

The TALKING MACHINE AND RADIO WEEKLY

Vol. 29—No. 1

NEW YORK, WEDNESDAY, JANUARY 1, 1930

Per Year—\$4.00

MILLIONS LOVE HER!

... and they're **SURE** to want

this record!

• • •



STAGE, talkie, radio, and recording star—Lee Morse has more fans to the square inch of America than any other crooning songstress.

And she's bringing them a-running with her newest Columbia record. She sings two best-sellers from a great talkie in delightful, moderate tempo—and with *loads* of her familiar charm!

You'll see this record move along mighty fast—you'd better *hear* it as soon as your order arrives!

Record No. 2063-D, 10-inch, 75c

A LITTLE KISS EACH MORNING

(A Little Kiss at Night)

(from Motion Picture "The Vagabond Lover")

I LOVE YOU, BELIEVE ME, I LOVE YOU

(The Dream of My Heart)

(from Motion Picture "The Vagabond Lover")

Vocals . . . Lee Morse and Her Blue Grass Boys

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



Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

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Printed in U.S.A.

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Printed in U.S.A.

"TRADE NEWS RIGHT WHEN IT HAPPENS"



First Class of Majestic Radio Sales School

“Majestic retailers and their salesmen who are attending the Majestic Sales School in the Hotel Stevens, Chicago, are adding at least 100% to their present selling ability. Your distributor has registration blanks.”



*Mighty Monarch
of the Air*

Vice President and Treasurer

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

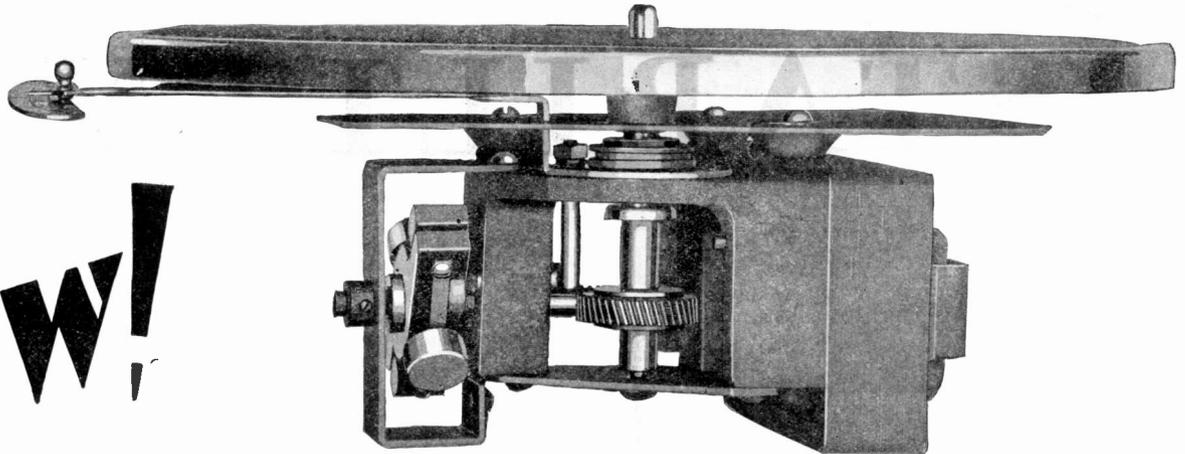
Makers of

Majestic
RADIO

Licensed under patents and applications of R. C. A. and G. E. also by Telephons, Lowell & Dunmore and Heppner License Associates.

GENERAL INDUSTRIES
Announces

The GREEN FLYER



NEW!

The new Green Flyer Electric Phonograph Motor. Operates on standard 110 volts AC, 50-60 cycles.

Responsibly Guaranteed

ELECTRIC

MOTOR

EXCEPTIONAL for small size and light weight, yet combining **super power**, the new Green Flyer Electric Motor is everywhere an instantaneous hit. For portables and pick-up sets.

A little giant for all-around excellence of performance. Abundant power, with perfect control by standard dial-and-pointer speed regulator.

Instant pick-up under every degree of drag, needle pressure and record size. Hair-splitting uniformity of speed throughout all voltage variations — no "dead spots."

Same standard power-motor type as its popular big brother, the Blue Flyer. Open construction, with complete ventilation. No overheating. Long over-size self-lubricating bearings. Silent precision-cut fibre gears.

Supplied complete, ready for installation, with all accessories. Made entirely, assembled and finished in our own long unapproached phonograph motor plant.

Immediate Deliveries

Wire or Write for further Particulars

The
**GENERAL
INDUSTRIES
CO.**

3013 Taylor Street, Elyria, Ohio



19

STABILITY



The last sixty days have revealed the true leadership, the true stabilizing influence, and the true source of strength, in the radio industry. The new year will show that leadership more powerful, that influence more certain, and that strength greater than ever.

The success of Victor-Radio is acknowledged more widely than ever. Victor quality, performance, tone—and the Victor name—these are the greatest selling assets a radio ever had. And Victor Electrola is putting *vitality* into the Record business.

When you consider these facts; when you tie them up with the wide-spread demand for musical entertainment; the new peaks of technical development in radio; the public's growing insistence upon quality—then, you cannot escape the certainty that 1930 must be a banner Victor year.

With Your Sleeves Rolled Up!

Now is your chance to pitch in, put your effort, your thought, your merchandising skill into a sound investment. *Concentrate on Victor!* Make your profits certain and safe! *Victor, bigger and stronger than ever, is with you.*

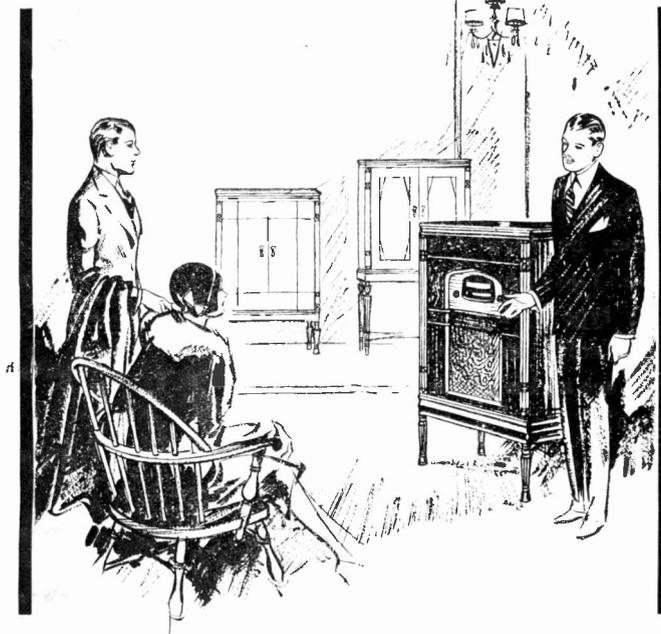


VICTOR-RADIO CONSOLE R-32. The radio receiver that has the unqualified endorsement of the world's great musicians in every field. Amazing ease of operation, sensitivity, selectivity and power. Revolutionary TONE QUALITY. List price \$155. Less Radiotrons.



30...

*and profits with the
dollar sign..*
not with a question mark



*Tune In—The RCA-Victor Hour, every
Thursday night over a coast-to-coast net-
work of the N. B. C.*

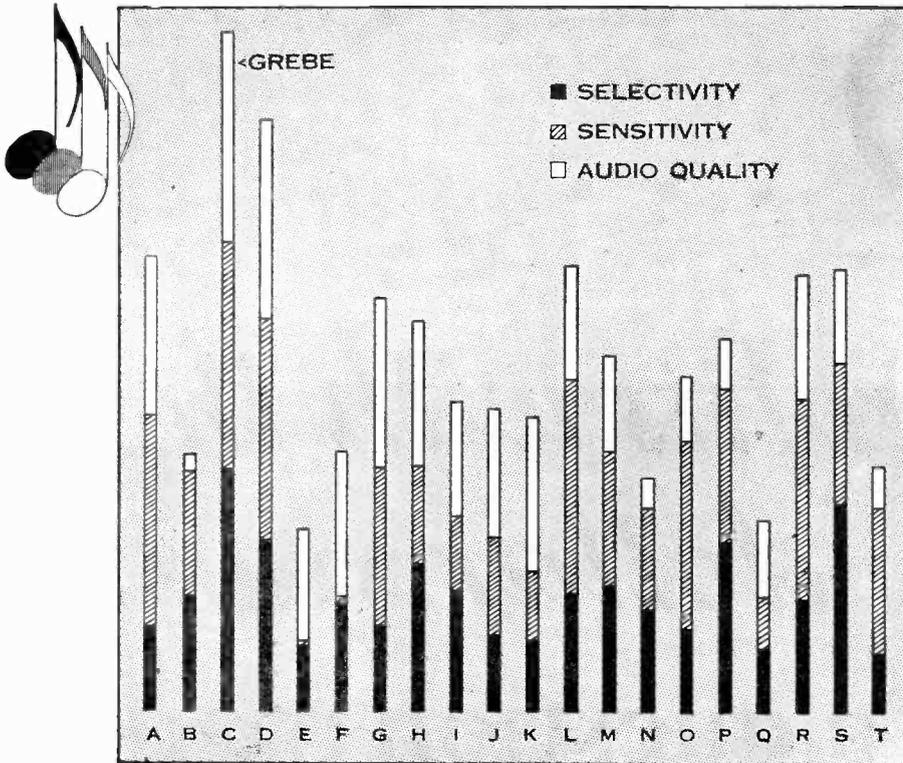


VICTOR RADIO-ELECTROLA
RE-75

List Price \$350 (Less Radiotrons)

*Employs finest special walnut matched veneers; door-panels in
bas-relief. Luxurious, leather-backed, richly colored record
albums. Bengalese damask speaker covering, harmonized with
cabinet in color and design.*

VICTOR TALKING MACHINE DIVISION
RCA-VICTOR COMPANY, INC.
CAMDEN, NEW JERSEY, U. S. A.



Cynic turns fan

TABLE the superlatives when he comes in; don't bear down with sales talk; this hardened cynic wants *evidence*. And on this chart he finds the facts that show him exactly what to expect of the Grebe—clear-cut comparisons that shatter his shell. Now let him listen to the set that is *newer* than screen grid and watch him turn fan.

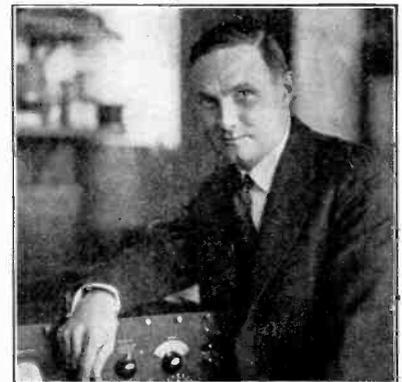
He is critical but his demands are not unreasonable when put to the Grebe. This set satisfies them with plenty to spare for it is at least *a year ahead of the field*. Show him how sharply the Grebe

separates one station from another. Thrill him by reaching out for weak, distant broadcasts. Close the sale with the lifelike tone that enables him to identify every instrument, every voice.

Then, after he has signed on the dotted line, be sure you deliver on time. You know how it is with this type of buyer; once you have sold him, you cannot get the set to his home quickly enough!

There is extra profit in the Grebe franchise. In addition to getting normal business, it sells those who would not otherwise be ready for another year or more.

Alfred H. Grebe—"In the new folder being distributed to the public by our dealers we prove the uniformly high quality of this new set in every important characteristic of radio reception. We support the statement that Grebe prices will not be reduced with the pledge that Grebe quality will not be reduced. To franchise-holders this means that *profits* will not be reduced—that every sale will continue to yield a worth-while return."



Grebe
radio
SUPER-SYNCHROPHASE

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

The TALKING MACHINE AND RADIO WEEKLY

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NEW YORK, WEDNESDAY, JANUARY 1, 1930

Per Year—\$4.00

H. A. BEACH BECOMES RADIO MANAGER OF STROMBERG-CARLSON

IS PROMINENT IN TRADE
Former Victor Talking Machine
Official Has Been Identified
With Radio-Music Merchandising
for Nearly 20 Years.

(Special to THE WEEKLY)

Rochester, N. Y., Saturday.

