always avoided exaggerated claims—has always been written to *bring* people into your store! And this unselfish attitude has made more friends—more sales—for Kolster and Kolster dealers than all the “hammer and tongs” advertising ever written!

**KOLSTER**  
**RADIO**



## 4 screen grid tubes

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

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

Model S-31, Panatropé with Radio (pictured at the left)	<b>\$249</b>
Model S-21, Brunswick Highboy Console	<b>\$154</b>
Model S-14, Brunswick Lowboy Console	<b>\$129</b>

Prices quoted are without tubes.

in 1930...the  
radio-salesman

Musical instruments supremely beautiful to look upon and glorious to listen to can be made only by craftsmen dedicated to the finest type of workmanship.

Such are the craftsmen who for two decades have created the instruments which bear the Brunswick name—a name which means to thousands of people everything that is fine in musical reproduction.

# Brunswick

RADIO... PANATROPE WITH RADIO... RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,

most powerful  
will be **TONE!**

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

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

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

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

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

*Brunswick*

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

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

## Announcement!

a new type  
of high vacuum  
detector  
amplifier . .  
the CeCo-227



This recent product of the CeCo laboratories has many new features which contribute greater physical strength and higher electrical uniformity.

It embodies the following new features:

1. Two mica spacing members, the upper one much larger than usual.
2. A grid constructed around two supporting bars instead of the single bar usual in this type of tube.
3. A short cathode.
4. A shortened distance from the glass stem to the electrodes.
5. A longer glass stem.

Licensed under patents and applications of the Radio Corporation of America, General Electric Company, Westinghouse Electrical & Manufacturing Company and associated companies.

**Ce Co Manufacturing  
Company, Inc.**  
PROVIDENCE, R. I.

**Ce Co** "keen  
sense" tubes

## SAN FRANCISCO RADIO TRADE PLEASSED WITH OUTLOOK FOR 1930

SAN FRANCISCO, CAL., Thursday.

That the radio trades in general got in on the Christmas rush in larger measure than usual appears to be a certainty. There was a considerable amount of purchasing for Christmas gifts, and also considerable by people who wanted a new set in time for the Christmas programs. This experience in selling does not appear to be universal, for while some did remarkably well, there were others whose sales fell lower than they had expected; much appears to have been dependent on the aggressiveness of the individual dealer.

I. S. Cohen Sons, Ltd., at 1025 Market street, are more than pleased with their holiday sales. They are planning shortly to put in a stock of records. They sell a great many portable phonographs. All the standard makes of these have been good sellers with them, and the people frequently come back for discs. They have numbers of calls every day for records. Hence their determination to carry a stock. And they are looking about also for a cheap line to carry along with the others for the reason that nearby are some chain stores that carry quite a stock of such records and they are bound to have many calls for them.

Robert Bird, sales manager for the California Victor office, reports that they have wound up a year of very excellent business. Sales have held steady and good with the exception of a slump early in November. The holiday trade wound up big, with orders pouring in right down to the last. Their RE-75 turned out to be a winner. The sales of combination sets have held good for the entire year, and that is pleasing, for it means a continued good demand for records. They are looking forward to a bigger year in 1930, and feel that trade conditions on the coast justify it. They are, too, wishing the TALKING MACHINE and RADIO WEEKLY a prosperous New Year.

The Sonora office has on the counter a lot of reprints from the TALKING MACHINE and RADIO WEEKLY, telling about their new synchronizing instrument which they expect to offer about the middle of January. They are getting these out to the trade that they may be prepared. O. N. Rothlin, in charge of sales for San Francisco, states that they have cleaned everything over the holidays out of the warehouse, though they are expecting two or three carloads to satisfy orders that are still coming in. San Francisco has gone heavy on Sonoras. They received quite a few carloads just before the holidays, but they were readily snapped up. The Emporium, large department store, without doing a very good job of advertising, disposed of several cars. In the East Bay territory H. C. Capwell ran a special sale one day and sent out a couple of carloads. They feel that the new year is carrying a promise of prosperity for them.

The Music Box is a new sign at 2112 Mission street. Their set is manufactured in Los Angeles and has been

## Honolulu Music Co. Receives Large Shipment Of Brunswick Radios; 1930 Seen as Big Year



Shipment of Brunswick Radios Received by Honolulu Music Co.  
HAWAII, HONOLULU, Dec. 27.

The merchandising of radio goods in Hawaii differs but little from radio merchandising in the United States, is the belief of officials of the Honolulu Music Co., Brunswick distributor here. Officials of the Honolulu Music Co. declare that 1930 is designated to be a Brunswick year on the Islands.

The accompanying picture was taken in front of the Matson Steamship Co. pier here. Messrs. Martin, Niggemeyer and Bergstrom are seen looking over a recent shipment of Brunswick radios as they are trucked away to business headquarters. Both Messrs. Martin and Bergstrom are officials of the Honolulu Music Co. and Mr. Niggemeyer is Brunswick representative here.

placed on that market by the Zane-Gill company. In the three years they have been making them, they have built up a strong trade in their home town; but have not before invaded the San Francisco market. Gill is the inventor of the set, which offers dynamic speaker and other attractive features. J. Stroge is in charge of the local store, with W. O. Dustin as assistant.

The California Victor Co. did Christmas up in real Victor style. They served a hot turkey luncheon for their 57 employees. There was a toy for everybody, a box of candy for everybody, and on top of that a Christmas check. Dancing followed the noon-day luncheon, and until five o'clock all enjoyed a wonderful time.

Report has it that a number of the small radio dealers will probably be out of business before long. They have been carried by the finance companies on a hand-to-mouth basis. This goes all right until they hit a dull spell and a number of reverts begin to fall back. Then the dealer has to use his money to pay current expenses or go out of business. And the finance companies have decided that they had better go out of business. One of the most liberal companies cut eighteen names off its list the other day.

The Pilot Radio & Tube Co. are reported to be looking for a location in San Francisco with a view to establishing a branch plant here.

The Caladyne Radio Store in the Mission District reports a very heavy Christmas business. They have the reputation of being a live organization, and put over a great Sonora sale for the holiday season.

Mr. Spain, manager for the Los Angeles branch and vice-president of the California Victor Co., has come up to San Francisco for a conference in regard to the business of the coming year. The Victor people here are anticipating no cuts in prices and have notified their dealers to that effect. And this seems to be highly satisfactory to both the dealers and the customers, As

## DR. FULTON CUTTING REVIEWS COLONIAL'S GROWTH DURING 1929

The business of the Colonial Radio Corp., Long Island City, N. Y., has gone through a successful period of expansion during 1929, and Colonial dealers and distributors may be secure in the assurance that the company will continue to advance with measured strides during the coming year, Dr. Fulton Cutting, president of the corporation declared last week.

"A year ago, the Colonial Radio Corp. was selling its product almost exclusively in the New York metropolitan market," Dr. Cutting asserted. "Today, we have good distribution all through New Jersey, and in the Chicago, Philadelphia, Baltimore, Washington, Cleveland, Pittsburgh, Boston, Detroit and surrounding territories.

"Our production schedules will always be commensurate with our ability to distribute, and Colonial will always stand behind the product it sells."

Robert Bird expresses it, "I don't see any reason why they should cut, the Victor instruments are being sold cheap enough." They have been sending out letters to purchasers of Victor instruments with return cards, asking how they are satisfied with their sets. The complimentary tone of these replies leaves no doubt of the satisfaction of the Victor set owners. "Couldn't be better." "The tone is wonderful." "Am so pleased am recommending the Victor to all my friends" are a few of the expressions that are coming back. Anyway, it shows the proper confidence in themselves, when the Victor office goes right to their customers for a frank statement as to their satisfaction.

—ALLEN.

# Screen Grid . . . Tone Tested LOWEST PRICES

-- No wonder they're all buying

## CROSLEY

**T**HOUGH still demanding quality, the public has an eye to economy these days! That's why Crosley Radio is now more popular than ever! Everybody is asking for Crosley—thousands of brand-new sets are rolling out of the big Crosley plant each day.

National advertising in the leading magazines and farm papers is playing its part, too. The story of how the most noted musical artists in America were engaged to tone-test Crosley Radio and give Crosley engineers the benefit of their suggestions is spreading like wildfire.

But check the sets, themselves . . . you'll see plenty more reasons why the Crosley line is so Red Hot! These sets embody every modern feature—and practically the entire line can be sold complete with tubes below the \$150 price level.

Your Crosley distributor has other facts to tell you, equally interesting and full of profit possibilities. Get in touch with him!

**THE CROSLEY RADIO CORPORATION**

Powel Crosley, Jr., Pres.

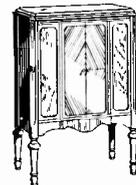
Cincinnati, Ohio

Home of WLW — "the Nation's Station"



**\$56.50** without accessories

**CROSLEY 31-S** — This clever table model, with a rich burl walnut finish on a metal backing, incorporates the 7-tube Crosley Screen Grid Monotrad. **CROSLEY 41-S** — (similar to above), the Crosley Screen Grid Unitrad with 8 tubes. \$65.85 (without accessories).



**CROSLEY 34-S** — This handsome cabinet model with double doors of diamond-matched panels, incorporating the 7-tube Crosley Screen Grid Monotrad and the Dynacoil speaker. \$116 (without tubes). **CROSLEY 42-S** — utilizing an 8-tube (3 Screen Grid) set in the same cabinet, \$126 (without tubes).



**CROSLEY 82-S** — An artistic triumph in the modern trend is this stunning cabinet of two-tone walnut veneer, incorporating the Crosley 8-tube Screen Grid Unitrad and the Dynacoil Speaker. \$160 (without tubes).



**\$112.00** without tubes

**CROSLEY 33-S** — This graceful Crosley 7-tube Screen Grid cabinet model, with Dynacoil speaker, is beautifully finished in two tones of satiny walnut veneer.

Western Prices Slightly Higher

You're there with a Crosley

# CROSLEY

# Majestic

ELECTRIC RADIO IN

Western Pennsylvania  
Eastern Ohio and West Virginia  
IS DISTRIBUTED BY PITTSBURGH'S LARGEST  
EXCLUSIVE WHOLESALE RADIO HOUSE

**HAMBURG BROS.**

963 Liberty Ave.

Pittsburgh, Pa.

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

DISTRIBUTORS

## KOLSTER-BRANDES

IN THE CHICAGO TERRITORY

### WAKEM & WHIPPLE, Inc.

225 East Illinois Street

Chicago, Ill.

## FADA Radio

"The Choice of Experts"

Distributed in the Metropolitan Market by

**STEELMAN, INC.**

235 Fourth Avenue

New York, N. Y.

Telephone: GRAMercy 6940

"THE HOUSE THAT RELIABILITY BUILT"

*Exclusive Distributors*

NORTHERN  
NEW JERSEY

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

**PHILCO**  
BALANCED UNIT  
RADIO!

MANHATTAN  
AND  
BROOKLYN

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

## SPRING LUBRICANT

ILSLEY'S GRAPHITE PHONO SPRING LUBRICATION  
MAKES THE MOTOR EFFICIENT

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

**ILSLEY - DOUBLEDAY & CO.**

229-231 FRONT STREET

New York

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

## INVENTORIES LOW WITH SET DEALERS IN SAN DIEGO, CAL.

San Diego, Calif., Thursday.

Inventories in retailers' hands in San Diego are low, and public interest in radio indicates a reasonable volume of business for January on normal lines. Leaders in the trade believe there is no reason to fear an orgy of dumping, as stocks are not excessive, as far as is known, in the hands of any local dealer, and with general business conditions here subnormal, and an admitted surplus of retail outlets already established, the market is not attractive enough to tempt dumping from outside.

The only topheavy factor in the local situation is the excessive number of retailers in proportion to the city's population and radio buying power. Numerous retirements and eliminations are anticipated for the early part of 1930, and it is very likely that a number of them will occur during the first month.

Buying by the trade is expected to be very light here during January. The strongest dealers are availing themselves to the fullest extent of the ability and willingness of jobbers to carry stock. Sets are being bought, and were bought during the height of the closing market of 1929, in small lots at frequent intervals, to a greater extent than in any previous year. Caution in buying will prevail through the early spring months, but the large personal and heavy capital engaged in radio retailing assures a continued selling activity on a large scale.

Salesmen who have been in the field during the past month are beginning to work over the names of people, rather numerous, who have said they would be in a position to buy after the first of the year. It is expected that many of these will prove to be plain alibi pushers, but on the other hand a good many deals are looked for, giving a reasonable proportion of the public credit for sincerity.

Repossessions in this district have been unusually heavy during the past two months, and more are expected during the balance of winter. It is generally admitted by leaders in the trade that down payments have been too small, and the general prevalence of sales on small down payments is the cause of so many deals failing to hold.

While dealers through a large part of the Southwest have reported to the "Trade's Only Weekly" that the break in security values on the New York market was only a minor factor in the local situation, the reverse is held true in San Diego. The reason is the large proportion of aged or middle aged retired persons living here on income in whole or in part from investments. Collapse in security values may not have curtailed their incomes, but their confidence in the future has been shaken, and specific instances are reported where this condition has prevented sales or resulted in purchasers taking cheaper sets.

Manufacturers' salesmen will have a busy time here in the next six weeks, taking care of agency readjustments.

Several of the most capable dealers have spoken to the correspondent of the TALKING MACHINE and RADIO WEEKLY very frankly of their intentions of making changes to acquire

franchises on sets proving up in the local or national market better than their present lines. Some of the weaker accounts will undoubtedly be forced to give up agencies on which their showing during the past two months has been unsatisfactory to distributors.

In the larger accounts the tendency toward more intensive specialization is apparent. Now that sets are being sold by the dealers, rather than bought by the public, the advantage lies in getting full power behind a minimum number of agencies. One of the largest accounts in the city has been operating in products of eight different factories. The coming year might very possibly see this account concentrating its effort on no more than four prominent lines.

San Diego radio owners get the benefit of broadcasting from local stations. Airfan Radio Corp.'s, Ltd., operating from the roof of the U. S. Grant hotel, covers Southern California, working on 100 watts during the day, and 500 at night. Leslie Adams, general manager, and his associates, are doing good work, constantly improving programs. They advise radio distributing trade, through these columns, that they receive ample evidence that the radio public shows greater appreciation of the better type numbers presented, particularly in music. Salesmen make no mistake in stressing tone quality as a selling argument. In working up commercial business they are in hearty accord with the opinion of dealers that the less talking about advertisers and their products there is in a paid number, the better off is everybody concerned. They are having better luck than some other broadcasters in making their advertisers believe this. "Turn out good programs and you have listeners" is their key to success in broadcasting. That is certainly in harmony with the needs of the men selling sets.

Southern California Music Co. branch at 720 Broadway, known for years as one of the largest and highest type music houses on the west coast, is finding it advantageous to tighten up firmly on radio demonstrations. Salesmen are being carefully trained to develop their ability to get a deposit. Floyd Bittaker, manager of the radio department, has learned in the past few months that a deposit before the set leaves the store is a good factor in helping close the sale, and insistence upon it practically eliminates the joy rider. Southern California Music Co. has been showing excellent volume of business on Majestic, Victor, and Crosley. Victor combinations are being sold to a good proportion of this house's patrons.

—S. F. PARKER.

## MUSIC MERCHANTS BOARD WILL MEET JANUARY 20

The annual mid-year meetings of the board of control of the National Association of Music Merchants will be conducted at the Hotel Commodore, New York, January 20. An open forum will be conducted by members of the board for the purpose of discussing merchandising ideas and problems.

Luncheon will be served to the members of the board in one of the hotel's private dining rooms. The directors of the Music Industries Chamber of Commerce will hold their mid-year meeting on January 21, and some of the members of the Merchants' board will probably remain over for the purpose of holding a joint session.

# ATWATER KENT DISTRIBUTORS

## BALTIMORE, MD.—

**PARKS & HULL, INC.**

Wholesale Distributors

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

## BOSTON, MASS.

**J. H. BURKE COMPANY**

Featuring Atwater Kent Product  
For the New England Trade

221 Columbus Ave.

Tel. Kenmore 0750

## BOSTON, MASS.

**HOWE & COMPANY**

DISTRIBUTORS  
EXCLUSIVELY

883-885 Boylston Street

## BROOKLYN, N. Y.

**E. A. WILDERMUTH**

METROPOLITAN DISTRIBUTOR

1061-3 Atlantic Avenue

## CHICAGO, ILL.

**SAMPSON ELECTRIC CO.**

ATWATER KENT EXCLUSIVELY  
WHOLESALE ONLY

Michigan Ave. at 32nd St.

## CINCINNATI, O.

**B. W. SMITH CORP.**

Central Parkway at Sycamore Street  
ATWATER KENT EXCLUSIVELY

## CLEVELAND, O.

**CLEVELAND DISTRIBUTING CO.**

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

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

## COLUMBUS, O.

**COLUMBUS IGNITION CO.**

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

46 South Fifth Street

## INDIANAPOLIS, IND.—

**WAGNER RADIO CO.**

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

## MILWAUKEE, WIS.

**RADIO SPECIALTY CO.**

"WISCONSIN'S OLDEST EXCLUSIVE  
RADIO HOUSE"

495 Broadway

## NEW HAVEN, CONN.

**NEW HAVEN ELECTRIC CO.**

SPECIALIZING IN ATWATER KENT SERVICE

296 Elm Street

## NEW YORK, N. Y.

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

"LATHAM SERVICE  
MUST BE GOOD"

250 Fourth Avenue

## NEW YORK, N. Y.

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

METROPOLITAN SERVICE  
ATWATER KENT RADIO

250 W. 54th Street

## PHILADELPHIA, PA.

**THE LOUIS BUEHN COMPANY**

To the Radio Dealers in  
THE PHILADELPHIA METROPOLITAN AREA  
we offer

QUALITY SERVICE ON THE FASTEST SELLING  
AND MOST PROFITABLE RADIO MERCHANDISE

835 Arch Street

## ST. LOUIS, MO.—

**BROWN & HALL SUPPLY CO.**

1504 Pine Street

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

## SAN FRANCISCO, CALIF.—

**ERNEST INGOLD, INC.**

950 Van Ness Ave.

Service That Is Uncommonly Good

*"Seven Years of Radio Leadership!"*



Compare Arcturus' quick action, clear tone and long life... there will be no question which tube your customers will buy.

NOW...

**D-C**  
**TUBES**

BY  
**ARCTURUS**

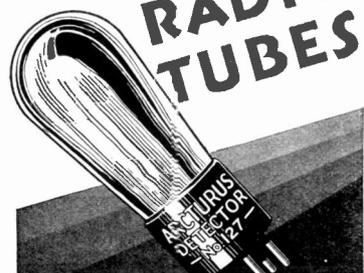
giving Arcturus Dealers  
a complete line of  
tubes for every  
radio set

**YOU** know what "Arcturus" means on an A-C tube... quick action, clear tone, long life. This kind of service has made Arcturus Tubes a symbol of dependable tube performance wherever A-C sets are made, used or sold. Now we offer Arcturus *Direct Current* tubes, built to the same high standards that made possible Arcturus' A-C superiority.

With a complete line of Arcturus Tubes for every popular D-C and A-C set, Arcturus offers better profit possibilities than ever before. Stock and sell the entire Arcturus line.

ARCTURUS RADIO TUBE COMPANY  
NEWARK,  
N. J.

**ARCTURUS**  
LONG LIFE  
**RADIO**  
**TUBES**



## ACTIVITY HOLDING UP TO GOOD LEVEL IN THE QUAKER CITY CROSLY 33S IS GOING BIG

Trilling & Montague Highly Grati-  
fied With Report by Paul B.  
Klugh on Zenith Radio Corp.—  
Lewis Radio Jobbers' Territory  
Extended as Colonial Distribu-  
tor.

PHILADELPHIA, PA., Friday.

There is great interest being shown by the trade in the factory plans for the new year and the advent of new models which are believed ready for announcement or already have been introduced. Among the newest sets that have been highly pleasing to those who already have installed them is the Crosley radio model 33S, which has been featured by the local distributors, Wilkening, Inc., 820 N. Broad street. It is an 8-tube set, screen grid, selling for \$112.

Trilling & Montague, Inc., have been highly gratified with the report by Paul B. Klugh on the Zenith Radio Corp., as published in a recent issue of the TALKING MACHINE and RADIO WEEKLY. The firm anticipates a heavy demand for the new line which is to be introduced this month as dealers are keenly interested in the advent of these sets.

The Cam-Rad Distributing Corp., at Seventh and Arch streets, has discontinued the handling of Kolster-Brandes and is now in the market for another radio to be represented by it in this territory. The Roberts Auto and Radio Supply Corp. is now sole Philadelphia distributor for the line.