Harry A. Beach, for nearly twenty years widely known in the radio-music industries and during the past four years vice-president in charge of sales of the Charles Freshman Co., later the Earl Radio Corp., has just been appointed manager of the radio department of the Stromberg-Carlson Telephone Mfg. Co., famous local radio producer. Mr. Beach is assuming his new duties at once and it is expected that with his addition to the executive forces here the company will be enabled to develop new territories in the signal fashion which has characterized its merchandising throughout the East, notably in New York and New England through the sales agency of Gross-Brennan, Inc.

Mr. Beach's first identity in the field of music merchandising began with his joining the Victor Talking Machine Co., at Camden, N. J., in 1909 as traveling representative in his early career. He rose to the post of assistant sales manager of the Victor organization during the incumbency of the late George D. Ornstein, becoming manager of the traveling department when Mr. Ornstein resigned to enter the jobbing business. During a Victor official activity of eleven years he became acquainted nationally and won widespread confidence for his knowledge and ability and an interesting reminiscence of that time is that during Mr. Beach's management of the traveling department Herbert A. Brennan, now vice-president of Gross-Brennan, Inc., was a youthful member of the Victor organization.

In 1921 Mr. Beach withdrew from the Victor company to become vice-president and general manager of the Unit Construction Co., Philadelphia, then extensively engaged in the manufacture of store equipment for talking machine dealers and a year or so later he was appointed Eastern sales manager of the Brunswick-Balke-Collender Co., Chicago, a post which he held until he joined the Freshman company after the advent of radio.

NATIONAL FEDERATION OF RADIO ASSOCIATIONS TO CONVENE IN CLEVELAND FEBRUARY 10-11

Chicago, Ill., Friday.

The fourth annual convention of the National Federation of Radio Associations will be held at the Statler Hotel, Cleveland, Ohio, February 10 and 11, at which distributors, retailers and others engaged in the industry will gather for a joint discussion of their mutual problems.

The convention will be of particular interest to the radio dealers in that many of their vital problems will be discussed by authorities on the subject. Radio wholesalers and dealers of na-

tional prominence have already declared that they will be in attendance at this meeting. Among other things, policies will be outlined for the operation of retailers and wholesalers organizations for the coming year.

The board of directors of the National Federation of Radio Associations will meet in Cleveland on Sunday, February 10, to outline plans for the coming convention. The board will review the activities of the past year, consider committee reports, etc., so that everything will be in timely shape for the meeting.

L. W. CHUBB MADE ASS'T TO VICE.-PRES. AT RCA - VICTOR CO.

CAMDEN, N. J., Monday.

L. Warrington Chubb, manager of the radio engineering department of the Westinghouse Electric and Manufacturing Co. at East Pittsburgh, Pa., has been appointed first assistant to the vice-president in charge of engineering of the new Radio-Victor Corp. of America. His headquarters will be in this city.

Mr. Chubb has been manager of the Westinghouse radio department since its founding in 1920. Before that he was active in development and research work for the company.

In 1905, Mr. Chubb entered the employ of the Westinghouse company as an engineering apprentice. Up until 1909 he was particularly active in the development and application of magnetic materials. Before the organization of an isolated research department, he had charge of advanced development work as a service to all engineering departments on electro-technical problems and new developments.

At the time the radio engineering department was formed in 1920, Mr. Chubb was appointed manager, and has been very active in this work, having charge of all receiver and loud speaker development and design of Radiolas in conjunction with the General Electric Co., for the Radio Corp. of America, as well as transmitters, carrier current equipments and Photophones. The department in 1920 consisted of approximately 16 employees and has grown to 327.

GORDON C. SLEEPER LEAVES TEMPLE CO. TO ENTER FINANCE

(Special to THE WEEKLY.)

Chicago, Ill., Monday.

The resignation of Gordon C. Sleeper as vice-president and sales manager of the Temple Corporation, radio manufacturer, was announced here today, Mr. Sleeper intending to enter the investment brokerage business with a New York house after the first of the year. His successor has not yet been announced. Fred A. Marchev, founder and president of the Temple organization, is expected here within a few days after a stay in Europe. The company, entering set manufacture within the past year after a prior success in radio speaker production, is stated to have 5210 dealers, six-month shipments in excess of \$4,000,000 to date and distributor representation in every important market in the country with the exception of Jacksonville and Salt Lake City.

Mr. Sleeper's intention to enter the brokerage business will take from radio one of its veterans, as he entered the art after service in the United States Army with commissioned rank during the World War. A native of Boston, and with considerable business experience there before his Army service, he settled in New York after the Armistice and with the advent of popular broadcasting organized the Sleeper Radio Corp. The concern outgrew its modest downtown offices in a short time, became allied with Henry Waterson, of the music publishing firm of Waterson, Berlin, & Snyder and later established in Long Island City, whence it became the eastern division of the Temple company, later consolidating its activities here.

F. E. BASLER APPOINTED SALES MANAGER FOR ATWATER KENT RADIO

V. W. COLLAMORE RETIRES

New Official Recently Joined the
Philadelphia Radio Maker—32-
Acre Plant Establishing New
Record by Producing to Capacity
During the Holidays.

(Special to THE WEEKLY.)

Philadelphia, Pa., Friday.

A. Atwater Kent, president of the Atwater Kent Manufacturing Co., announced today the appointment of F. E. Basler as general sales manager of the company, succeeding Vernon W. Collamore, who has resigned.

Mr. Basler was previously assistant sales manager of the company in charge of sales administration affairs and has been active in the general sales activity of the company. He brings to his new position a wide experience in sales and financing, having served in sales executive capacities with nationally known companies in other fields.

The new appointment will not disturb the existing sales personnel other than to generally extend the sales supervisory duties of Mr. Basler, it is stated.

The Atwater Kent company is continuing vigorously with a shortage of Atwater Kent screen grid sets, which during the past 30 days has been country-wide. All during December their production has been speeded up to capacity in an endeavor to catch up with a demand unprecedented in the annals of the institution.

Ordinarily, the Atwater Kent factories are closed during the Christmas holiday season for inventory taking but the reverse is the case this year. Wheels are turning in the huge 32½ acre plant as rapidly today as they turn at peak production periods. Public demand, it is said, has practically stripped bare distributors' and dealers' floors of Atwater Kent merchandise. The flood of orders from every section of the country has kept the Atwater Kent factory hard pressed to meet the demand, despite recent tremendous increases in production schedules.

Bankruptcy Petition Against Buckingham

Chicago, Ill., Saturday.

An involuntary petition in bankruptcy was filed here yesterday against the Buckingham Radio Corp., this city.

The Buckingham organization was a manufacturer of radio chassis.

The Talking Machine & Radio Weekly

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Editor

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Manager

EDWARD H. DAVIS, Publisher

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Vol. 29

NEW YORK, WEDNESDAY, JANUARY 1, 1930

No. 1

HERE COMES THE FUTURE

Philosophic conclusions of fact impart to a moment like New Year's the only significance it has apart from the turn of the calendar. It is a time for doing a little thinking out loud.

The events of 1929 show that, no matter what the allied industries may do, it is likely that every four or five years public demand will lapse below all reasonable anticipation.

The only big new feature for enhancing radio saleability in the immediate future is the application of remote control.

Television may be nearer than many people now believe but it also is showing evidence of ability to develop into a great new separate art, much as the talking machine developed as a great new addition to the field of musical instruments.

Nowhere nearly as many people went definitely broke during the excitements of the past year as rumor states, and those that did deserved to.

Two men who know a good deal about the industry sat down the other day and chalked off seventeen producers as fading out of the radio picture, and eight brand-new ones coming in—a net loss of nine names not allowing for a few of the nine that will effect reorganizations and take up the battle when, as and if they quit it.

The burst of insolvency proceedings that has swept several of the 'luxury' lines of business to which attention was thoughtfully directed by financial writers and economic sharps following the October and November securities markets suggests that the legal profession knows how to stimulate business of its own, possibly with 'bankruptcy rings' in the 'receiv-ership racket.'

Tens of millions of people are ready and willing to buy radio product if they see any reason why they should.

Considerable doubt may be said to surround further revolutionary development in tube performance; there is enough sensitivity, selectivity or tone volume in available tube hook-ups and there is question whether any newer objective will be worth having after it has been gained.

Everyone to whom independent sources of knowledge are open sees a rapid and apparently lasting decrease in the number of distributors of radio and this will in turn be reflected by a decrease in the number of dealers.

The entire situation assures more future business for the fewer who will be left to share in it.

A GOOD RESOLUTION

Among thousands of jobber salesmen and hundreds of factory salesmen circulating through the national market, many are doing themselves and radio in general the greatest possible disservice by spreading harmful rumor about com-

petitors as hard and as fast as they can. How pernicious the activity of gossip-mongers is can be accurately foreseen by realizing that, as vigorously as accredited sources put forth truthful, encouraging fact about the present state of the business, the more vigorously whispering campaigns by irresponsibles tear it down.

It is part and parcel of the emotional characteristics of the home-entertainment field that a fifty or sixty-dollar salesman becomes a trade authority as long as he stays in a retail store. The next fellow that comes along is as readily installed in eminent credibility and so, instead of business conversation, vicarious thrills are fed to the dealer during his ostensible buying or selling hours. The apostles of hearsay apparently get quite as much sustenance out of a good day's gossiping well done as out of a good day's sales securely made.

Tale-bearing is as old and deceptive a pursuit as selling gold bricks, yet a man who will give respectful attention to the wildest yarns that a fertile mind can develop to foster the position of its own goods would feel insulted if accused of having bought the city hall from a stranger. Taking candy from children is no easier than feeding taffy to a sucker, but the credulous in radio-music circles swallow anything that competition tells about other competition, and cry for more.

With the turn of the year comes a time for idle and malicious tattling to stop, and it must be remembered that it takes two to make a rumor, one to tell and the other to listen to it. There is not a line or an enterprise in the field that cannot be attacked, if mendacity and self-interest are the only rules in the game. There is no purpose in assertions of the soundness in and good prospect for the business of anybody, if the position of everybody else is asperged in the same breath. The best resolution that everyone can make, and without a particle of cost in the bargain, this New Year's is not to spread gossip, or listen to it.

The incurables may very well be reminded of the sign that used to stand in the bedrooms, beside the fly-specked mirror and over the cracked water pitcher, of the commercial travelers' hotel in a little Western town:

"This ain't the Waldorf-Astoria; if it was, it wouldn't be here. You ain't J. P. Morgan; if you was, you wouldn't be here. We know this hotel is on the bum but, stranger, how about yourself?"

AN INNER REVOLUTION

The tube business, like the gentleman in the popular song of recent vintage, has been having its ups and downs and as so many producers in it have seen the light of day within the past year of obsolescence of the ill-fated "clause nine," some of them may appropriately exclaim with the poet, "Oh, if we were so soon to be done for, what were we ever begun for?"

Now, there is only one hard and fast rule to which tube manufacture and merchandising can securely and profitably adhere. As in any business, the fellow who makes or sells a good tube and conducts his operations sensibly will make

an enduring success. The main cause for stringent difficulty facing any present tube operation that has no future is probably that its progenitors sought to get rich quick. There are a substantial number of good brands, well made by thoughtful concerns, which have as definite a place in the picture—and very likely a more lucrative one in proportion to capital investment—as any number of set makers.

There can be no more doubt about the immense market for radio tubes than there is about the demand for sets, with the addendum that tubes wear out much faster and with more universality of replacement need than the latter do. It should require only good business practice, as embodied in quality manufacture, careful merchandising and conservative financing, to put over any tube enterprise big.

For the time being, the industry in this accessory is undergoing as revolutionary a debacle as has swept radio in general. So, in part at least, the disappearance of failing concerns will automatically remedy the situation. The survivors have a number of acute problems to face. It is the contention of some shrewd observers of trade demand and the consumer service collateral to it that initial equipment for a set sale is inseparable from the set trade-mark, whether the tubes are made by the set maker or selected by him. It is the contention of others that every jobber and dealer has the business right to select the tubes he believes best, in terms of his own profit possibilities besides.