Executives of the American Bosch Magneto Co., of Springfield, Mass., will attend the sales conference arranged by the Philadelphia distributors of Bosch radio, to be held here January 15th at headquarters of the Lewis Radio Jobbers, 45 No. Seventh street. General Sales Manager Frank V. Goodman of the Bosch company, accompanied by Sales Manager Harry G. Russell, will represent the factory at the meeting and will outline the sales promotion and advertising programs for the coming year.

Colonial radio, made by the Colonial Radio Corp., of Long Island City, are now distributed in the Philadelphia city trade by the Lewis Radio Jobbers, under an arrangement just made effective. Heretofore Colonial has been distributed in the territory outside the Philadelphia city limits through the Lewis company while the city trade has been supplied directly from the Long Island factory headquarters. In the new arrangement the Lewis Radio Jobbers will cover Philadelphia, southern New Jersey, eastern Pennsylvania and Delaware trade.

Outstanding for its spectacular features was the recently "Burning of Radio" as staged by the Motor Parts Co., Philco distributor, at Twenty-fourth street and Fairmount avenue. City authorities, factory officials and distribution executives joined in watching the conflagration which was fueled by 2,000 obsolete radios that were

## 1929 SET SALES FAR AHEAD OF PRECEDING YEAR, SAY MILWAUKEE RADIO MERCHANTS

MILWAUKEE, WIS., Friday.

Radio sales during 1929 exceeded those of the preceding year by a considerable margin. Business in the first nine months was exceptionally good. October proved to be a slack month, and sales in November and December in most cases did not equal those of a year ago. Retailers and wholesalers are optimistic, however, regarding prospects for 1930.

The largest single order for band instruments ever to be shipped into the state of Wisconsin was received last week at the Flanner Hafsoos Music House, on Broadway near Wisconsin. The shipment, valued at \$18,400 and consisting of approximately 200 instruments, was ordered for the Milwaukee Vocational School by the Flanner Hafsoos Music House, exclusive distributors for the C. G. Conn Co. A. J. Niemiec, manager of the band instrument department, states that the store has built up an enviable reputation in this line, and that it is recognized in all parts of the state as Wisconsin's leading band instrument house. The company has served the wholesale and retail trade in this territory for more than 47 years.

Through the co-operation of the Badger Radio Corp., the Fox-Midwestco Theatres and several of the leading neighborhood dealers five Majestic radios were given away to patrons of five de luxe suburban moving picture houses. An elaborate display of Majestics was featured in every lobby. The Ische Bros. Co. supplied the radio for the Uptown theatre, on the northwest side; the Krech Electric Co., the one for the Tower, on the west side; the Barnes McGovern and G. A. Butter Co., the one for the Modjeska on the south side; the Smith Radio Studio, and the

Ziegler Radio Store the one for the Oriental on the east side; and the D. A. Bock Co., Hendricks Radio Store, and Northern Radio Supply Store the one for the Garfield on the north side.

Mr. Holmes of the Bradford Music House reports that sales during the past year exceed those of 1928 by a good margin. Business in the month of December showed considerable improvement when compared with the preceding two months and exceeded that of a year ago. Victor and Atwater Kent sets proved unusually popular with holiday shoppers, it is said.

The Interstate Sales Co., Bosch and Star-Raider distributors in this territory, are now established in their newly remodelled quarters on Fourth street and are optimistic regarding prospects for the new year. The firm's central location as well as its improved facilities will enable it to serve its customers in a better fashion than formerly.

An elaborate display featuring Atwater Kent, Majestic, Victor and Electrope sets are being shown in the windows of the Orth Music Co., near the intersection of Fifth and Wisconsin avenues. The firm is pushing the sale of recordings from the movie "In Paris" now being shown at the Palace Orpheum.

Screen grid sets proved unusually popular during 1929, according to Mr. Purdy, of the Geo. C. Beckwith Co., Crosley distributors. A large business is anticipated this coming spring.

Recordings from the movie "Sunny Side Up" are being shown at several of the leading suburban theatres, are enjoying a large sale at the present time, according to the North Central Distributors, Victor wholesalers in this territory. "Hot Man From the South," to be released in the very near future, is expected to prove popular with the trade.

—E. S.

## Harry Steinle, Triad Vice-president, Says Trade Lull Temporary

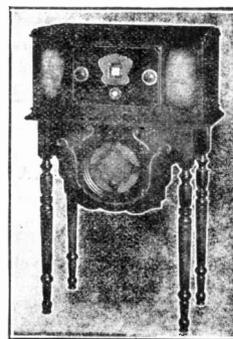
Pawtucket, R. I., Friday.

The present lull in the set and tube business is more or less of a temporary nature, in the opinion of Harry Steinle, vice-president and general sales manager of the Triad Manufacturing Co., Inc., this city. Mr. Steinle stated that he believed a good volume of business will again shortly be forthcoming and that this increased business will continue much later than in previous years.

"We are looking for a very good January and February business," Mr. Steinle asserted, "and really expect to see it extend way into March. Although there is somewhat of an overproduction of tubes at the present time, the tube manufacturers are very alert and have curtailed production to such an extent that it will be only a matter of a few weeks before this surplus is taken up, and in the meantime there are very few tubes being produced."

taken in exchange for Philco radios. From 25,000 to 30,000 people were present to witness the destruction of the sets.

—CARR.



ELECTRIC CHELSEA RADIO

List Price \$89.50

Less 50—10

Dealer Price \$40.27

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

Send for Circular

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

### Four May Companies To Distribute Philco In Metropolitan Area

The New York branch of D. W. May, Inc., recently formed with headquarters at 46 West Houston street, and under the sales management of Tom O'Laughlin, has taken on, by arrangement with the Philadelphia Storage Battery Co., and the May Distributing Corp. part of the new Philco radio line, which it will merchandise in the local territory. A similar arrangement has been made in Newark, where both D. W. May, Inc., and the May Radio Corp. will handle Philco radio.

D. W. May, Inc., will distribute the screen-grid-plus line of Philco radio, exclusively, included in which are the screen-grid-plus chassis, the Tudor model at \$175 and the High-boy De Luxe at \$225. The firm will also sell the table model at \$97.50, the Low-boy at \$149.50 and the High-boy at \$169.50. The May Distributing Corp. and May Radio Corp. will have model 65, a table set at \$67.50, and in cabinet form at \$102.00 exclusively, in addition to selling models 87 and 76.

It was stated at May headquarters on Monday that recent negotiations for another set line had been dropped. Bill King and Earl Pullen will handle Philco sales in Newark, and Mr. O'Laughlin and Walter Ferry will direct similar activities for May in New York.

Twin banquets announcing a new set-up for the May companies were held this week, Monday night in Newark at the Mosque ball-room, and last night,

### Irving Witz Retains Ebert-Ceco Agencies, M. J. Polikoff Retires

Philadelphia, Pa., Thursday.

It was stated today at the offices of A. Irving Witz in the Widener building that he would henceforth individually represent as factory sales agent the Red Lion, Pa., radio manufacturing firm, the Ebert Furniture Co., and the CeCo Manufacturing Co., Providence, R. I., tube makers. Martin P. Polikoff has withdrawn from the firm of Witz & Polikoff and is making other plans for engagement in the business.

Mr. Witz is extensively acquainted in the industry, having been engaged in it as a sales specialist for some time past.

### George H. Rewbridge New Sales Promotion Head of Standard Co.

George H. Rewbridge, for the past twenty years actively engaged in Victor product merchandising, has been appointed sales promotional manager of the Victor division of the Standard Talking Machine Co., wholesaler in this city.

Mr. Rewbridge assumed his new duties on Monday of this week.

(Tuesday) at the Hotel McAlpin, New York.

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

# Majestic

**ELECTRIC  
RADIO**

**EXCLUSIVE DISTRIBUTORS**  
Richmond, Nassau, Suffolk and Queens  
Counties, also Serving Kings County

**Specialty Service Corporation**  
"SERVICE" Is Our Middle Name

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

### Grigsby-Grunow Sales For 1929 Ahead of 1928

Chicago, Ill., Friday.

For the first seven months of the present fiscal year to December 31, 1929, the net income of the Grigsby-Grunow Co., this city, was in excess of \$4,500,000, equal to approximately \$2.25 a share on the present 2,000,000 outstanding shares of capital stock, B. J. Grigsby, president of the company, reported today.

This compares with \$3,600,000 before Federal taxes, in the same period of 1928. Sales for the seven months exceeded \$42,000,000, against total sales

in the preceding fiscal year of \$49,000,000.

The Grigsby-Grunow Co. has notified the New York Stock Exchange of a proposed increase in the capital stock of the company from 2,000,000 to 3,000,000 shares. It was said that the increase was to provide for contingencies, rather than for any specific plans in prospect now.

### RECEIVER NAMED FOR BROFELL RADIO SHOP

Emil N. Baar has been appointed receiver for the Brofell Radio Shop, 744 Coney Island avenue, Brooklyn. Davis H. Bromberg is the proprietor of the Brofell store.

**MADE POSSIBLE**

<p><b>GREAT PHILCOS IN 1929</b></p>	 <p><b>PHILCO</b> ALL-ELECTRIC RADIO</p>	<p><b>GREATER PHILCOS FOR 1930</b></p>
-------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------

**WEEKLY BULLETIN**

We want to thank each one of our Philco dealers for their part in making 1929 the most successful year we have enjoyed since our advent as radio distributors in 1921.

**A KNOCKOUT:**

Our sales representatives will call on you in the course of the next few days and show you the latest addition to the Philco family of radio sets—AND

This addition comes to you without any interference to the present line.

**Stop! Look! and Listen:---**

To the story; you'll wonder how Philco can give still more dollar value than last year.

*1930 Another Philco Year*

*M. Simons*

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

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



**TRIAD customers  
won't accept  
substitutes**

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

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

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

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

# THE MUSIC BOX

Mainly About Songs, Their Writers, and Publishers

Robbins Music Corp. Holds Series of Meetings at Hotel Victoria, New York City; Loew Officials Address Staff



Robbins Music Executives at Conclave

The group pictured herewith comprise the executive, sales and promotional staffs of the Robbins Music Corp. in convention at the Hotel Victoria, New York, recently. The sessions were marked by an enthusiastic spirit, with talks by prominent Metro-Goldwyn-Mayer executives, including Paul Bernstein, Loew vice-president, Felix Feist, sales manager, and Howard Dietz, general advertising and publicity manager.

In the group are: bottom row, seated: Chick Castle, Chicago; Al Skinner, Detroit; Jack Bregman, general manager of the firm; Sig Bosley, Los Angeles;

Phil Wilcox, Middle West promotion manager; Newton Kelly, San Francisco, and Ben Goldberg, Boston.

Second row, standing: Chick Wilson, Atlanta; Billy Chandler, professional manager; Carl Zoehrs, Philadelphia; Stephen Levitz, production manager; George D. Lottman, director of publicity and advertising; J. J. Robbins, Bernard Prager, sales manager; Charles McLaughlin, Denver; Harry Hoch, band and orchestra manager; Fred Smith, office manager. Perched high in the background are Carl Winge, Seattle, and Frank Kelton, Eastern promotion manager.

## Harry Revel Signs Exclusive Contract With Sam Fox Co.

Harry Revel, international song writer from London who has been successful throughout Europe as a composer of popular songs and production numbers, has recently arrived in New York. He has become associated with the Sam Fox Music Publishing Co., of New York and Cleveland, who will publish all his new works in the future, and through the Sam Fox companies in London, Paris and Berlin his activities in the foreign field will be extended.

Although only twenty-three years of age, Harry Revel has had a very interesting career, having written the music for Andre Charlot's last cabaret revue in London, also for the revue "Tout Paris" at the Casino de Paris in the French capitol. He has composed for revues in Berlin, Vienna and Copenhagen, and through Sam Fox, who will manage his affairs in America, arrangements are already being made for him to contribute numbers for some of the forthcoming Broadway productions.

His first popular song, to be published by the Sam Fox Publishing Co., is entitled, "Try Dancing," the slogan for the Dancing Masters of America.

Music critics, who have heard some of the recent unpublished compositions of this young composer, predict great

success for him in America. He is not only talented as a composer, but is also gifted as a lyric writer, an accomplished pianist, and speaks six languages.

Incidentally "Try Dancing" week will begin next Monday, with the Fox company inaugurating a comprehensive exploitation campaign on the song.

## FIVE TUNES IN NEW YEAR CATALOG OF TRIANGLE MUSIC CO.

The Triangle Music Pub. Co., Inc., has started the new year with a bang, with five new songs scheduled for hit laurels. The titles of the featured numbers are "Blue Turning Grey Over You," "Just Think of Me Sometime," "Language of Love," "After You've Gone" and "Dixie Jamboree."

According to Joe Davis, president, Triangle's banner year in 1929 will be more than duplicated with the catalog he now has and songs in preparation for early exploitation.

## FORDHAM RADIO SHOP MEETS DIFFICULTIES

A petition in bankruptcy has been filed against the Fordham Radio & Music Shop, 2115 Southern boulevard, New York, by three prominent New York radio distributing firms, with claims totaling \$1136.

The members of the firm are Frank D. Pizzuti and Albert P. Harrings.

## Songs that Sell

### Hit Songs in Sound Pictures

Gloria Swanson sings  
**LOVE--Your Spell Is Everywhere**  
(from "The Trespasser")

Duncan Sisters' introduce  
**I'M FOLLOWING YOU HOOSIER HO!**  
**I'M SAILING ON A SUNBEAM**  
(in their newest picture "It's A Great Life")

Norma Talmadge sings  
**A YEAR FROM TODAY** (in her first talking - singing picture "New York Nights")

Irving Berlin's  
**WAITING AT THE END OF THE ROAD** (from "Hallelujah")

**WHAT IS LIFE WITHOUT LOVE** (from "Broadway Scandals")  
**WOULD I LOVE TO LOVE YOU** (from "Broadway Scandals")

**SONG OF THE CONDEMNED** (from "Condemned")

## POPULAR HITS

**TO BE FORGOTTEN** (new)  
by Irving Berlin

**SAME OLD MOON, SAME OLD JUNE** (But Not The Same Old You)

**LUCKY LITTLE DEVIL** (new)

**DON'T GET COLLEGIATE** (new)

**I ACTUALLY AM IN LOVE**

**THE MOONLIGHT REMINDS ME OF YOU**

**SWEET CAROLITA** (Rudy Vallee)

### SOUND PICTURE SONGS

(In Preparation)

Al Jolson's latest picture "Mammy" by Irving Berlin

Story and Songs by Irving Berlin  
**LET ME SING AND I'M HAPPY TO MY MAMMY**  
**THE CALL OF THE SOUTH KNIGHTS OF THE ROAD** (Across the Breakfast Table)  
**LOOKING AT YOU**

Harry Richman's first singing-talking picture introducing  
**PUTTIN' ON THE RITZ**  
**THERE'S DANGER IN YOUR EYES, CHERIE**  
**ALICE IN WONDERLAND WITH YOU**

**IRVING BERLIN, Inc.**  
1607 Broadway New York City

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

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

With This One - Everybody Seems To Be  
**"SATISFIED"**

One of the subatgial Hits of the Year!  
**"VAGABOND LOVER"**

THE NEW WALTZ HIT FROM "RIO RITA!"  
**"YOU'RE ALWAYS IN MY ARMS"**

Guy Lombardo's Novelty Ballad!  
**"MY VICTORY"**  
(WAS CONQUERING YOUR HEART)

RUDY VALLEE PICKS THIS ONE!  
**"LOVE MADE A GYPSY OUT OF ME"**

JESSE CRAWFORD'S ORGAN FEATURE -  
**"UNDER THE SPELL OF THE ROSES"**

LITTLE JACK LITTLES BIG BALLAD HIT!  
**"THE CHURCH UP ON THE HILL"**

COUNT YOURSELF IN ON THIS ONE - IT'S GOOD!  
**"WHEN YOU'RE COUNTING THE STARS ALONE"**

The FOX TROT HIT FROM "RIO RITA!"  
**"SWEETHEART, WE NEED EACH OTHER"**

THEME SONG OF "WOMAN TO WOMAN" featuring BETTY COMPTON  
**"SUNSHINE OF MY HEART"**

RUBE BLOOMS DESCRIPTIVE MASTERPIECE!  
**"SONG OF THE BAYOU"**

**LEO FEIST INC**  
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NEW YORK CITY

FEATURE THE  
**SONG  
HIT**

**"TRY DANCING"**

FOR A COMPLETE TIE-UP  
WITH  
**"NATIONAL TRY DANCING WEEK"**

SAM FOX PUBLISHING CO.      THE ARCADE, CLEVELAND, OHIO  
158-160 West 45th St., New York, N. Y.

**Trio of Tunes from  
Duncan Sisters Film  
Showing for Berlin**

The Duncan Sisters' new film, "It's a Great Life," already released in several large cities of the country, and scheduled for an early showing in New York, has brought with it three outstanding songs from Irving Berlin, Inc., music publishers. The titles of the tunes are "Following You," "Hoosier Hop" and "I'm Sailing on a Sunbeam," all three of which are sung by the famous sister team, and in addition, receive outstanding "spotting" in the film. The trio of tunes has been recorded by all prominent record companies, it was stated at Berlin headquarters, with most of the firms making the numbers two ways.

According to Ben Bloom, general sales manager of Irving Berlin, Inc., demand for the songs is being felt strongly at New York headquarters, with orders coming in satisfactorily from all points where the picture is booked.

**DeSylva, Brown and  
Henderson Complete  
New G. White Score**

Bud G. DeSylva, Lew Brown and Ray Henderson have completed the score for the new George White musical comedy, "Aces Up," which, it is reported, will be ready for production shortly.

The three composers, together with Robert Crawford, president, make up the executive staff of the firm that bears their names. Featured in the catalog of this firm are the four selling tunes from the musical picture "Sunny Side Up," namely: "Sunny Side Up," "I'm a Dreamer, Aren't We All," "Turn on the Heat" and "If I Had a Talking Picture of You."

**Witmark in Effective  
Tie-Up on "Bathtub"  
Song With Gas Firm**

M. Witmark & Sons, popular music publishers soon to be located in new quarters, and the National Gas Utilities Co., have effected a publicity tie-up on the song "Singin' in the Bathtub," from Warner Bros. production "Show of Shows." Colored posters four feet high are being sent to national distributors of gas appliances for window displays, each poster containing a line from the song and also a clever comedy cartoon showing the good humor obtained by using heating appliances in bathrooms.

The tie-up is termed by many in the music business as a rare exploitation "natural."

**New Mabel Wayne Song  
In Coming Whiteman Film**

Many a "tune picker" up and down Broadway who has heard Mabel Wayne's new tune, "It Happened in Monterey," are labeling the latest composition of the writer of "Spanish Town" and "Ramona" a hit tune. The song, published by Leo Feist, Inc., is spotted in Paul Whiteman's new picture, "The King of Jazz," and will not be released until the picture breaks.

"Hell Harbor," new United Artists' film with Lupe Velez in a featured role, will have as its theme song "Caribbean Love Song," from the Leo Feist roster.

**Waterson Creditors  
To Meet on Tuesday**

A meeting of creditors to examine the referee in bankruptcy of Waterson, Berlin & Snyder Co., will be held at the office of Oscar W. Ehrhorn, 280 Broadway, New York, January 14, at 10:30 a. m. The receiver's report and account and applications for allowance, and any additional claims will be considered.

The applications of the Irving Trust Co.; Wise, Whitney & Parker; William H. Tarbox, Daniel Greenwald and Melville Morris; and Lyrand, Ross Bros. and Montgomery will be passed upon.

**CLEVELAND TRADE  
LOOKING TO NORMAL  
VOLUME THIS YEAR**

Cleveland, Ohio, Friday.

1930 will be a normal year in the territory in which Cleveland is located, according to a survey made by the Great Lakes Regional Advisory Board. Thirty lines of industry in sixteen nearby cities including Cleveland reported in the survey. The announcement was made at a gathering of five hundred industrial and railroad executives in Hotel Cleveland ballroom. There was a distinct feeling of optimism pervading the audience. M. J. Fleming, deputy governor of the Fourth Federal Reserve district, predicted general improvement in business conditions beginning the first quarter of the year.

The radio trade of this city look forward to normal conditions. Wholesalers are not loaded up with much merchandise and dealers have been buying very conservatively so there is no occasion for cutting prices. New models are expected and considerable interest is being manifested in them by the trade. General music business is expected to show improvement.

The annual meeting of the Ohio Radio Trades Association is to be held on Friday evening, January 24th. The place of the meeting is to be announced later. Dinner will precede the session and a big attendance is looked for. The association has accomplished much since it was organized a year ago and it is the first time in the history of the city that such an association has not only survived but has made progress.

The Jobbers' Division held their regular monthly meeting last week at the Chamber of Commerce in the Terminal building with Earl Momford, vice-president, presiding. The coming national convention was the chief topic of discussion.