It is most probable that both these schools of practice will gain and hold adherents for some years in the industry to come. The qualitative merit of any tube so far has fluctuated so considerably not alone year in and year out but sometimes within a single year that very many makers and sellers of sets hesitate to bind themselves protractedly in any pronouncedly public way with a single tube product. The oldest tube lines have been the most successful and dependable in this experience, as is only natural, for not even in radio tubes is there extensive substitute for time, experience and resources.

For the time being, tube trade practices are so demoralized that product is being sold at retail as low as 27 cents and standard brands are slaughtered with the phrase, "Come in and see what we will do for you!" This is getting pretty low down in the dregs of business. But it will not be very long until the industry turns definitely upward, firstly because of the survival of the fittest that has already begun and next because tube demand must increase as surely as the radio business itself.

CHARLES B. MASON, JR., PREDICTS GRADUAL PICK-UP AFTER FIRST QUARTER OF 1930

By CHARLES B. MASON, JR.
President, New York Talking Machine Co.

Because of the underlying strength of business conditions plus the government's attitude which is restoring confidence, I do not look for a long continued recession in business. After the first quarter of 1930 I would look for a gradual pick-up in retail sales volume.

The situation in the radio industry is none too clear at the moment and any one who attempts to predict what this industry will do is apt to be wrong, still, I cannot help but feel that in 1930 there will be fundamental changes in the merchandising of radio.

It seems to me that manufacturers, wholesalers and dealers will give more thought to net profit rather than volume of sales. From my observation nearly every one in this business has been striving for a tremendous volume of sales, always hoping that the profits at the end of the year would be in

proportion, but somehow the unexpected always happens with the result that those in a position to boast of a satisfactory profit are much in the minority.

The radio industry must, during 1930, approach its problems, giving more thought to net results and in so doing many of the uneconomic practices so prevalent in radio selling will stop."

Predicts Tubes With More Power in 1930

This season has proven that quality reproduction in radio receivers is paramount regardless of price, James A. Kennedy, eastern sales manager of the Jensen Radio Mfg. Co., Chicago, maker of speakers, declared last week at his offices at 126 Liberty street, New York.

Mr. Kennedy believes that sets during 1930 will use less but more powerful tubes, housed in smaller console cabinets with electric-dynamic speakers of wider frequency range.

FURTHER STABILIZATION OF RADIO TRADE IN NEW YEAR SEEN BY J. L. RAY

By J. L. RAY

Vice-president, RCA-Victor Co., Inc.

I believe that the year 1930 will see important progress toward the further stabilization of the radio industry. Leadership will become more clearly defined and the wise dealer, building on the experience of the past, will exercise greater discrimination than ever before in hitching his wagon to the right star.

Leadership is not built in a year, or two years; it comes with long years of pioneering, courage and successful merchandising; its permanency is assured by limitless resources, organized and ceaseless research, and engi-

neering built up from the beginning of the radio industry.

The experience of the year 1929 has shown that the dealer cannot profitably spread his selling efforts over a multiplicity of radio lines without limiting his profits and increasing his business risks. He has learned that the smaller the number of conflicting radio lines he carries, the greater his concentration of selling effort, the lower his cost of operation, and the smaller the risks involved, all of which factors mean larger profits. It will be the problem of the far-seeing dealer, therefore, to choose carefully the radio product which on the basis of past experience, insures stability and permanence as well as immediate profit. Having made this choice, the dealer will be able to take full advantage of all his opportunities with confidence in the future.

ELLERY W. STONE, KOLSTER PRESIDENT, SEES 1930 AS GOOD YEAR FOR RADIO

By ELLERY W. STONE

President, Kolster Radio Corp.

As we prepare for the year 1930, we can look back at 1929 with a great degree of satisfaction. While actual figures are not yet available, they will no doubt show that the number of sets sold was substantially more than in 1928.

Certainly the public has received greater value per dollar spent. While prices have come down, performance has not. On the contrary, notable advances have been made in the art. Speakers have been much improved,

screen grid tubes introduced, and hum materially reduced in AC sets.

The life-blood of our business is broadcasting, and we who merchandise receivers can never afford to forget this. Those engaged in broadcasting and those who have supported the programs, deserve the highest credit for the gratifying progress made in the year now closing.

The year 1930 should be even a better year. The public is more bound to us than ever before. Performance will continue to improve. The trade will solve for itself the problems of avoiding over-production and uneven distribution.

We can have faith in our industry and be proud of it.

7 Subsidiaries Included In American Piano Co. Equity Receivership

The equity receivership into which the American Piano Co., New York, was petitioned two weeks ago was extended on Thursday by Federal Judge Alfred C. Coxe to include seven of its subsidiaries. The American Piano Co. subsidiaries are Chickering & Sons, with assets at \$575,000 and liabilities of \$538,000; The Ampico Corp., with liabilities of \$364,000 and assets of \$461,000; William Knabe & Co., Inc., with liabilities of \$286,000, and assets of \$415,000; the Mason & Hamlin Co., with liabilities placed at \$431,000 and assets at \$544,000; the Foster Armstrong Co., with liabilities placed at \$756,000 and assets at \$977,000; the American Piano Retail Stores, Inc., with liabilities of \$119,000 and assets amounting to \$121,000, and the American Piano Trading Co.

The Irving Trust Co. was appointed equity receiver in each of these cases.

In each instance the estimated assets exceed the estimated liabilities, thus pointing to a claimed condition of solvency embarrassed temporarily by urgent obligations. Insolvency of the group has never been alleged. The American Piano Co. consented to the receivership action, admitting embarrassment because of a lack of ready

General Outlook For 1930 Good, Say Washington Leaders

Washington, D. C., Saturday. Latest government reports in Washington indicate that the decline in retail trade as the result of the recent stock market collapse has been very slight. Neither retail sales nor manufacturing activity show signs of material depression.

Many smaller towns and cities did not feel the effect of the market crash at all. In larger metropolitan areas the effect has been definite but actual curtailment in volume of business has not been great. The average sales of department stores have been better than for the same period in 1928.

So far as seen there is nothing wrong with future trade conditions in this territory.

cash to meet obligations totaling \$1,200,000.

The American Piano Co. recently entered the radio retailing field through a number of stores which it controls.

The Federal District Court in Philadelphia appointed on Friday, Harry Nathans ancillary receiver for the property in that city of the American Piano Retail Stores Co. Mr. Nathans was named at the request of the Irving Trust Co., receiver for the American Piano Co.

Personals

Alfred Hand, advertising manager of Thomas A. Edison, Inc., sailed last week on the S. S. "Caronia" for Havana for a brief visit in sunny climes.

James A. Ago, radio sales manager of the Lewis Electrical Supply Co., Boston, Mass., is due in New York tomorrow to spend several days here with Mrs. Ago on a holiday jaunt.

D. W. May, and a party, including Walter Ferry, Ben Habig, Bill King, Bill Topping, Tom O'Loughlin and others, spent the past week-end at the Philco radio convention in Philadelphia.

Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., Chicago, who is in New Jersey with relatives for the holidays, has been confined with a severe cold over Christmas.

Edward Slepian, sales manager of the Pyramid Sales Co., Buffalo, spent the past week in New York with Mrs. Slepian, stopping at the Pennsylvania Hotel where they enjoyed the holiday celebrations.

Vernon W. Collamore, formerly general sales manager of the Atwater Kent Mfg. Co., Philadelphia, Pa., is spending New Year's with Mrs. Collamore at the home of his father and mother near Boston, Mass.

Allan W. Fritzsche, vice-president of the General Phonograph Mfg. Corp., has been visiting relatives in Cleveland with his family over the holidays and is looking over the Central Western territory before returning to New York.

Richard E. Smiley, vice-president and sales manager of the Bremer-Tully division of the Brunswick-Balke-Collender Co., Chicago, was in New York during the latter part of the week, having brought his family to Philadelphia for the holidays.

Victor S. Taylor and Leslie Lore, of the Washington, D. C., radio distributing firm of Radio Wholesalers, Inc., spent a couple of days last week in New York and expect to return here this week in connection with their firm's representation of new product.

A Stanley Simons and Edward M. Reilly, owners of the Universal Radio Co., Philco distributors, are back at their headquarters from a trip to Philadelphia where they attended the annual jobbers' convention sponsored by the Philadelphia Storage Battery Co.

E. K. MacEwan in Secretarial Post for RCA-Victor Co., Inc.

E. E. Shumaker, president of RCA-Victor Co., Inc., yesterday announced the appointment of E. K. MacEwan as secretary of the new company. Francis S. Kane and Walter H. Hunt become assistant secretaries, Paul G. McCollum assistant comptroller, and Rob-

IMPROVEMENTS IN BROADCASTING FACILITIES AND TECHNIQUE WILL HAVE A MARKED EFFECT ON SALES, SAYS GEO. A. SCOVILLE

By GEORGE A. SCOVILLE
Vice-president, Stromberg-Carlson Tel. Manufacturing Co.

Radio undoubtedly will have a good year in 1930.

Radio is no longer a luxury, but a necessity. It is a necessity in the home and this field has only been tapped. Of the thirty million homes in this country, probably not more than nine million are at present equipped with sets and a large share of that nine million ought to be replaced with better and more modern sets. Then, too, just as many families have two or more automobiles, many are installing two or more radios in their homes.

Radio is rapidly extending into other fields. Receivers are being used in airplanes to enable them to be guided by airplane beacons when flying at night or in a fog, to correct clocks by pick-

ing up time signals from Arlington, by police departments to keep in contact with their automobile squads in the field, in trains for communication between the caboose and engine, in pleasure automobiles, on ocean going passenger ships, in schools for instruction and entertainment and in hotels for entertaining guests.

Broadcasting companies are continually bettering their broadcasts by incorporating improvements in their transmitters, which is a great aid in creating a desire for radios. Industries sponsoring programs are assembling the greatest array of talent in the history of entertainment and are paying approximately \$7,000,000 to artists for presenting their programs.

The diversity of uses and improvements in broadcasting facilities and technique during 1930 will have a marked effect on radio sales.

Fred G. Carson, Colonial Vice-president, Predicts Radio Industry Is Headed for Genuine Stability

"The radio industry is headed for genuine stability in 1930," in the opinion of Fred G. Carson, vice-president and general manager of the Colonial Radio Corp., Long Island City, N. Y. "What has gone or what is coming is no mystery to those who have felt the pulse of radio, and the setting for the industry's entrance upon its period of maturity is a happy one," Mr. Carson declared. He further said in part:

"The recent analyses made by Roger W. Babson now point to an upward trend in general business prosperity. The industrial expansion launched by President Hoover and enthusiastically endorsed by the country's leading executives will play a big part in helping to dispel any trace of depression that may be lingering in the public mind. Continued good wages, and in many cases increased wages, are providing the consumer with sufficient funds to meet his obligations. The radio industry, which depends to a great extent upon installment buying, should experi-

ence a healthy reaction because of these activities.

"At the beginning of this upward trend in business there is every indication that the radio industry will throw off its awkwardness which has been characteristic of its adolescent growth, and will develop gracefully along stable, scientific lines.

"How has the recent development of the radio industry affected the individual manufacturer?"

"The answer is simple: Those firms who have watched the signs and have guided themselves accordingly will be in a stronger position in 1930 than they have ever been. Expansion on the part of the manufacturer, as consumer demand indicated, was a healthy development and will gather strength and momentum in 1930. Any other basis of expansion will be disastrous.

"The careful, conservative policy which has always governed and is now governing the steady growth of the Colonial Radio Corp. is an assurance to dealers that every step taken is one of strength and solidity."

Far-West Distributor Seeks Radio, Refrigeration Lines With Which to Operate in New Year

THE TALKING MACHINE and RADIO WEEKLY yesterday received the following telegram from a prominent far-western distributing organization that is looking for a desirable radio set and electric refrigerator line: "Editor, TALKING MACHINE and RADIO WEEKLY:

ert P. Alexander, Eugene F. Haines and Cornelius G. Terwilliger assistant treasurers.

Mr. MacEwan, the new secretary, has been associated with the Victor Talking Machine Co. since it was incorporated in 1901. He worked in the experimental department until 1911 when he became a member of the secretary's staff. In 1920 he was appointed secretary of the Victor Talking Machine Co.