The Dealers' Division is scheduled to hold its meeting this week. Tentative plans are to be discussed at the general meeting for a huge bonfire of obsolete sets. This will take place on the

second day of the convention. Both jobbers and dealers are heartily in favor of the plan, and Eldon Lewis, secretary of the association, is working out the details at present.

The Majestic Distributing Corp., of this city, will hold open house for its dealers the middle of the month for the purpose of showing the new models and for discussion of plans for the new year.

Harry Bevington, sales manager for the Brandes Sales Co., distributor for the Brandes line of sets, and prior to that sales manager for North American radio sales, Majestic distributors, has resigned his position. He has not as yet announced his future plans.

The M. C. Schultz Co. has under consideration several lines for distribution. The Pan-American line of band instruments which they distribute has been steadily gaining in popularity in this section. J. F. Quinn is manager of the Cleveland branch.

The M & M Co. distributors for Sparta, have received their new models and their dealers now have them on display and are pushing their sale aggressively.

Th new series of Amrad receivers are now in the hands of the local distributors, the Aitken Radio Corp. and Owen Smith, manager of the local branch, has been busy showing the new models to the trade who have expressed themselves as well pleased with their appearance and tone qualities.

The mammoth Philco set standing sixteen feet high which was so successfully used in the recent Community Fund campaign, was again used throughout the Xmas and New Year holidays to furnish music for the general public. It was set up in the Public Square near the Municipal Christmas tree and attracted large crowds during the entire time. The Rogers Philco Co. furnished the receiver for use by the city and it proved a splendid advertisement for this well known set.

T. W. Frech, vice-president in charge of the national incandescent lamp division of the General Electric Co., in Cleveland, has been elected president of the new Radio Corp. of America Radio-tron Co., tube manufacturers. Mr. Frech has been granted a year's leave of absence and on his return will spend his time between Cleveland and Harrison, N. J.

—DIHM.

## David Sarnoff Is Elected President of Radio Corp. of America

(Continued from page 7)

sequently as executive vice-president of the company, he helped to organize and shape a great development program in electrical communications that brought the radio industry to the forefront of industrial achievement.

Beginning his larger career in radio as commercial manager of the Marconi Wireless Telegraph Co., of America, his rise was as kaleidoscopic as the progress of the industry. Appointed general manager of the Radio Corp. of America soon after its inception in 1919, he witnessed the development of a great transoceanic wireless communication service that established the outposts of American radio communications to every leading country of the world.

With the first faint rise of the broadcasting art in the United States, Mr. Sarnoff saw the opportunity for the development of a new service and a new industry. His pioneer experience in the art aided in the program of industrial and patent mobilization that made it possible for the United States to assume an immediate and leading position not only in international wireless communications, but in the new industry that broadcasting had brought into being.

When the infant radio industry was still described as a "novelty" manu-

facturing business, and broadcasting, on the basis of the first early programs, was considered a passing phase of radio communications, Mr. Sarnoff stood firm in his faith in the future of the art. At first the phonograph did not deign to consider the new art a competitor in the field of musical and speech recording and reproduction. But the promise of the new industry soon was made strikingly clear when it was announced that in 1925 that after protracted negotiations conducted by David

Later in the same year Mr. Sarnoff negotiated with the General Motors Co., which required the patent rights owned and developed by the Radio Corp. of America in order to expand its manufacturing activities to cover radio equipment. The negotiations resulted in the formation of the General Motors Radio Corp., of which Mr. Sarnoff has become a director.

Mr. Sarnoff's career, it has been said, typifies American opportunity. Born on February 27, 1891, he was brought to

gance in statistical work in another line of business.

Mr. Kester has been with the Kent organization for some eight years, all told, having started his profession with the local institution when it was engaged in automotive parts manufacture before the advent of radio. He subsequently was with the Brooklyn Edison Co. as statistician for a time, later returning to the Kent company.

He has a wide circle of friends in the Kent organization and the company's distributing trade, who are wishing him every success in the new field of endeavor.

## Two Vice-presidents Are Named for New R. C. A. Radiotron Co.

George C. Osborn, executive vice-president of the Edison Lamp Works division of the General Electric Co., in Harrison, N. J., has resigned from that organization to become a vice-president in charge of sales in the newly formed R. C. A. Radiotron Co., Inc., which was organized recently by the Radio Corp. of America, General Electric Co. and the Westinghouse Electric & Manufacturing Co. W. T. L. Cogger, who has been in charge of the vacuum tube manufacturing at the Harrison General Electric plant, has also resigned to become vice-president in charge of manufacturing of the R. C. A. Radiotron Co., Inc.

T. W. Frech, formerly a vice-president of the General Electric Co., was named president of the new tube organization upon its formation two weeks ago.



David Sarnoff

Sarnoff with the leading phonograph manufacturers, radio and the phonograph would be combined in the same cabinet.

With the radio industry in the United States approaching the half billion dollar mark, it soon became clear that the future of the industry required the organization of a permanent broadcasting service, improved broadcasting programs, more talent and national coverage. Mr. Sarnoff stood out as the proponent of high power broadcasting stations for the key centers of the nation, arguing that his proposal was technically sound, that it would result in better transmission and clearer reception, and that the wider reach of such stations would encourage better programs.

With the development of the first sound-on-film system of recording and reproduction, which synchronized sound and sight on the motion picture screen, the Radio Corp. of America organized RCA Photophone, Inc., to express radio's contributions to the new era of electrical entertainment. In 1928 Mr. Sarnoff became president of RCA Photophone, Inc. which supplies talking motion picture equipment to theatres and other public entertainment places. The next move in this field made by the Radio Corp. was to secure an interest in the the Radio-Keith-Orpheum theatres and in the motion picture organization controlled by the same interests. This was to secure for the Radio Corp. the necessary motion picture technique and practical theatre experience. Mr. Sarnoff since then has been elected chairman of the board of the R.-K.-O. Corp.

In 1929 it became apparent, that in point of service and function, the radio and phonograph industries merged and duplicated at so many points, that the progress and future both of the Radio Corp. of America and the Victor Talking Machine Co. demanded a unification of interests. The negotiations conducted by David Sarnoff finally resulted in the formation of the Radio-Victor Corp.

America as a child, with the immigration of his parents from Southern Russia. He was the oldest of a family of five children.

The death of his father when David was still in his teens placed the burden of family upon the boy's shoulders. He was in turn delivery boy, news boy and messenger boy. His last job as a youth proved the inspiration of his career.

He secured a job with the Marconi Wireless Telegraph Co. of America in 1906 commencing as an office boy. He learned to be a telegraph operator, and then his rise began—wireless operator, station manager, contract manager, and finally commercial department manager of the Marconi company.

In conferring the honorary degree of Doctor of Science on David Sarnoff on April 30, 1927, the dean of St. Lawrence University read a citation as follows:

"David Sarnoff, born across the sea, coming to America in childhood, a worthy and notable product of American opportunity, a student and promoter of the science of wireless communication, tireless in research, skillful in literary expression, recognized as a guiding force in business affairs, vice-president and general manager of the Radio Corp. of America, a man of high ideals, practical methods, and untiring energy."

That, in a single paragraph, sums up the man, David Sarnoff, who has become an outstanding figure in the radio art and industry.

## E. H. Kester Retires from Kent Statistical Post

Philadelphia, Pa., Friday.

E. H. Kester, for some years past chief statistician for the Atwater Kent Manufacturing Co., big Philadelphia radio manufacturers, relinquishes his post here tomorrow and will remove to New York, where he expects to en-

## 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.

**The  
NATION'S  
LEADERS**

**Majestic  
ELECTRIC-RADIO**

**Cunningham  
RADIO TUBES**

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

## BUSINESS TO TAKE UPWARD SWING SOON, IS BELIEF OF WINDY CITY RADIO MERCHANTS

CHICAGO, ILL., Friday.

The last week of the month found the Chicago Talking Machine Co. practically completed with its inventory, which was made easier by the fact that a number of good sized orders were received at the last minute from dealers. H. A. Renholm, in charge of sales and advertising, said he believed the Chicago company was the only concern here which was actually shipping merchandise on the last day of the year.

W. H. Allen, district manager for Colonial receivers, spent Christmas in New York, while Mr. Woodworth, of his office, spent New Year's day in Cleveland. Though the post-holiday business was quiet, it was expected that improvement would be noted before the month was very old.

The Sonatron branch here of the National Union Radio Corp. is marking time on tube production, pending rearrangements under the consolidation. The general offices here, with the exception of the shipping department, are being moved to New York, where executive activities will be concentrated. E. C. Austin, Pacific Coast sales representative with headquarters in San Francisco, was here for a few days during the week and then left for the eastern offices for conferences.

Officials of the All-American-Mohawk Radio Corp. here expect business volume to show a decided improvement within the next 15 to 30 days, for, with new models to be introduced, it means stimulated interest in All-American merchandise. O. N. Frankfort, vice-president in charge of sales, has just completed an extensive sales tour which took him to Toledo, Cleveland, Buffalo, Milwaukee, and as far west as the Dakotas.

Announcement is made by J. J. Reilly, sales manager for Wakem & Whipple, Inc., Brandes and Kolster distributors, that Arthur P. Witters has been added to the sales staff. Mr. Witters was formerly a member of the Kolster sales organization. He will cover

north side Chicago for Wakem & Whipple.

Roy A. Whipple, president, is very optimistic over the 1930 outlook, declaring that the first ten days of January may be quiet as far as business is concerned, and after that will increase so strongly that he is firmly convinced the first six months of 1930 will prove to be far better than the corresponding period of 1929.

At the recent conference of directors of the Electric Association of Chicago, many of whose members are radio dealers and distributors, George A. Hughes, president of the Edison Electric Appliance Co., was elected to head the association for the ensuing year.

The Sampson Electric Co. on the wind-up of its inventory found that it had done an exceptionally good business during 1929, and with everybody now out working there is every reason to believe that 1930 will be a good year.

The holiday season over and inventories completed, radio dealers are holding clearance sales in an effort to dispose of better grade sets that have been used for demonstration purposes, and special prices are being made so as not to carry obsolete stocks.

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., in a letter to distributors has announced that sufficient orders have been booked to permit operation of the factory with a normal force for the first four months of 1930. Mr. Klugh also states that the new unit will shortly be on the market and that five additional models to be manufactured will also be ready for shipment soon.

Another company to announce new models for 1930 is the Steinite Radio Co., which is producing sets equipped with a new interference eliminator patented by Steinite. Jobbers were invited to the Ft. Wayne factories last week and were shown a new line of sets. They are of the console type, with screen grid tubes and the new interference eliminator.

—ALEXANDER.

### Peirce-Phelps, Inc., Penn Phono, Majestic Jobbers, in Merger

(Continued from page 10)

merchandising of musical instruments in this territory."

"The combined facilities of the two organizations will greatly facilitate the distribution of Majestic products," Mr. Peirce continued. "The Peirce-Phelps organization wishes to assure all of our friends that this move, culminating our rapid expansion during the past five years, will greatly increase the facilities of the firm. We are very proud of the new organization which undoubtedly represents the cream of two of Philadelphia's largest radio wholesaling organizations.

T. W. Barnhill, former president of the Penn Phonograph Co. and chairman of the board of the new company, said: "We are indeed happy to join forces with Peirce-Phelps, Inc. We feel certain that the new organization will be able to render service far beyond that which we have given in the past. The new organization, embracing the best brains of two companies, cannot

## CLASSIFIED SECTION

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

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

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

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

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

help but make rapid strides in the future."

Peirce-Phelps, Inc., was incorporated in July, 1926, and absorbed the R. C. Allen Co. at that time. Peirce-Phelps, Inc., has probably been one of Philadelphia's most rapidly expanding companies. In June 1929, the offices and warehouses of the company were moved from 224 N. Thirteenth street to their present modern plant at 437-51 North Fifth street, which occupies two thirds of a city block with facilities including beautiful display rooms, extensive offices and a two-car railroad siding, and approximately 32,000 square feet of floor space. In this building are the general offices, service department and warehouse, all under one roof. The building is ideally located and is easily accessible from every direction. The splendid location of this company makes possible the finest dealer cooperation and service, it is said.

The Penn Phonograph Co. entered the wholesale talking machine business in 1898 at 19 South Ninth street, this city. In 1917 they moved to the Penn building at 913 Arch street. From the very beginning the Penn Phonograph Company met with unusual success, and a loyal following in the trade. In December, 1924, they entered the whole-

sale radio business and became distributors for one of the leading lines at that time. They have been distributors of Majestic products since they were first put on the market and their expansion parallels that of Peirce-Phelps during the past few years.

### A. Davega Sees 1930 As Good Radio Year

Speaking of the outlook in the radio business for the New Year, Abram Davega, president of Davega, Inc., metropolitan radio chain, said last week:

"I have every reason to believe that the year 1930 will be a good radio year. Building will be continued as well as, if not better than, in the past. Radio sets themselves will be finer, just as automobiles have been made finer and as other lines have been improved. The industry is getting into stronger hands both as to manufacturing and as to retailing. The stronger the retailers the better able they are to follow through sales and see to it that radios are properly serviced."

### RADIO DEALERS

Write, Wire, or Telephone for Prices

EARL and FREED Radio Receivers

f. o. b. Denver

ROCKY MOUNTAIN RADIO CORP.

1153 BANNOCK ST. Tabor 5271 DENVER, COLORADO



AMERICAN EMBLEM CO.  
UTICA N. Y.

All abo-o-o-ard for

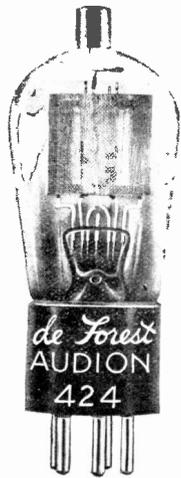
## CROSLEY & AMRAD

Exclusive metropolitan Crosley and Amrad distributors

# 20th CENTURY

## RADIO CORPORATION

BROOKLYN AND NEW YORK



**Don't  
Take  
Chances**  
with buzz, hum  
and crackle

The tubes you use for demonstrating A.C. sets will either make or lose a sale. Don't take chances. De Forest Audions cut down hum and buzz to 1/30th their former value and eliminate crackle entirely. You can easily prove this. Change the tubes in your demonstrating set to De Forest Audions. Then note the difference — especially when no broadcasting is on — only the carrier wave of the station.

You can convincingly demonstrate humless and buzzless reception with these three new De Forest Audions; Audion 424, the 3 volt A.C. Screen Grid tube, Audion 427, the 2½ volt A.C. heater type Detector - Amplifier and Audion 445, the 2½ volt A.C. Power tube.

DE FOREST RADIO COMPANY  
Passaic, N. J.

1906 1930



## TOLEDO RADIO MEN VIGOROUSLY GOING AFTER SET SALES

BANNER JANUARY IS GOAL

Heat & Power Engineering Co. Sponsor Showing of New Zenith Models—Philco Jobber Enthusiased Over Outlook for Line During Coming Year—Grinnell Changes in Personnel Disclosed.

Toledo, Ohio, Saturday.

With the much discussed holiday buying season behind them, radio merchants are now giving their attention to developing sales plans which will put January volume ahead of the same period last year. "Christmas business wasn't up to normal holiday demand so we are hustling to make January better," is the way a leading retailer expressed it. That is pretty much the attitude of all the radio, phonograph and record dealers here.

Distributors of three well known lines will hold exhibitions of the new types within a few days. In this radio seems to be following the example of automobile manufacturers. It is believed that others also will have new models to offer dealers within the near future.

The Heat & Power Engineering Co., distributor of the Zenith line, has issued invitations in the form of a "summons" to 150 retailers of the line to appear at "The Jail," local night club, to witness the first local showing of the new Zenith 60 line. Herbert Donnelly, head of the house, stated that meetings will be opened at 3:30 P. M. at which time Dr. J. Rafferty, sales engineer, and Oscar Holberg, sales promotionalist, both from the Chicago headquarters, will address the group. At 7 P. M. a dinner in true jail style — without knives or forks, will be served.

The James MacDermott Co., jobber of the Philco line, has invited local dealers to a luncheon at the Hotel Lorraine on Tuesday. H. H. Henkes, vice-president, in a letter to retailers stated that he has just returned from a trip to the factory and is bubbling over with enthusiasm over new Philco developments. This information he wishes to pass along to Philco merchants.

The Roberts-Toledo Co., Majestic wholesalers, according to Stanley Roberts, president, will have some welcome news to impart to their retailers very soon regarding new models. Mr. Roberts has recently returned from the factory where he viewed the new product. He was so full of enthusiasm that he wrote dealers suggesting a big surprise is in store for them.

At the J. W. Greene Co., holiday trade was real brisk in radios and consequently made up for some of the lag which had existed in the three preceding weeks, according to W. W. Baillie, manager. Business in prospect for early January indicates that radio demand has shifted from a seasonal demand to one of even flow spread over a much longer period, Mr. Baillie believes. Victor, Sparton, Zenith, Majestic and Philco shared in the holiday business.

Among the records, "Singing in the Rain," "Here I Am" and "Vagabond Lover" are heading the list, Miss Helen Baumgardner reports.

In the Greene small good section Sam Santelli, manager, stated that the increase in sales for 1929 over 1928 will

## Road Show on Wheels, Starring Big Loud Speaker, Boosts Majestic Sales for Harry Alter Co.



The Harry Alter Good-Will Truck

CHICAGO, ILL., Friday.

What is probably one of the most effective publicity campaigns ever undertaken by a radio distributor has been inaugurated by the Harry Alter Co. in connection with the sale of Majestic radio. The world's largest loud speaker which can be heard for three miles and is strong enough to penetrate walls, was the basic unit of this good-will tour. This speaker has its own power plant and can play phonograph records, and is also connected with a microphone through which announcements can be made.

This speaker will make a complete circle of business districts as well as residential sections and create much attention. It was sent on a tour covering practically every county in northern Illinois with long stop-overs at the

amount to at least 50 per cent. The house featured Conn band instruments and Selmer woodwind products, Ludwig drums and Martin guitars. The saxophone, trumpet, clarinet and trombone are leading sellers in the line at this time.

At Grinnell Bros., several changes in the personnel of the organization have taken place and others may follow, it is reported. Henry F. Stucke, general manager of the Toledo store for seven years, has resigned and is now in the East. His successor will be Mr. Taylor who now has charge of the Broadway Grinnell store, Detroit. F. Van Gunten, assistant manager of the small good section, has resigned and is now in Florida angling for the finny tribe. Elmer Warner, radio technologist, has resigned and will join forces with the Toledo branch of the Cleveland Talking Machine Co., where he will have charge of service to the dealer.

The Davis Radio Specialties Co., Toledo, has been incorporated to manufacture, deal in and install electrical devices for radios, public address equipment, radio supplies and accessories. The company will issue 200 shares of no par stock and commence business with a nominal capital. The incorporators are Edwin C. Donelley, Hugh E. Banner and Earl A. Davis.

At the United Music Store, year-end business was pronounced. C. W. Palmer, sales manager, reported. He has organized an outside sales staff of young fellows and has started after radio business in earnest. January, he believes, will equal December in radio sales volume. The house has reduced

more important centers such as Peoria, Rock Island, Rockford, Kewanee and Joliet. The remarkable fact about this speaker is that despite its volume there is no distortion, the music and words come through it as distinct ten feet from the speaker as a great distance away.

In addition to the speaker which covered the whole town, a troupe of entertainers, under the leadership of P. L. Friedlander, the "Voice of the Air," made personal appearances at the different stores and put on a show window broadcast. These shows were booked in advance and advertised in the local papers, attracting a great number of people.

All the Majestic radio dealers covered by this world's largest loud speaker have been enthusiastic in their praise as to results obtained through this publicity medium.

its radio lines to Victor, Sparton, Majestic and Atwater Kent. Miss Virginia Davis has returned to the store as manager of the record section. She stated Helen Kane's numbers "Aintcha" and "I Have to Have You," from the film production at the Paramount Theatre, are scoring heavily with patrons of the store.

The Columbia Phonograph Co. Cleveland office has transferred the Toledo district to the Detroit division. This gives local merchandise quicker service and more direct communications with headquarters. Don Flightner, who had charge of the Toledo territory, is now in Columbus.

The Toledo Radio Co. and its branch, the Columbus Radio Co., Sparton distributors in Northwestern and Central Ohio, experienced a good 1929 sales volume and are looking forward to even a larger business during 1930. Chas. H. Womeldorf, president of the Toledo concern and Edgar A. Kopf, manager of the Columbus house, made a trip to the factory at Jackson, Mich., recently.

Frank Flightner, proprietor Flightner's Music Store on Ashland avenue, reports Columbia, Kolster, Majestic, Brunswick and Sonora lines moving briskly during the holidays. Business since that time has shown more snap than is usual right after the holiday. He expects to garner as much volume during January as was closed the last month of the old year. Miss Laura Altenberg has been appointed floor manager and will also have charge of the record section. Mr. Flightner stated that the new year outlook is very promising.