"We are open for jobbing proposition good seller, nationally-known popular priced radio; naturally prefer good financial backing. What procedure do you suggest our securing desirable connection. We are also seeking good electric refrigerator line."

(Name on request)

NORTH AMERICAN TO CONDUCT LUNCHEON FOR DEALERS JAN. 6

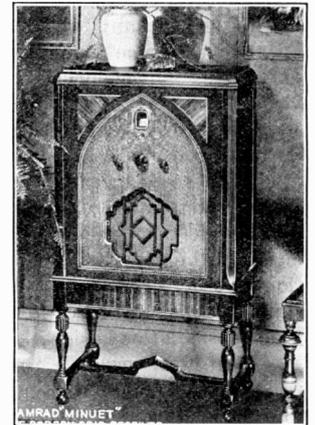
The North American Radio Corp., New York, distributing organization for the Zenith Radio Corp., Chicago, will conduct a "get together luncheon" for authorized Zenith dealers at the Hotel Astor, Monday, January 6.

NEW MINUET MODEL INTRODUCED BY AMRAD

Medford Hillside, Mass., Friday.

A new radio set, to be known as the Minuet, has been added to the Amrad Bel Canto series, it was reported today at the local headquarters of the Amrad Corp. The new set will retail at \$158.

The Minuet is a console of walnut and lace wood, and uses eight tubes, including three screen grid tubes and



Amrad Minuet

two 245 tubes in push-pull. It also uses a Mershon condenser, an extra heavy chassis and a nine-inch electrodynamic speaker mounted on a baffle board.

"It is our aim in creating the Minuet," said Major James E. Hahn, president of Amrad, "to produce a radio set which would retain the quality of our other models and yet which would sell for a lower price. I believe that we have accomplished this object in the Minuet."

D. H. BOLEY, F. P. OLIVER CONSIDER NEW LINES FOR GOTHAM AREA

The Boley-Oliver Co., 1440 Broadway, New York, this week announced its withdrawal from the distribution of Kellogg radio sets in the metropolitan area and, pending the formation of future plans, David H. Boley and Fred P. Oliver are considering several proposals for their continued trade activity. Their recent connection extended over the past three years.

Mr. Boley and Mr. Oliver are widely known in the Eastern market, the former having been prominent in electrical equipment and telephone apparatus sales for years past while Mr. Oliver, entering the music-radio field some fifteen years ago after an earlier career with the Cambria Steel Co., was for ten years vice-president and general manager of the Blackman Talking Machine Co., now the Blackman Distributing Co., and entered radio in 1925 as Eastern district manager of the Music Master Corp., of Philadelphia.

The Boley-Oliver Co. has maintained an organization and offices and showrooms at the Broadway address and it is the intention of the firm to retain these headquarters for its future operations.

NEW PHILCO PRODUCTS CHEERED AT ANNUAL JOBBER CONVENTION

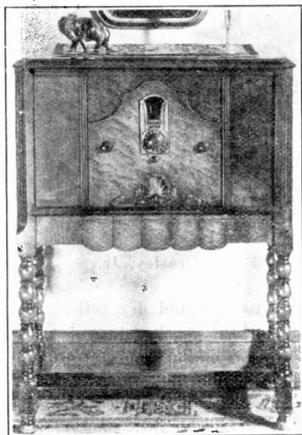
1930 PRICES ARE DISCLOSED

Three Hundred Representatives Attend Gathering of Distributors — New Furniture Model and Two New Chassis Introduced to Wholesalers from All Parts of United States.

PHILADELPHIA, Pa., Monday.

The introduction of two new chassis, one new furniture model and the disclosure of the new 1930 price list, were among the outstanding features of the Philco annual jobbers' meeting, held in the auditorium of the Edison Building, here, Saturday.

Three hundred Philco representatives from all parts of the United States cheered when the spotlight was turned on the new Philco console, a walnut paneled and bird's eye maple furniture model with one of the smallest cabi-



New Philco Console

sets yet offered to the public, said to be especially adapted for use in the modern home and apartment.

The two new Philco chassis are to be known as models 95 and 76. The former is an automatic volume control radio having nine tubes and is also to be known as the screen grid plus. Three screen grid tubes are used in this chassis, which will be available in all Philco models except the new console. Model 76 is a seven tube set including three screen grid tubes.

This set has four tuned circuits including a double tuned input circuit. It has specially designed radio frequency transformers giving substantially equal amplification and selectivity throughout the broadcast frequency band. It has Philco balanced-unit construction and a local-distance switch.

This new chassis will be used in the new console and in all other furniture and table models manufactured by Philco.

Distinction in furniture making is said to characterize this new Philco furniture model. Entirely new is the feature which permits mounting of the loud speaker in the floor of the cabinet, pointing downward, thus giving what is called indirect sound radiation. Thus the engineers have been able to get the newer chassis and the regular Philco dynamic speaker with its ten-inch conc

17th Annual Holiday Parties Tendered by E. H. Davis to Consolidated Publications' Staffs Mark Issuance of Weekly Papers in Three Great Industries



The Clowns and Trained Seals Pose for Their Photo in the Circus Room at Sardi's

The second installment of the seventeenth annual pair of holiday entertainments tendered to the headquarters organization of the Consolidated Trade Publications, Inc., by Edward H. Davis, president, took place last Monday evening, nineteen members of the combined staffs making up the group. The party dined at the Metropolis Club on Fifty-seventh street, later attending a performance of "Young Sinners" at the Morosco Theatre.

The 1929 event was somewhat more auspicious than most of the holiday festivities dotting the long career of the Consolidated publications back to 1874, when the United States Tobacco Journal was established, as this year for the first time the enterprise embraces three weekly trade journals, the TALKING MACHINE and RADIO WEEKLY, the "United States Tobacco Journal" and the "Confectionery & Ice Cream World," established last spring. In any event, all those present

bore their responsibilities lightly, at least for the evening, and professed no fear of the time when they will be producing a weekly business paper in some field every day, instead of merely every other day as at present.

Oratory being banned at the dinner which preceded the theatre party, notwithstanding the presence of such silver-tongued performers as Otto H. Davis and Joseph M. Strauss, the moments of whimsy at the party ran largely toward Hollywood horse-play. A dribble glass, whose contents mysteriously decanted upon the vest and trousers of the imbibor with very little touching his palate, puzzled Maurice Einsohn and still more so Fred W. Lohr, and buns made of cotton batting resisted the efforts of various diners while waiting for the oysters. Edwin O. Farnum criticized the two plays from a Celtic viewpoint for the Belfast "Torchlight & Observer," of which he is the Rutherford. (N. J., U. S. A.) correspondent in private life and William Eigenrauch disdained applause at the heavy necking of the hero in "Young

Sinners." Copious douches of Mr. Woolworth's perfumes from a water-gun secreted upon the body and person of Maurice Einsohn suggested that the next Consolidated publication will be devoted to manicuring and permanent waves.

Looking them over in the photograph, you will recognize the boys who, in the cause of progressive trade journal service to their supporters, daily risk their lives in asking the question, "How is business?" The photo was taken in the circus room at Sardi's, where the first of the twin banquets was held a fortnight ago when the revel included Jack Donahue's and Lily Danita's show "Sons o' Guns."

Front row, left to right: Sidney E. Davis, Ralph Brody, Sam Altholz, L. Kermit Lyons, Phil Lotfman.

Rear row, left to right: Maurice Einsohn, Fred W. Lohr, Howard B. Grant, Lester Berk, Joseph M. Strauss, Curtis A. Wessel, Thomas F. Sullivan, Edward H. Davis, William Eigenrauch, Arthur Parente, James Finn, Edwin O. Farnum, Otto H. Davis and Simon Kneller.

VICTOR INSTALLATION INSTRUCTIONS ISSUED

PHILADELPHIA, Pa., Friday.

A letter giving graphically brief and easily remembered instructions for dealer service men on how to install Victor radio sets has been distributed to retailers by Philadelphia Victor Distributors, wholesale organization for Radio-Victor Corp. of America. According to P. V. D. officials, the proper installation for Victor requires no technical knowledge.

RECEIVER APPOINTED FOR PENN RADIO

A petition in bankruptcy has been filed against the Penn Radio Service, 614 Sutter avenue, Brooklyn. Judge Galston in Eastern District Court has appointed Robert Abelow receiver. The Penn Radio Service is operated by Isadore Cohen and Archie Farberman.

model, \$107; lowboy, \$159.50; highboy, \$179.50; highboy de luxe, \$235. The list on Philco electro-dynamic speaker is \$32.50. Prices are slightly higher west of Denver.

Work Started on New CeCo Research Plant; Is \$200,000 Project

Providence, R. I., Friday.

Ernest Kauer, president of Ceco Manufacturing Co., this city, reported yesterday that work is starting immediately on the new research equipment installation which will take up an entire floor of the new four story building immediately adjacent to the CeCo tube-production plant here. An expenditure of \$2,000,000 is scheduled.

"In our new research department, which will be completed before next spring, we will not only conduct research for the improvement of tubes, but will also work out efficient circuits for their use," Mr. Kauer declared.

"By developing circuits which will immediately use the product of our research department, radio progress will be aided greatly. Such plans will be turned over to the set manufacturers for the best use they can make of them."

Radio Industry Has No Basis for Pessimism Over 1930 Prospects, Says Ernest Kauer



ERNEST KAUER, CeCo President

Providence, R. I., Thursday.

The radio industry is now going through a stabilizing period that will be a benefit to all manufacturers who have maintained competent merchandising and advertising policies, and to those manufacturers whose products have stood the test of quality, Ernest Kauer, president of the CeCo Manufacturing Co., Inc., this city, said today in discussing the prospects of the radio industry for 1930.

There is no doubt that each manufacturer will find that the radio business will require consistent effort on his part, and the dealer and jobber should investigate thoroughly his source of supply, Mr. Kauer stated. The dealer and jobber should also make it a point to determine that the manufacturer's financial position is such that the manufacturer can at all times back up his product. He further said in part:

"There is no reason to exhibit undue optimism, but neither is there any basis for pessimism. It is true that the radio industry experienced a severe slump in the last part of 1929, normally expected to be the best in the year. I dare say there will not be any considerable activity in the early part of 1930. However, when that is said, I believe the worst part of the picture has been faced.

"Doubtless, a large amount of anticipated profits have not materialized. I do believe, however, that they are only delayed, that within this new year they will be realized.

"It must be remembered that the radio industry has had slumps before without impeding the industry's march of progress. In none of the industry's previous experiences, however, was there anywhere near such a state of stabilization as obtained in the trial of the period from October to December. No doubt the caution engendered by the experience will find its reaction in helping trade in 1930.

"The radio manufacturing division is in a magnificent state of technical development. There is little excess of

merchandise in warehouses or on dealers' shelves. The industry starts with a clean slate in 1930, and with economies in merchandising and distribution, which are being brought forward continually, this new year should be a profitable one.

"We are planning to spend in 1930 approximately \$200,000 on a complete research laboratory. We are also appropriating certain sums of money for the development of high speed equipment. We see no reason, at this time, why the sales of CeCo radio tubes should be less in 1930 than for the year 1929. Our advertising appropriation is to be increased, likewise our sales organization.

"It is entirely possible that set manufacturers may make certain refinements in the circuits using screen grid tubes, and that tube manufacturers may announce one or more types or new tubes."

Set Makers Universally Accept Electric Pick-Up

Some of the finest music in the world; some, unfortunately, which can never be duplicated by the same musical organization or voice, is recorded in the sound track of the phonograph disc. Such has been the advancement of scientific experimentation and invention in the past few years that it is now possible to reproduce music taken from these records at almost any degree of volume at the choice of the operator.

Modern developments in radio apparatus point toward an almost universal acceptance among manufacturers of the inclusion of a special jack or jacks in their sets to permit the attachment of an electric phonograph pick-up so that outside the cost of this unit, all records can be played electrically using the amplifier in the radio set for the purpose of magnifying the sound impressed on them.