—SCHLACHTER.

## NEW ENGLAND RADIO TRADE LOOKING UPON 1930 OPTIMISTICALLY

BOSTON, MASS., Friday.

H. B. Richmond, of Cambridge, Mass., president of the Radio Manufacturers' Association, explains why the radio industry may look forward with confidence to 1930. He states that each year shows an improvement in the design of radio sets. This design, particularly in the past two years, has reached a point where it may be looked upon as a gradual improvement, rather than a radical departure. This will be the condition in 1930. The radio purchaser need have no fear that any radically new and different changes will be made in receivers for some time to come.

At a recent meeting of the R. M. A., President Richmond urged the manufacturers to do everything in their power to carry out the broad principles outlined in the business conferences inaugurated by President Hoover.

Mr. Waddell, of the Wetmore-Savage A. E. Co., local distributor for Crosley radio, says:

"Each year since 1921 has seen a new and epochal development in the production of sets, but the all-around excellence of the present day receiving unit so closely approaches perfection that it is hard to see what further radical improvements can be made.

"With the perfection of screen grid tubes and circuits, radio receivers have attained a standard of quality which will be hard to surpass. Selectivity, sensitivity, simplicity and economy of operation, tone quality and the benefits of the screen grid tube have been achieved in equal proportions."

The World Radio Corp., 82 Summer street, is holding a Bosch "Trade-In" Week.

John Stewart and Joseph A. Downey, of Stewart-Downey, Inc., distributors in this territory for Grebe radios, have just returned from a distributors' sales meeting at the Grebe factory in Richmond Hill, N. Y., bringing reports that Grebe is preparing for one of the busiest seasons in its history.

"There will be no new models of Grebe receivers until the R. M. A. Trade Show in Atlantic City in June," stated Mr. Stewart, "and as previously announced, there will be no reduction in prices on the present models.

Ampico Hall, at 395 Boylston street, the home of Mason & Hamlin, Knabe and Chickering pianos and the Ampico, reported the largest volume of sales and the most profitable year of its history on December 31, 1929. Gross sales for 1929, according to the books of the company, are 20 per cent. in excess of 1928.

Chickering & Sons was established in Boston 106 years ago, and Mason & Hamlin has been engaged in the manufacture and sale of pianos here since 1854. While the two firms are subsidiaries of the American Piano Co., for whom a receiver in equity was recently appointed, plans are now being made for the continuance and development of the business, which seems certain to make 1930 an even more profitable year.

The recent appointment of a receiver in equity was a protective measure and the court has authorized the receiver in equity to continue the business and as soon as feasible every effort will be made looking forward to a reorganization. —CHARLES W. JONES.

## 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]

For this article we reserved the discussion of tax rates and the computation of the tax. I'm sure we'll find it rather simple, in spite of the horror that has popularly surrounded the computation end.

### Two Types of Tax

The individual's tax is divided into two parts,—the normal tax and the surtax. There are special features such as the allowance for earned income and what is technically known as capital gains or losses. There is also a credit permitted in the case where a corporation issuing bonds pays part of the tax on the bond interest directly to the Government for the bondholder. With all these special phases we need not concern ourselves at the present time, except to know generally that they do exist. They will be taken up in more detail later on. The normal tax and the surtax, however, are the main items, so that they're what we want to know something about first.

### Normal Tax

The normal tax is computed on the net income after deducting the exemptions. Dividends are also permitted as a deduction in figuring the normal tax. Of the net amount remaining, the first \$4,000 is subject to a ½ per cent tax, the next \$4,000 to 2 per cent, and the remainder to 4 per cent.

To make sure this is clear, let us work out an example. Suppose that a married man with two dependents has a net income of \$20,000, of which \$5,000 is from dividends. We said that the amount subject to normal tax was the net income less the exemption and the

dividends. Here, the exemption is \$3,500 for being a married man, plus \$800 for two dependents. The amount subject to normal tax is therefore \$20,000 less dividends and exemption of \$9,300, or \$10,700. The first \$4,000 would be subject to a tax of ½ per cent, or \$20. The next 4,000 would be subject to a tax of 2 per cent., or \$80. We have now absorbed \$8,000 of the income subject to the normal tax. This leaves a balance of \$2,700 which is taxed at 4 per cent., or \$108. The total normal tax, therefore, is the \$20, plus the \$80, plus the \$108, or \$208.

That is all there is to the computation of the normal tax. Now let us see how the surtax works out.

### Surtax

The surtax is figured on the total net income, without making any deductions for exemptions, dividends or anything else. In the example we just worked out, therefore, the surtax would be figured on \$20,000. The surtax begins on incomes in excess of \$10,000. In other words, where a person's net income is less than \$10,000, he has no surtax to pay. The rates of the tax are graduated, just as we found in the case of the normal tax. A difference exists, however, in the fact that there is a wider range of rates.

The rates for 1 per cent. of the amount of net income between \$10,000 and \$14,000, to 20 per cent. on the amount of income in excess of \$100,000. The general scheme is that the rate increases 1 per cent for about every \$2,000 of income, although as the income gets closer to \$100,000, there is a 1 per cent. increase for about every \$5,000 of additional income. Specifically, the \$2,000 of income between \$14,000 and \$16,000, is taxed at 2 per cent.; the next \$2,000 of income between \$16,000 and \$18,000 is taxed at 3%; the income between \$18,000 and \$20,000 is taxed at 4 per cent. and so on.

It should be noted that if the income is, let us say \$18,000, the surtax is not 3 per cent. It is only on the \$2,000 of income between \$16,000 and \$18,000 that the tax rate is 3 per cent. In other words, in computing the surtax, we begin from the bottom of the ladder and work our way up, taking advantage of the lower rates until we

have absorbed our total income. Here, too, an example may help make the point clearer.

Let us carry through with the illustration already offered of the individual with a net income of \$20,000. On the first \$10,000 there would be no surtax at all. On the next \$4,000, that is on the income between \$10,000 and \$14,000, the surtax would be 1 per cent., or \$40. On the \$2,000 between \$14,000 and \$16,000, the surtax would be 2 per cent., or \$40. On the \$2,000 from \$16,000 to \$18,000, the rate would be 3 per cent., or \$60. From \$18,000 to \$20,000, the surtax rate is 4 per cent., or \$80. The total surtax is the total of the taxes computed for each of the different portions of the income, that is the \$40, and \$40, and \$60 and \$80, or \$220.

### QUESTIONS AND ANSWERS

#### Insurance Premiums

Q. Will you kindly advise me at your earliest convenience whether premiums on insurance are deductible from one's income. C. W. M.

A. I assume you have reference to premiums on personal life insurance. They are not deductible.

#### Stock Dividends

Q. As a subscriber to your magazine, kindly answer this question for me. I have some stock that was split up two for one. I sold the new shares "stock dividend" and now have the old shares and certificates for same. Kindly inform me if for income tax this "stock dividend" sold, is to be included as income on which I must pay a tax. C. G. S.

A. A "stock dividend" is regarded merely as a division into smaller parts of one's original holdings. Accordingly, on each share, as the dividend cost you one-half of what the cost of a share before the dividend, the gain or loss is detailed on the basis of this readjustment cost.

#### Net Losses

Q. Will you please explain what is called the net loss provision in the law, whereby losses of one year under certain circumstances can be applied against the income of the next two years. E. V. F.

A. A special article will be devoted to the discussion of this subject. For present purposes it might suffice to indicate that where net loss results from the operations of a business, it is permissible to offset the loss against income of the two succeeding years until it is fully absorbed.

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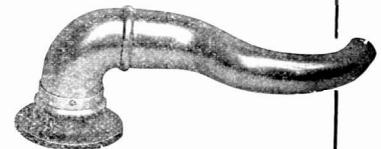
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## The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE  
OF THE INDUSTRY  
IS REFLECTED

### RADIO SET AND SUPPLY MANUFACTURERS

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

### TALKING MACHINE AND RECORD MANUFACTURERS

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

### ELECTRIC PICK-UPS

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

### RADIO CABINETS AND TABLES

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

### PHONOGRAPH NEEDLES

Columbia Phonograph Co., 1819 Broadway, New York  
Okeh Phonograph Corp., 11 Union Sq. West, N. Y.  
Sonora Phono. Co., Inc., 50 W. 57th St., New York  
Wall Kane Needle Co. .... 322 14th Ave., Brooklyn