Mutual Understanding Needed Among Dealers, Jobbers, Says I. E. Cohen

"Many paramount issues that are now prevalent, leading toward the disruption of both the wholesale and retail radio industries, should immediately be discussed and settled for the mutual benefit of all, so that the New Year may start an era of prosperity, built on a solid foundation," stated Irving E. Cohen, secretary of the Radio Retailers, Inc., and of the Unity Radio Stores, Inc., both of New York, last week.

"What with the manifold problems arising almost daily in the radio industry, and the ever-increasing difficulties confronting dealers and wholesalers alike, in the pursuit of their livelihood, the necessity for mutual understanding and co-ordination between the groups becomes an urgent matter," Mr. Cohen stated. He further said in part:

"In the presence of modern mass production and distribution, competition between groups and even between industries, hand-to-mouth buying, and modern facilities for transportation, banking and communication, the old-time competitor, standing alone and without adequate prompt information as to his own trade data, finds himself driven to destructive competition and other desperate measures in order to keep his business going. He must seek some form of relief.

"This relief is in sight. The American business man is working out successfully a new theory of business conduct, summed up in the phrase 'cooperation in competition.'

"The trade institute is the machinery employed. American industry is now in the midst of what amounts to an industrial evolution, gradually and even painfully developing a workable machinery, under the impulse of economic necessity and under the guidance of governmental agency.

"There is the one sound course to be taken—to go into the institute with a determination to make it a practical, successful thing. There seems no alternative to the continuance of present unsatisfactory conditions, to the 'profitless prosperity' that seems to be the present lot of all concerned. This warfare for the survival of the fittest gets nowhere, for it never ends to allow the surviving fittest to enjoy the fruits of victory. Nor is an American going to find a suitable remedy in combinations and mergers, looking toward monopoly. Nor will a remedy be found in price fixing or other illegal short-cuts which invariably return to plague the participant.

"One of the most demoralizing influences in the industry is ignorant competition. Its destructive effect is illustrated by our own industry. When a trade fails to make money over a period during normal times, that is an index that there is something unhealthy in that industry. Knowledge of costs may be so insufficient, or in competition the factor of current cost may be so ignored that prices are brought down below the level of profit. It may be that, by reason of excessive production facilities, and the difficulty of finding new outlets, there are introduced mar-

No Radical Changes On Radio Horizon, Says Powel Crosley

CINCINNATI, O., Friday.

"It is difficult to anticipate radical changes or improvements in the radio manufacturing field," Powel Crosley, Jr., president of Crosley Radio Corp., this city, said today in predicting the radio situation for the coming year. Mr. Crosley reviewed radio's history as follows:

"First we saw the crystal detector sets; then came the vacuum tube with



Powel Crosley, Jr.

storage batteries and dry cells, which held the center of the stage for several years.

"In 1927 came the completely revolutionary change to the A.C. tube sets, which would operate direct off the electric light current. The past year has seen what has been pronounced to be the greatest development of all in radio—the screen-grid tube and its application to circuits in radio sets. Perhaps the development of the moving coil type of speaker should be mentioned, for it has greatly improved radio reception in the past two years.

"There now seems to be nothing radically new and different on the horizon. It now appears that radio set makers face no radical changes for some time to come. The development of the modern screen-grid tube set with moving coil speaker leaves little to be desired in the way of further improvement. The radio manufacturer can now concentrate his efforts on the perfection of detail and reduction in manufacturing cost while the radio public can be assured that a modern set purchased today should give satisfactory performance for years to come."

ket systems which are uneconomical and wasteful.

"It is in the unhealthy industry that we find more pronounced the evils of drastic and disastrous competition. The fixing of prices, allotment of territory of customers are not only inherently wrong, but inherently stupid. Every business man who has thought it out can see that it is poor business, un-sound business, unprofitable business."

HERE ARE RECORDS FOR

SETH PARKER'S

LISTENING

MILLIONS!

EVERY Sunday night Seth Parker spans America with his great religious radio feature through a dozen major broadcasting stations. He has received *more than 50,000 letters* from devoted listeners,

all echoing the sentiment "that it's a long time to wait from Sunday to Sunday."

You can sell the exclusive Columbia recordings of these delightful non-sectarian services. You can do a lively record business with this army of enthusiasts—they want to hear Seth Parker in their homes *whenever* they wish.

These records are fine, life-like reproductions of Parker's simple, heartfelt religious devotions. And *right now* they're gathering special selling speed from the increased religious and family sentiment of the Christmas season.

Hear Seth Parker *this* Sunday from WEAJ and 11 associated stations. He's on at 10:45 p. m. Eastern Standard Time. Then order his Columbia records—and *push* them! They'll find you scores of buyers in this huge congregation of the air!

SUNDAY EVENING AT SETH PARKER'S

Record No. 2031-D, 10-inch, 75c

GATHERING WITH THE LORD TODAY

JESUS IS MY NEIGHBOR *Phillips Lord and Company*

Record No. 2032-D, 10-inch, 75c

A SUNDAY EVENING STORY

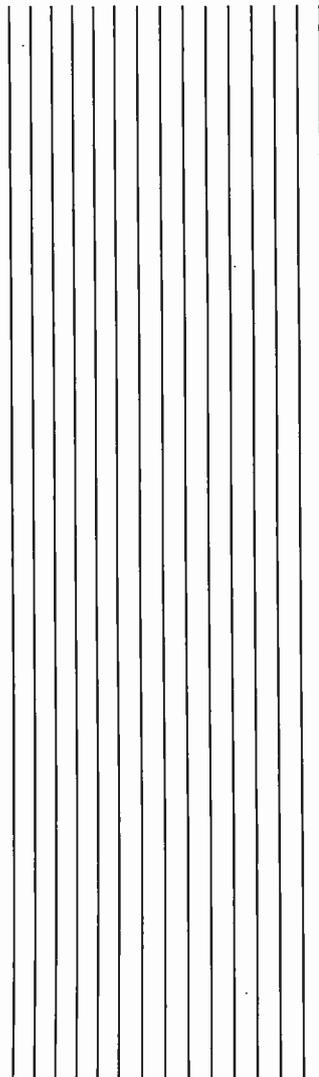
FOUR IN OUR FAMILY *Phillips Lord and Company*

Record No. 2033-D, 10-inch, 75c

SETH AND MOTHER PARKER

SETH AND DOCTOR TANNER *Phillips Lord and Company*

Columbia Phonograph Company
1819 Broadway New York City



COLUMBIA

"NEW PROCESS"

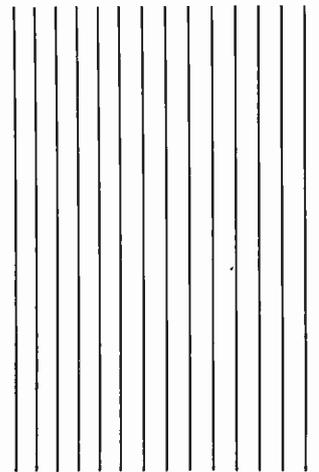
Reg. U. S. Pat. Off.

RECORDS

Viva-tonal Recording—
The Records without Scratch



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M. & T. Co. Inc. 4842 Ave. C, N. Y. 10017
Approved by the Federal Bureau of Investigation
National Registration No. 100, 104, 107, 108



Put the
Flashing Oak Leaf
Where People
Can See It!



In more than two hundred newspapers — in the big weekly broadcast programs of the Sylvania Foresters — in national magazine advertising — Sylvania constantly telling millions to "Visit the Dealer Whose Window Displays the Flashing S, on a Green Oak Leaf."

Put your Sylvania merchandising material to work. Display it. Where passers-by can't miss it. Where customers will be reminded again of Sylvania Tube excellence.

SYLVANIA PRODUCTS CO.

Emporium Pennsylvania

The home of the Sylvania Foresters who are heard each week over WJZ, KDKA, KWK, KYW, WBZ, WBT, WJR, WBZA, WHAM, WLW, WREN, WRVA, KGRC, KPRC, WFAA, KFYR, WCCO, WHK.



Sylvania
RADIO TUBES
Licensed Under RCA Patents

E. E. SHUMAKER SEES 1930 AS PROFITABLE, NOTABLE YEAR IN RADIO

By E. E. SHUMAKER
President, RCA-Victor Co., Inc.

With the dawn of the New Year a new thirty foot Neon electric sign in Camden, directly facing the Camden-Philadelphia bridge, will blaze forth for the first time, the name of a new company — RCA-Victor Co. — which is destined to take its place alongside of the country's leading industrial organizations, and to contribute immeasurably to the happiness and well-being of millions of homes.

In this new RCA-Victor Co. organization, we have brought to bear upon the problems and the possibilities of radio, all of the radio facilities and resources of the two outstanding companies that have contributed so much to the radio art and industry — the General Electric and Westinghouse companies — together with the resources, the facilities and the long experience of RCA and Victor. Now, under a single management, this aggregation of leaders brings to radio a uniformity, and concentrated power for stability and progress, such as the radio industry has not hertofore known.

The various engineering staffs of the companies in this unification, which include the most distinguished radio engineering brains in the world and which have developed so many of the major research and engineering contributions to radio science, will, like the resources and manufacturing organizations, be grouped together under a single leadership in the new company.

Thus the radio research, the engineering and manufacturing heretofore carried on by the General Electric, Westinghouse, RCA and Victor companies, as well as the marketing of radio receivers and other important contributions to home entertainment

formerly the province of the Victor Talking Machine Co. and of the Radio Corp. of America, are now placed under the unified direction of the RCA-Victor Co.

This unification completes the steps begun a year ago to multiply and concentrate the resources, consolidate the position and assure the permanent leadership of those units which have had the most to contribute to the advance of radio. It is beyond question the most important movement toward the stabilization of the radio industry yet effected. Furthermore, by unifying the technical, manufacturing and financial resources of the radio leaders forming the new company, the commercial development of engineering achievements will be greatly and economically accelerated. Finally, this unification will be distinctly felt in the ability of the RCA-Victor Co. to produce its merchandise by the most economical means, and consequently at economical costs.

I can and do state with confidence, to those interested in this remarkable and absorbing business of selling music and home entertainment in general to the many, that the performance and quality of all the products we are manufacturing will be maintained at the high level which the public for a generation has expected of us. Furthermore, I assert without qualification, that we will stand squarely behind everything we make. In addition, we shall naturally strive to enlarge our service both to the trade and to the public, and at the same time we will keep our prices at the lowest level consistent with quality merchandise. Reviewing the far-reaching plans and preparations laid out for the new year and for the years to come, I look to 1930 with every confidence that it will be a notable and profitable year in the history of the radio and talking machine business.

Radio Has Reached the Point of Trouble-Free Mechanical Development, Says Capt. Wm. Sparks

By CAPT. WM. SPARKS
President, Sparks-Withington Co.

One of the unusual wonders of the radio industry, often lost to sight when we talk of the wonders of reception, is that it took radio only a very few years to reach the point of trouble-free mechanical development that required nearly twenty years in the automobile industry.

Turn back the pages to 1921 and '22. How often were we invited to the home of a friend to hear his new 'wireless' and how often did we arrive to find 'something wrong, I'll have to take it apart again.' It was like taking a ride in one of the first automobiles. Maybe we rode back and maybe we walked.

But come ahead to 1926, and from then on until today. You turn on your radio just as confidently as you do your electric light, and it is just as certain to respond. It wasn't until along about 1920 that the automobile reached this point of certainty. Even at that time many persons were still 'jacking up' their cars for the winter.

But the nearer to perfection performance has become in both radio and

the automobile, the more important it is that what little service is required be given instantly and intelligently. Reception dare not be interrupted—it has become too much a part of our lives.

We manufacturers have spent hundreds of thousands of dollars to sim-

ROBERT BENNETT JOINS EXECUTIVE FAMILY OF TRAV-LER MFG. CORP.

St. Louis, Mo., Friday.

The appointment of Robert W. Bennett as vice-president in charge of sales and advertising of the Trav-Ler Mfg. Corp., this city, maker of Trav-Ler portable radios, was disclosed here today by Harold J. Wrape, president.

Mr. Bennett has been identified with



Robert W. Bennett

the radio industry since 1921, and for the past two years was connected with the A-C. Dayton Co. as vice-president and general manager. Prior to that he was president of the R. W. Bennet Co., of this city.

As one of the organizers of the Federated Radio Trades Association, Mr. Bennett has served as a director and vice-president of this organization for three years. He was also one of the organizers of the St. Louis Radio Trades Association and was president of this association in 1927.

plify our sets so that, first, they will require service only at long intervals; and second, so that infrequent replacements can be made easily. Dealers must bend every effort toward carrying out this policy of fast service, and the more dependable radio becomes, the prompter the service. This is true of the automobile and just as true of radio.

KOLSTER

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

LEWIS ELECTRICAL SUPPLY CO.

117 Federal Street

BOSTON

MASS.

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

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

James K. Polk, Inc. ATLANTA,
GEORGIA
Branches in Richmond, Va., Memphis, Tenn., and New Orleans, La.

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

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

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

Tarr, McComb & Ware Commercial Co. KINGMAN
ARIZONA

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

Mackenzie Radio Corp. 1225 Broadway
New York

North American Radio Corp. 1845 BROADWAY
NEW YORK

Trilling & Montague Seventh and Arch Street
Philadelphia, Pa.

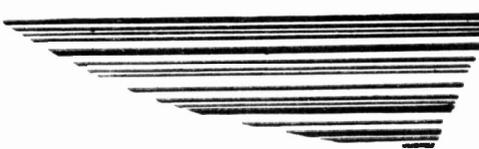
W. C. Landon & Co., Inc. RUTLAND
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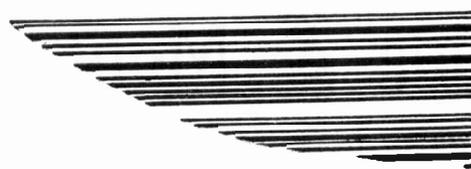
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EVERY ZENITH DEALER IS
 **OFF TO A**

Announcing
THE NEW
***SUPER* ZENITHS**

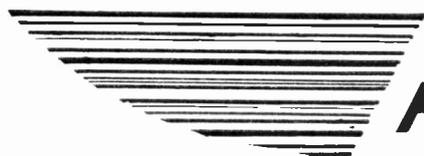
Following up the greatest year in Zenith history . . . with greater-than-ever Zenith values . . . and greater-than-ever profit possibilities for Zenith dealers. ZENITH LEADS AGAIN!

ZENITH RADIO CORPORATION, 3620 IRON ST., CHICAGO, ILL.



GET IN TOUCH WITH YOUR

FLYING START



FOR ANOTHER GREAT
ZENITH YEAR!



Illustrated ...

New Super Zenith Model 61

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

\$155

less tubes

Other NEW SUPERZENITH Models

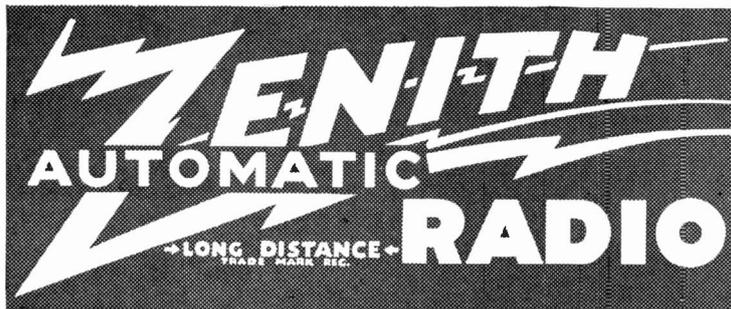
MODEL 60—Super MIDGET—an entirely new idea in radio design...a charming *miniature* console of handsome Butt Walnut. Only 28 1/2 inches in height. Same chassis features as Model 61 (described above). \$145 less tubes.

MODEL 62—New Super Zenith features including Automatic Tuning. Beautiful Early American Butt Walnut console. \$185, less tubes.

MODEL 64—Loop operated. Automatic Tuning. Handsome high-boy console. \$370, less tubes.

MODEL 67—Loop operated. Automatic Tuning. Magnificent Italian Renaissance cabinet. \$495, less tubes.

Western U. S. prices slightly higher.



NEAREST ZENITH DISTRIBUTOR

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

DECEMBER RADIO SALES FAR AHEAD OF LAST MONTH IN TOLEDO TERRITORY

ZENITH, VICTOR AND SPARTON MOVE FAST AT GREENE'S

Spratt Music Co. Opens at 703 Jefferson Avenue—Park Lane Features New Victor Radio With Good Success—Holiday Records Exploited.

Toledo, Ohio, Saturday.

Radio sales for December were considerably better than for the month of November in practically all stores here. However, merchants say there is not the snap to the buying that they would like to see.

The Spratt Music Co., organized recently, has opened a store at 703 Jefferson avenue. Bryan Pratt is head of the house. He has been engaged in organizing bands and in directing orchestras in this vicinity for several years. In addition to band instruments and orchestrations, Sonora and Sentinel radios will be dealt in.

The Toledo Radio Co., Sparton distributors, according to Chas. H. Womeldorf, president, has enjoyed a better December total than during November. Chas. Kayko and J. Carter, of the Cardon Phonograph Co., Jackson, Mich., were recent Toledo visitors.

R. I. Ulmer, Bucyrus, Ohio, Howard Neeb, Elmira, and D. S. Cartwell, Wapakonetta, Sparton dealers, while in the city this week reported that Christmas business was satisfactory.

At the J. W. Greene Co. the new Zenith, Victor and Sparton models were quite active. Discs are enjoying considerable patronage. Among popular selections are "Here Am I," "My Wife

Is on a Diet," and "Don't Ever Leave Me."

The Schneider Radio Co. has recently opened its enlarged South Toledo store at South avenue and Spencer street. It is the only arcade radio store in the city, having entrances on both thoroughfares. Paul Schneider, president of the company, has been in the radio business for eight years. The concern deals in Majestic, Kolster, Crosley, Amrad, Zenith, Edison and Atwater Kent.

Gale M. Shiffler and R. L. Randolph have opened a radio shop at 532 Starr avenue, East Toledo, to handle Majestic radios exclusively. Mr. Shiffler was formerly associated with the Lion Store Radio Shop and Mr. Randolph has been connected with other radio enterprises.

The Park Lane Radio Co., 2229-2231 Jefferson avenue, is featuring the new Victor Micro-Synchronous radio set. Cliff Johnson is head of the enterprise.

The Lion Store Music Rooms and Radio Shop, according to Manager Lawson S. Talbert, has enjoyed a better December volume than that experienced during November. Sparton and Victor outfits were featured in Christmas ads as ideal gifts for the entire family. Record music suitable for the holidays was exploited in newspaper space and in the department displays as well as

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.

in the attractive Christmas window trims. The local appearance of the Rudy Vallee film, "Vagabond Lover," stimulated demand for his numbers, Miss Zoë Osborn reports.

Herbert Donnelly, general manager of Heat & Power Engineering Co., distributors of Zenith sets in this market, stated that a shortage of Zenith sets is one of the early possibilities. He has only a few sets in stock and reports from the factory indicate that the available supply there is low. Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., was a Toledo visitor recently.

In order to give radio prospects a comprehensive idea of the large number of good radio sets available for their consideration, fifteen radio retailers recently launched a co-operative newspaper advertising campaign. The lines featured include Sparton, Stewart-Warner, Majestic, Kolster, Brandes, Atwater Kent, Temple, Philco, Brunswick, Howard, Crosley and Zenith. Dealers sponsoring the drive were: Whitney & Co., Collins Radio Co., Rahla Radio Shoppe, Henry A. Broer, Johnson Furniture Co., H. Lane, Electric Co., Minke Radio Shop, W. G. Greiner, East Broadway Service, Parker Radio Co., Home Furniture Co., Hadley Furniture Co., Toledo Service Tire Co., Park Lane Radio Co. and The United Music Stores.

—SCHLACHTER

CROSLY RADIO ISSUES ADDITIONAL SHARES

The Crosley Radio Corp., Cincinnati, Ohio, last week issued 20,800 additional shares of its common stock without par value for trading on the New York Stock Exchange.

Specialty Service Head Sees Record Year for Majestic Sets in 1930

"The Majestic radio outlook for 1930 is a bright one," Julien Loeb, president of the Specialty Service Corp., 651-3 Atlantic avenue, Brooklyn, said last week in discussing his sales plans for the new year.

"Radio is now considered an essential part of the lives of millions of Americans and is not to be considered in the class of luxuries. It is an indispensable part of the American home life and as such is bound to get a large proportion of the money spent regularly by families for such necessities as household goods and furniture.

"In the course of a few years, the public has been trained to purchase nationally advertised radios—sets that have already stood the test. There are still hundreds of thousands of radio-less homes in our territory and a large proportion of these will undoubtedly be graced with Majestic sets before the end of 1930. Also, there is the replacement market to be considered. Battery sets in the metropolitan territory are a thing of the past and thousands of battery set owners will replace these obsolete models with Majestic radios during the new year.

"As for our plans, we expect to eclipse all of our previous records during 1930, and make two sales grow where only one grew before."

Ask the service man, he knows

"The De Forest radio tube surpasses every known make,"

—says Joel J. Michaels,

Executive Chairman, Citizens' Radio Committee.

This is one of many unsolicited letters we have received from service men the country over.

New York City
Oct. 1, 1929

De Forest Radio Co.
Jersey City, N. J.

Gentlemen:

I have kept a record of service calls during the past four years, and almost every conceivable type of radio set has come under my observation.

Sixty-five per cent of the entire troubles lay entirely to faulty tubes.

Of the entire quantity of tubes found defective, less than five per cent were De Forest Audions, and I have certainly found in my travels around the New York section, carloads of De Forest tubes giving splendid service and many of them bearing the earmarks of long service.

I prefer to recommend to my clients your vacuum tubes, because they are designed and constructed by scientists who know their business, whose background and experience antedates every existing vacuum tube manufacturer, and whose researches and improvements are widely copied and considered standard. The De Forest tube, in my judgement surpasses every known make, for performance, efficiency, mechanical construction and general all-around service.

I can testify to the fact that some of the World's D.X. records were obtained after De Forest tubes were substituted for others whose manufacturers claimed unbelievable performance.

When better vacuum tubes are made, De Forest will make them.

Respectfully,

Joel J. Michaels
Executive Chairman, Citizens Radio Commit

de Forest AUDIONS

DE FOREST RADIO CO.
PASSAIC, NEW JERSEY

Branch Offices Located in
Boston, New York, Philadelphia, Atlanta, Pittsburgh,
Chicago, Minneapolis, St. Louis, Kansas City, Denver,
Los Angeles, Seattle, Detroit, Dallas, Cleveland

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

ALBANY, N. Y.

E S & E Co.
278 Broadway

BALTIMORE, MD.

Eisenbrandt Radio Co.
216 West Franklin Street

BOSTON, MASS.

Majestic Distributors, Inc.
Exclusively Wholesale
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
349 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 & 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., Kalamazoo, 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 & Bicycle Co.
20 East Fourteenth Street

KANSAS CITY, MO.

Sterling Radio Company
Kansas City Mo.  Wichita, Kans.

1515 GRAND AVE. 1st & ROCK ISLAND

LINCOLN, NEB.

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

LITTLE ROCK, ARK.

Radio Sales Company
217 East Markham Street

LOS ANGELES, CAL.

Ungar & Watson, Inc.
Exclusive Majestic Wholesalers
1363½ S. Figueroa Street

MARION, S. D.