### TALKING MACHINE PARTS

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

### RADIO, TALKING MACHINE AND RECORD WHOLESALERS

Aeolian Co. of Missouri .... St. Louis, Mo.  
Adirondack Radio Distributors, Albany, N. Y.  
Air-Ola Radio Co. .... Huntington, W. Va.  
Alexanders, Inc. .... 39 W. 60th St., New York  
Alter Co., Harry .... Chicago, Ill.  
Auto Hardware & Equip. Co., 245 W. 55th St., N. Y.  
Badger Radio Corp. .... Milwaukee, Wis.  
Beckwith Co., Geo. C. .... Minneapolis, Minn.  
Benwood-Linze Co. .... St. Louis, Mo.  
Blackman Distributing Co., Inc., 28 W. 23 St., N. Y.  
Bluefield Hardware Co. .... Bluefield, W. Va.  
Boley-Oliver Co. .... 1440 Broadway, N. Y.  
Brown & Hall Supply Co., 1504 Pine St. St. Louis, Mo.  
Bruno & Son, C. .... 351 Fourth Ave., New York  
Buehn Co., Louis .... Philadelphia  
Burke Co., J. H., 221 Columbus Ave., Boston, Mass.  
Bushwick Distrib. Co., 1755 Bushwick Ave., B'klyn  
Canton Hardware Co. .... Canton, O.  
Capitol Electric Co. .... Indianapolis, Ind.  
Capital Electric Co. .... Atlanta, Ga.  
Chase Engineering Co., W. E. .... Spokane, Wash.  
Chicago T. M. Co. .... Chicago, Ill.  
Cincinnati Majestic Radio Corp. .... Cincinnati, O.  
Cleveland Distributing Co. .... Cleveland, O.  
Cleveland T. M. Co., 4300 Euclid Ave., Cleveland, O.  
Collings & Co. .... Newark, N. J.  
Columbus Ignition Co. .... Columbus, O.  
Detroit Electric Co. .... Detroit, Mich.  
Ditson Co., Oliver, .... 10 E. 34th St., N. Y.  
Ditson Co., Oliver .... Albany, N. Y.  
Dilworth Co., J. E. .... Memphis, Tenn.  
Eastern Talking Mach. Co. .... Boston, Mass.  
Edmond & Co., E. J. .... 250 W. 54th St., New York  
Eisenbrandt Radio Co., Baltimore and Washington  
Electric Supply & Equipment Co. .... Albany, N. Y.  
Elyea Talking Machine Co. .... Atlanta, Ga.  
Franklin Elec. Co. .... 50 N. Seventh St., Phila. Pa.  
Frederick Co., W. F. .... Pittsburgh, Pa.  
Girard Phonograph Co., Philadelphia, Pa.  
Grebe Sales Co., Inc., 109 W. 57 St., N. Y.  
Griffith Victor Distributing Corp. .... Cincinnati, O.  
Grinnell Bros. .... Detroit, Mich.  
Gross-Brennan, Inc. .... 205 E. 42nd St., New York  
Gross, Phillip Hdw. & Supply Co., Milwaukee, Wis.  
Halsey Supply Corp., 228 Halsey St., Newark, N. J.  
Hamburg Bros. .... Pittsburgh, Pa.  
Harbour, Longmire Co. .... Oklahoma City, Okla.  
Harger & Blish .... Des Moines, Ia.  
Hieb Radio Supply Co. .... Marion, S. D.  
Holmes & Crane .... Oakland, Calif.  
Howe & Co. .... 883 Boylston St., Boston, Mass.  
H. T. Electric Co. .... Indianapolis, Ind.  
Ingold, Inc., Ernest .... San Francisco, Calif.  
Kimberly Radio Corp. .... Chicago, Ill.  
Koerber-Brenner Co. .... St. Louis, Mo.  
K. W. Radio Co. .... 350 Hudson St., New York  
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Latham & Co., E. B. .... 250 4th Ave., New York  
Lewis Electrical Supply Co. .... Boston, Mass.  
Majestic Distributing Corp. .... Cleveland, Ohio  
Majestic Distributors, Inc., 1775 Broadway, N. Y.  
May, Inc., D. W. .... 393 New St., Newark, N. J.  
May Distributing Corp. .... 112 Bleeker St., N. Y.  
Macgregor Radio Corp. .... New Haven, Conn.  
Mackenzie Radio Corp., 1225 Broadway, New York  
McPhilben-Keator, Inc., 68-34th St., Brooklyn, N. Y.  
Monarch Radio Co., Inc., 12 Warren St., N. Y. C.  
Motor Equipment Co. .... Wichita, Kan.  
Nevada Auto Supply Co. .... Reno, Nev.  
New York T. M. Co., 460 W. 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, Neb.  
Radio Distributors, Inc. .... Baltimore, Md.

Radio Sales Co. .... Little Rock, Ark.  
Radio Equipment Co. .... South Bend, Ind.  
Radio Specialty Co., 115 W. Water St., Milwaukee  
Republic Radio Corp., Detroit, Mich.  
Roberts Toledo Co. .... Toledo, O.  
Rochester Auto Part & Radio Corp., Rochester, N. Y.  
Royal Eastern Elec. Supply Co., 16 W. 22 St., N. Y.  
Rochester Elec. Supply Co. .... Rochester, N. Y.  
The Roycraft Co. .... Minneapolis, Minn.  
Sampson Electric Co., Mich. and 32nd St., Chicago  
Saviers & Son, H. E. .... Reno, Nev.  
Seedman Co., G. J. .... Brooklyn, N. Y.  
Sharar-Hohman, Inc. .... Rochester, N. Y.  
Shaw's, Inc. .... Charlotte, N. C.  
Smith, Inc., B. W. .... Cincinnati, O.  
Sorensen Co., H. E. .... Des Moines, Ia.  
Southern Hardware & Bicycle Co., Jacksonville, Fla.  
Southwestern Victor Dist. Co. .... Dallas, Tex.  
Specialty Service Corp., 651 Atlantic Ave., Brooklyn  
Steelman, Inc. .... 235 Fourth Ave., New York  
Standard T. M. Co. .... 306 Penn Ave., Pittsburgh, Pa.  
Sterling Radio Co. .... Kansas City, Mo.  
Stern & Co. .... Hartford, Conn.  
Superior Distributors, Inc., 160 W. 52 St., New York  
Tarr, McComb & Ware Com. Co., Kingman, Ariz.  
Thompson & Co., F. H. .... San Francisco, Calif.  
Trilling & Montague, 7th & Arch Sts., Philadelphia  
20th Century Radio Corp., 104 Flatbush Ave., B'klyn  
United Electric Supply Co. .... Salt Lake City, Utah  
Universal Radio Co., 536 Bergen Ave., New York  
Van Asche Radio Co. .... St. Louis, Mo.  
Victory Elec. Sup. Co., 1207 Bedford Ave., Brooklyn  
Wahn Co., G. H. .... Boston, Mass.  
Wagner Radio Co. .... Indianapolis, Ind.  
Wakem & Whipple, Inc. .... Chicago, Ill.  
Weber Radio Corp. .... 200 Hudson St., N. Y.  
Weymann & Son, H. A., 10th & Filbert Sts., Phila.  
Wildermuth, E. A. .... 1061 Atlantic Ave., Brooklyn

### RADIO LOUD SPEAKERS

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Crosley Radio Corp. .... Cincinnati, O.  
Jensen Radio Prod. Co. .... Chicago, Ill.  
Kolster Radio Corp. .... Newark, N. J.  
Pacent Electric Co., Inc., 91 Seventh Ave., New York  
Radio Corporation of America .... New York  
Rola Co., The .... Cleveland, Ohio  
Stewart-Warner Corp., 1838 Diversey Pky., Chicago  
Stromberg-Carlson, 1060 University Ave., Rochester  
Utah Radio Prod. Co. .... Chicago, Ill.

### RADIO TUBES

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

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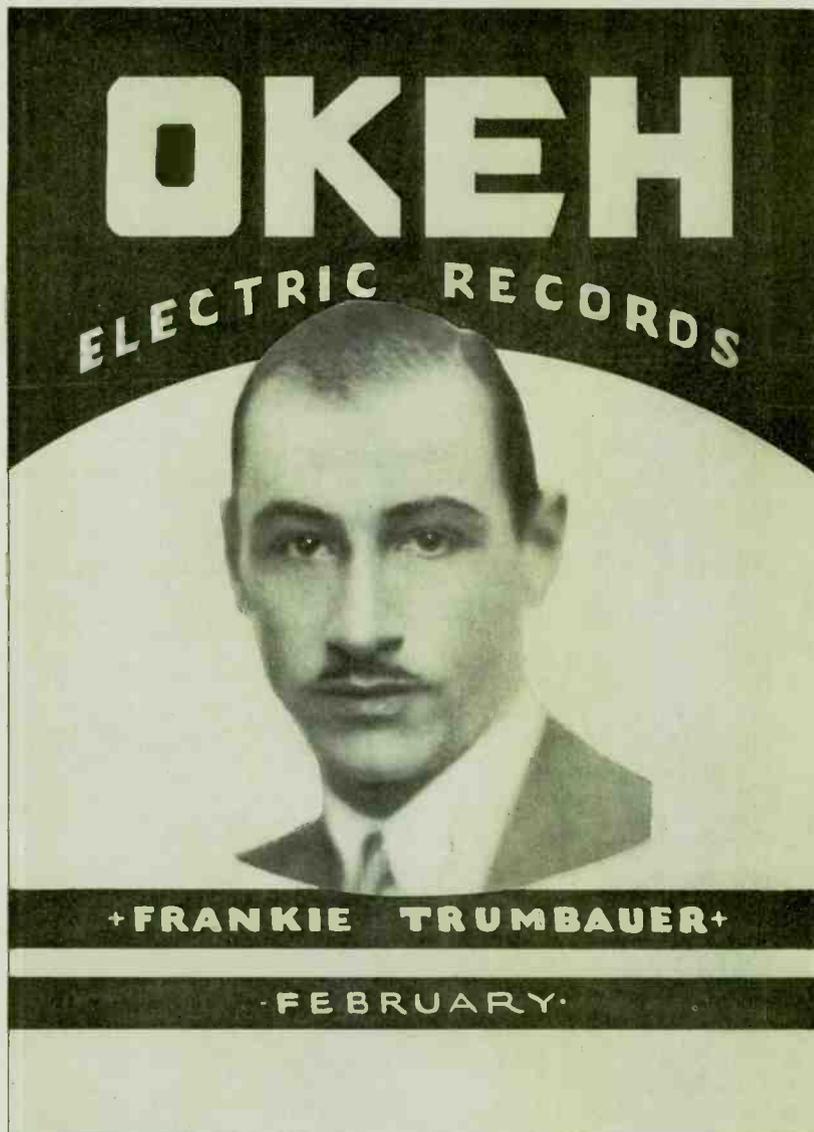
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Both played by Carolina Club Orchestra

- 41338 10" .75 { **A LITTLE KISS EACH MORNING** (A Little Kiss Each Night) (From Motion Picture "The Vagabond Lover")—Fox Trot; Vocal Trio
- 41339 10" .75 { **I LOVE YOU, BELIEVE ME, I LOVE YOU** (The Dream of My Heart) (From Motion Picture "The Vagabond Lover")—Fox Trot; Vocal Trio  
Both played by Ed. Loyd and his Orchestra
- 41328 10" .75 { **SAME OLD MOON** (Same Old June—But Not The Same Old You)—Fox Trot
- 41329 10" .75 { **THROUGH** (How Can You Say We're Through?)—Fox Trot  
Both played by Virginia Willrich & Her Texas Rangers
- 41329 10" .75 { **LOVE IS A DREAMER** (Theme Song of "Lucky In Love")—Fox Trot; Refrain Casa Loma Orch. (Dir. Henry Biagini)
- 41330 10" .75 { **LADY LUCK** (From Motion Picture "Show Of Shows")—Fox Trot; Refrain Smith Ballew and His Orchestra
- 41330 10" .75 { **WHAT WOULDN'T I DO FOR THAT MAN!** (From Motion Pictures "Applause" and "Glorifying the American Girl")—Fox Trot; Refrain by Smith Ballew
- 41331 10" .75 { **MANHATTAN RAG**—Fox Trot  
Both played by Frankie Trumbauer And His Orchestra
- 41331 10" .75 { **SWEETHEART, WE NEED EACH OTHER** (From Motion Picture "Rio Rita")—Fox Trot; Refrain
- 41332 10" .75 { **YOU'RE ALWAYS IN MY ARMS** (But Only In My Dreams) (From Motion Picture "Rio Rita")—Waltz; Refrain  
Both played by Sparton Syncopators

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