Hieb Radio Supply Co.
Superior Majestic Service

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

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

<p>MEMPHIS, TENN. J. E. Dilworth Co. <i>Cooperation Service Efficiency</i> Nashville, Tenn.—821 Ewing Ave.</p>	<p>PHILADELPHIA, PA. Peirce  Phelps 224 North Thirteenth Street PHILADELPHIA</p>	<p>SAN FRANCISCO, CAL. Frederick H. Thompson Co. "MAJESTIC Opens The Golden Gate to Radio Profit" 1311 Mission Street</p>
<p>Radio Sales Company 483 South Main Street</p>	<p>M 119 North Main Street WILKES-BARRE 116 South Second Street HARRISBURG</p>	<p>SHREVEPORT, LA. Radio Sales Company 225 Crockett Street</p>
<p>MILWAUKEE, WIS. Badger Radio Corp. <i>MAJESTIC for Profits</i> 480 Market Street</p>	<p>A Penn Phonograph Co. Established 1898 <i>Exclusive Wholesalers</i> 913 Arch Street</p>	<p>SOUTH BEND, IND. Radio Equipment Co. 109 East Monroe Street</p>
<p>MINNEAPOLIS, MINN. The Roycraft Company <i>Specialized Wholesale Distributors</i> 25 North Third Street</p>	<p>J PITTSBURGH, PA. Hamburg Brothers 963 Liberty Avenue</p>	<p>TOLEDO, O. The Roberts-Toledo Company Adams and Jackson Sts. BRANCHES LIMA, OHIO 222 So. Elizabeth St. PIQUA, OHIO St. Cor. Wayne St. & Penn Ry. MARION, OHIO</p>
<p>NEWARK, N. J. North Ward Radio Co. 367 Plane Street</p>	<p>E PORTLAND, MAINE Majestic Distributors, Inc.</p>	<p>WASHINGTON, D. C. Eisenbrandt Radio Co. 1111 Seventeenth Street, N. W.</p>
<p>NEW YORK, N. Y. Majestic Distributors, Inc. 1775 Broadway</p>	<p>S RENO, NEV. Nevada Auto Supply Co. "They Don't Divorce MAJESTIC"</p>	<p>WHEELING, W. VA. Hamburg Bros. 1047 Main Street</p>
<p>OAKLAND, CAL. Holmes & Crane Fourth & Harrison Streets <i>MAJESTIC Only</i></p>	<p>T ROCHESTER, N. Y. Sharar-Hohman, Inc. <i>Exclusively MAJESTIC</i></p>	<p>WICHITA, KAN. Sterling Radio Company Kansas City Mo.  Wichita, Kans. 1515 GRAND AVE. 1st & ROCK ISLAND</p>
<p>OKLAHOMA CITY, OKLA. Harbour-Longmire Co. <i>Distributors</i> <i>Oklahoma and Texas Panhandle</i></p>	<p>I ST. LOUIS, MO. The Benwood-Linze Co. "Pioneers in Radio - First in Midwest"</p>	<p>WILKES-BARRE, PA. Peirce  Phelps 119 North Main Street Penn Phonograph Co. Established 1898 214 South Main Street</p>

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

OUR INCOME TAX DEPARTMENT

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

[This is another of 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]

Special Note on New Tax Rate Reduction.

Income tax rates will be lower for 1929 than they were for 1928, by reason of a special reduction just passed. The reduction applies to the normal tax, and amounts to 1% on each bracket. Heretofore the rates were 1½%, 3% and 5%. For 1929 they will be ½%, 2% and 4%. Corporations have also been given a 1% reduction, making the tax rate for 1929, 11% against 12% of last year.

Exemption for Dependents.

In the last article we started the subject of exemptions. We found that every unmarried person is entitled to an exemption of at least \$1,500. If he is the head of a family, he gets a \$3,500 exemption. We also noted that the exemption for every married couple is \$3,500. We concluded by saying that besides these exemptions, additional amounts were allowed for support of dependents. It is the explanation of these additional amounts that we reserved for the present article.

The rules governing exemptions for dependents are very simple. A person is allowed \$400 for each dependent. Two requirements must be met to be entitled to the exemption. First—the dependent must be either under the age of eighteen or else incapable of self-support, and second, the one claiming the exemption must be the chief contributor towards the support of the dependent. Let us go into these requirements a little further.

Take the first one about the age of the dependent or the incapacity for self-support. A parent supporting a nineteen year old son through college could not, under the rule, claim a \$400 exemption for support of the son because of the limitation that the dependent cannot be over eighteen. Likewise, a son would not be able to claim exemption for supporting his father unless because of some mental or physical defect, the father was incapable of earning a livelihood.

The second requirement, that of being the chief support, arises where more than one person is a contributor. It is not uncommon, for instance, for several of the children of a family to contribute to the support of a parent. Where that is the case, only the one who is the chief contributor is entitled to claim exemption. If they all contribute equally, none of them can avail themselves of the allowance.

It is not necessary for the dependent to be in any way legally related to the person who claims the exemption. Thus,

an individual may support his friend and become entitled to the \$400 exemption.

Another point worthy of emphasis is that the \$400 applies for each dependent. If a son supports a dependent mother and father, he is entitled to \$800. If there are five dependents, he is entitled to \$2,000, and so on.

Husband and Wife.

The way the exemption for dependents works out in the case of the returns of husband and wife is rather interesting. In the first place, neither one is regarded as dependent upon the other. (This is looking ahead to Utopian days.) Therefore, the husband cannot take the \$400 allowance for supporting his wife, or vice versa. The \$3,500 exemption is supposed to cover that part.

However, they can take the exemption for supporting others. In this regard when we spoke about the \$3,500 allowance, we said that it could be divided between the husband and wife as they deemed best. In the case of the exemption for dependents, however, no such division can be made. The allowance can be deducted only in the return of the one who is the real supporter. Thus, if it is the husband who

supports the children, only he is entitled to the exemption. Of course if he files a joint return with his wife, this point makes no difference.

Head of Family.

In the case of the head of the family, if the individuals being supported are dependents as previously defined, the head of the family is not only entitled to the \$3,500 allowance, but also to the exemption for dependents. For example, if a son lives with and supports his parents who are incapable of self-support, his exemption is \$3,500 for being head of the family, and \$800 for two dependents, or a total of \$4,300.

Last Day of Year Controls.

Suppose there is a change in the situation during the year, and a person who was a dependent at one time no longer is one at another, or vice versa. That situation arises very frequently. A child who becomes eighteen during the year will furnish an example. Likewise, a child born, say, in December. Also, a parent may become incapacitated during the year.

When we spoke about the exemptions for the single man and the married man, we noticed that if a change took place during the year, the exemption was computed on a pro-rata basis. That is not the case, however, with the exemption for dependents. The rule here is that it is the situation on the last day of the year that controls. Thus, if a child becomes eighteen on December 30, no exemption at all is allowed. On the other hand, if a child is born on that date, the full \$400 exemption is permissible.

In other words, the general prin-

Higher Priced Sets to Be More in Demand in 1930, Says H. A. Deimel

"The radio business in general during 1930 should follow closely the trend of other lines, which I believe will find a rather slow start gradually gaining impetus with fair business during the fall and winter," Henry A. Deimel, of McPhillben-Keator, Inc., New York and Brooklyn, distributing organization for Sparton radio, declares.

"Within the industry itself," Mr. Deimel stated, "certain lines will probably be less affected by poor business conditions than others. Dealers generally seem to recognize the necessity of a higher unit sale price for substantial net profits, and therefore, I believe that lines commanding higher prices will be more steadily and consistently moved than lower priced models.

principles as to the allowance of an exemption for dependents can be condensed into the statement that \$400 may be taken for each dependent, and that it is the situation at the end of the year that determines whether or not a person is a dependent.

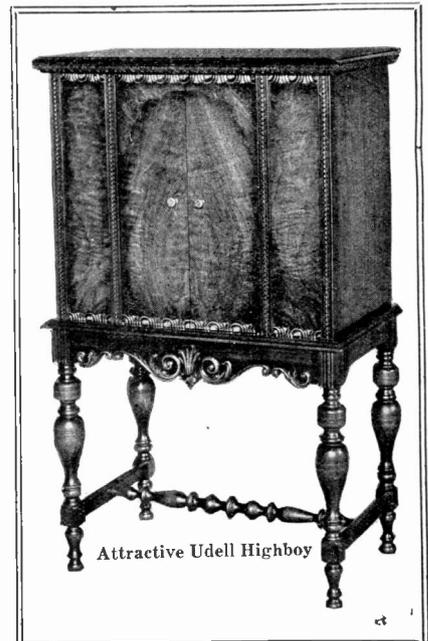
Thus far in the series we have covered who must file a return and what exemptions are allowed. We are now ready to go into the subject of tax rates and the method of computing the tax. That will tell us how to determine our tax bill if we are fortunate enough in having an income in excess of exemptions. Accordingly, the next article will be devoted to rates.

NOW AVAILABLE

JOBBERS DEALERS

We have prepared attractive roto-gravure sheets showing our complete line of UDELL dependable RADIO CABINETS, which are now available. We will be pleased to send this sales literature to jobbers and dealers who request it.

Permanent Udell Exhibit
AMERICAN FURNITURE MART
666 Lake Shore Drive, Chicago
NEW YORK FURNITURE EXCHANGE
7th Floor, Space 708, 206 Lexington Ave., New York



Attractive Udell Highboy

For delivery particulars on these sheets write

The UDELL WORKS, Inc.

Established 1873

Incorporated 1901

INDIANAPOLIS, IND.



LET THE *Majestic*



EAGLE HATCH OUT GOLDEN EAGLES FOR YOU IN 1930.

RADIO DEALERS
IN THE FUTURE, AS
IN THE PAST, WILL
FIND IT SAFE AND
PROFITABLE TO PUT
THEIR EGGS IN THE
MAJESTIC
BASKET



HERB AND BERNIE
BROADCASTING



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

The "Song of Love"



Seen and Heard by Millions of People

Starring in the two new talkies featured on these two pages are Belle Baker and Charles King.

Other Brunswick artists who are now in the "talkies" include NICK LUCAS, star of "The Gold Diggers of Broadway"—HARRY RICHMAN, star of "The Song of Broadway"—EARL BURTNETT, featured with his Los Angeles Hotel Biltmore Orchestra and Trio in "Broadway Melody" and "Hollywood Revue of 1929"—JESSE STAFFORD, featured with his Orchestra in "Close Harmony"—JUNE PURSELL, one of the all-star cast of "Hollywood Revue of 1929." And in some of the shorter sound pictures millions of people are seeing and hearing Michael Bohnen, Albert Spalding, "Scrappy" Lambert and Harry Horlick, and other Brunswick stars.

—Starring

Belle Baker

Exclusive Brunswick Artist

Millions of people will see and hear Belle Baker in the "Song of Love"—one of the outstanding pictures of the year. *And they'll want her records.* Be ready for the big demand. Stock these two popular favorites NOW.

"I'm Walking with Moonbeams" and
"Take Everything But You" 4558
"I'll Still Go On Wanting You" and "Love" 4624

Other Recent Belle Baker Brunswick Records

"If I Had a Talking Picture of You" and
"Aren't We All?" (From Sunnyside Up) 4550
"Underneath the Russian Moon" and
"My Sin" 4343

Remember — if it isn't a Brunswick, it isn't Belle Baker!

Brunswick

RADIO... PANATROPE WITH RADIO... RECORDS

THE BRUNSWICK-BALKE-COLLENDER COMPANY,



"Chasing Rainbows"

—Starring

Charles King

Exclusive Brunswick Artist

Once more Charles King will be hero to millions of movie fans — and for the first time they can obtain his Brunswick records. He is now an exclusive Brunswick artist. Here are two big favorites from "Chasing Rainbows" soon to be released — *sung by the star himself!*

"Lucky Me, Lovable You" (theme song)
and "Everybody Tap" 4616

"Love Ain't Nothin' But the Blues"
and "Happy Days Are Here Again" 4615



Brunswick

RADIO ... PANATROPE WITH RADIO ... RECORDS

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

1930 TO BE BIGGEST YEAR IN INDUSTRY, SAYS RAY H. MANSON

ROCHESTER, N. Y., Monday.

Prediction that 1930 will be the biggest year in the history of the radio industry from the standpoint of sales was made on Saturday by Ray H. Manson, chief engineer of the Stromberg-Carlson Telephone Mfg. Co., this city.

Mr. Manson explained that more and more radio owners will exchange their old battery sets for the modern all-electric receivers, as the public now realizes that the seemingly large original cost of the modern receivers in comparison with battery sets is more than equalized by the difference in cost of operation of both sets. He pointed out that the operation costs for electric current alone for the battery sets amounts to about \$50.00 each year, while that of the modern "all-electric" sets is only \$10.00 for the same hours of operation. This is an annual saving of \$40.00.

Another reason he gave for predicted increase in radio business for 1930 was that radio is no longer a luxury, but a necessity everywhere—in the home, in the business house, in trains, in aviation, and in the schools—and he estimated the demand for the better makes of sets would greatly surpass the supply.

In speaking of the radio industry in 1929, Mr. Manson said, "This year has been the greatest radio year in the history of the business." The greatest factor in making this banner year was the improvement in radio apparatus. Notable among these advances was the A. C. screen grid tubes. These tubes have proven their worth and their performance has assured radio engineers that no changes are needed in them for 1930 sets.

The use of these screen grid tubes meant an improvement over 1928 sets in sensitivity, selectivity, audio amplification and better reproduction.

By the use of these tubes the 1929 sets also were made quieter and the A.C. hum has been practically eliminated.

Another big improvement incorporated in the 1929 sets, according to Mr. Manson, was the use of a UY-245 power tube which has provided greater volume without distortion in the receiver output circuit.

He said that the design of loud speakers centered around the built-in electro-dynamic type, which have afforded a very natural reproduction with big volume.

"Present indications are that the most noticeable changes in the 1930 radio receiving sets will be in the cabinets," Mr. Manson said. "Efforts will be directed by set designers to make cabinets more distinctive and to give them a note of individuality."

CROSLY SLOGAN FITS EVEN IN JAIL

MUSKOGEE, OKLA., Thursday.

In this city, "You're There With a Crosley," even if you are in jail, as inmates of the Federal and City Jail here will testify. J. C. Plato, a sales representative of the Beam Electric & Radio Co., this city, sold the Crosley to the jail.

For some psychological reason, the inmates prefer classical music, it is reported.

May Radio Companies Hold 1st Convention; Set \$5,000,000 Goal

The first convention of the staffs of the May radio distributing companies of Newark and New York took place at the Newark Elks Club last week and proved such a success that similar affairs will be held regularly by the May interests. In attendance were the executives and members of the sales force of the May organizations, with D. W. May, president of the companies, at the helm.

At the conclusion of the session it was declared that the May companies would strive for a goal of \$5,000,000 in sales during 1930.

A feature of the gathering was the welcome extended to the newest May distributing organization in New York City. The Manhattan delegation was headed by Tom O'Loughlin, a recent acquisition to the May forces, and sales manager of the new branch, located at

34 West Houston street. Mr. O'Loughlin spoke enthusiastically of the future of the new branch.

Mr. May outlined some of the plans he has in mind for 1930. Other executives of the company to speak were B. P. Habig, vice-president and general manager of the May companies; Earl Pullen, sales manager, May Radio Corp., Newark; Walter Ferry, sales manager, May Distributing Corp., New York; W. H. Topping, credit manager, May Distributing Corp.; H. U. Mann, retail sales manager, May Radio Co., and William King, sales manager of D. W. May, Inc., of Newark. Several factory representatives were also heard.

As one of the final items of business, it was decided to organize the May Association, under whose auspices the social activities of the May organizations will be conducted in the future.

Following the business session there was a dinner and entertainment. Walter Ferry developed as a very generous Santa Claus. There was a present for everybody, with the big package for D. W. May. This was a handsome duck gun, which Mr. May said came at an opportune time, as he had planned a

duck hunting expedition for the near future.

Those present were:

D. W. May, B. P. Habig, W. H. Topping, Earl Pullen, Walter Ferry, William King, Thomas O'Loughlin, Charles Kockornik, H. H. Mann, Frank Quinn, Joseph H. Gunn, J. Schuckman, Joseph Melici, Joseph Abramson, F. Donnelly, William Heyer, William Viall, George Corcoran, M. Isaacs, O. Henneberger, W. Toms, Thomas Kennedy, Sidney Greenhouse, Fred Smith, R. L. Edwards, Albert Gruessner, Bob Dunkley, William Comes, Roy Durie, Al Spears, Charles Biehler, A. L'Hommedieu, C. Clothworthy, John Ferry, Zeek William, H. Otterstedt, Don Harris, Byron Forster, C. Weiffenbach, Max Winters, Ivan Zenobia, John Cain, Gene Latham, Sidney Finkelstein, Nate Hast, George Smith, A. H. Edelson, Prince Calis, E. Baynen, Henry Ott, Bob Meyers and A. John Mack.

A petition in bankruptcy has been filed by Isadore Oblo, radio salesman, of 1256 East Thirteenth street, Brooklyn. Liabilities are listed at \$33,000 and no assets.

PHILCO

REG. U.S. PAT. OFF.

ALL-ELECTRIC RADIO

1929 Was A Philco Year —

FORWARD AMERICA!

BUSINESS IS GOOD—KEEP IT GOOD!



NOTHING CAN STOP U.S.

1930 Increasing Leadership!

H. Simons

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

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

Another Big Year for **VICTOR RADIO**

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

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



GRIFFITH VICTOR DISTRIBUTING CORP.

Indianapolis, Ind.
31 East Georgia Street

Cincinnati, O.
1102 Sycamore Street

Louisville, Ky.
817 W. Market Street

TUCSON, ARIZ., DEALERS FORM ORGANIZATION TO COMBAT SPREADING "JOY RIDING" EVIL

Tucson, Ariz., Wednesday.

Overwhelmed by a flood of "joy-riding," radio dealers of Tucson formed an organization late in November, and put in effect a deposit system, such as dealers in many parts of the country have reported to the TALKING MACHINE and RADIO WEEKLY may prove to be the ultimate solution of this problem.

Before adopting this plan the officers of the Tucson association obtained data concerning its working in Evansville, Ind., where a large number of dealers united into an association and gave it a trial. Letters from Harold Finke, of the Finke Furniture Co., Evansville, Ind., give an encouraging report of the results of association work in that city. The Radio Dealers of Evansville not only introduced the deposit system to curb "joy-riding," but are cooperating in an enlarged advertising program, and attacking the matter of improving trade-in practices. The enthusiasm with which association work is being carried on in Evansville is indicated by an attendance of over 100 at their recent banquet for radio dealers and salesmen.

The deposit plan introduced at Tucson provided that trial installations should be made by association members only upon receipt of a \$5 deposit. Dealers had printed uniform special receipts, reading as follows: "This is to acknowledge receipt of a deposit of five dollars (\$5) by

advantage that the "joy-riders" tend to drift to the non-member and increase his selling costs. It is necessary to have a carefully worded selling blank talk to convince the over sensitive and somewhat egotistical type of prospect of the merit of the innovation. Association members received a number of comments from intending buyers indicating that many people are aware that radio dealers have been giving too much "free service," and expressing pleasure that they "have come to their senses" before too much damage was done.

Dealers here have learned that the "joy-rider" uses the telephone. It pays to send out a salesman to interview all persons telephoning, and look up their credit rating before rushing a set out. The deposit offers a definite and certain device for qualifying the intending purchaser.

Austin McWhorter is now proprietor of Fisher's, 118 E. Congress street, long known as the leading music house of Arizona. Mr. McWhorter continues to reside in Bisbee, from where he directs operations of his local store, Fisher's in Tucson and other stores at Globe and Nogales. His brother, Ivan McWhorter, is manager of Fisher's. The former proprietor, George T. Fisher, has retired after building for 25 years to create the biggest and best music house in his state. E. L. Clark, who was manager under Mr. Fisher, is continuing his activities with the house under the new management.

Fisher's has been doing splendid business on Victor radio and combinations, records, and Radiola, Atwater Kent and Stromberg-Carlson radio. In the Victor line the ratio of combinations sold during the fall months was high.

Stromberg-Carlson radio has been firmly established in Arizona as a set definitely indicated for sale to the discriminating people who want the finer things. There are plenty of people who can afford it.

Christmas activities at Fisher's indicate ample attention being given not only to radio and phonograph combinations, but also to instruments, Steinway pianos, and the infallible bringers of boys' business, Hohner harmonicas.

F. Ronstadt, proprietor F. Ronstadt Co., Sixth avenue and Broadway, has returned from Europe and resumed personal direction of his large business interests in the state, including wholesale distribution of Steinite radio, and the Capehart Orchestrope, for the state of Arizona, and their retail sale in Tucson and other points where no dealerships have been established. Mr. G. A. Broome, secretary of the company, acted as president while Mr. Ronstadt was abroad. W. H. Hall is manager of the Orchestrope and radio departments.

—S. F. PARKER.

ALLIED PIANO FILES BANKRUPTCY PETITION

The Allied Piano Manufacturers, Inc., musical instrument organization of 645 Fulton street, filed a petition in bankruptcy last week. Liabilities are listed at \$158,410 and assets at \$56,406. Judge Galston has appointed Armin Mittleman receiver in bond of \$25,000.

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 for Northern New Jersey

CROSLEY and AMRAD

PHONE MITCHELL 10,000

D.W. MAY INC.

393-395 NEW ST. NEWARK, NEW JERSEY

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

Name _____
Address _____

which applies as a deposit for the delivery of one radio to the above address. This radio is delivered on strictly an approval basis and same is not to be acknowledged as a bona fide sale. Upon purchase of a radio from any member of the Tucson Radio Association within a period of fifteen days from date hereof this receipt may apply as part of the initial payment. This receipt is not valid for credit in the above respect after the expiration of fifteen days from date.

Dealer _____
By _____

Member Tucson Radio Association."

This move was announced to the public in newspaper advertisements bearing the names of the cooperating dealers.

The immediate effect was to make a great reduction in the type of telephone calls to send out a radio which experience had shown were producing no sales. As one dealer expressed himself to the correspondent of the "Trade's Only Weekly," "Last week we were taking 'em out and bringing 'em in all day long, every day. We were so busy accommodating "joy-riders" we had no time to work on a controlled system of working our genuine prospects. This week the joy-riders" are letting us alone, and the demonstrations we make are getting us business.

Early experience with the plan indicates that a hundred per cent. membership of the local trade would be a great advantage. In the absence of this condition salesmen of non-subscribing firms are under strong temptation to use the deposit as a talking point to swing a deal in their favor. On the other hand, the members obtain the

IF IT'S A. K. - IT'S O. K.!

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

Leading Atwater Kent Radio Wholesalers

1930 WILL SEE NEW ERA IN RADIO INDUSTRY, SAYS FRANK A. D. ANDREA

By F. A. D. ANDREA

President, F. A. D. Andrea, Inc.

While it is true that no intelligent business man can predict the ultimate effect of the recent stock and security market deflation, and while such a shrinkage may result unfavorably in some industries and some territories, I firmly believe that for business in general 1930 will show an increase in total volume over 1929, just as 1929 will show an appreciable increase over 1928. Radio will prove no exception to this rule for as this is being written figures already available indicate that this year's total of radio volume will exceed that of 1928 just as 1930 will exceed 1929.

"Radio a necessity for every home" is a slogan already axiomatic in the trade and rapidly being accepted by the public. And yet it is estimated that there are ten million electrified homes in the United States without up-to-date radio receiving equipment. This is a tremendous potential market yet to be served and it will be many years before anything but temporary set-backs can affect the radio industry. I believe that 1930 will mark the

beginning of a new era for the radio industry. Success will seek out those who apply the sound, established principles to the conduct of their business. Those dealers, wholesalers and manufacturers who have been indulging in unethical practices, who have been using "circus" methods, who have been "high pressuring," telling lies, circulating false rumors, misrepresenting their services or their merchandise, failing to keep their promises; will surely find themselves heavily penalized in the months to come. Merchants of the better sort will find 1930 a golden opportunity for they will weather the storm with colors flying, and business that has been diverted from their cash register will return—to stay.

Designers and builders of radio apparatus have striven mightily to improve their products until today, at least, the high class quality receivers can be truly termed precision instruments faithfully reproducing broadcast programs without loss of tonal reality. I can say without fear of contradiction that Pada has been and will continue to be in the front rank of those who strive to build the best receiving sets possible that the owners may enjoy instead of endure their radio.

R. E. SMILEY, BREMER-TULLY OFFICIAL, SEES 1930 AS A "BATTLE OF GIANTS"

CHICAGO, ILL., Friday.

It would border on the ridiculous to enter into a distorted, frothy prediction of a wonderful 1930 in the radio industry, R. E. Smiley, vice-president of the Bremer-Tully Manufacturing Co., this city, said today in an interview with a representative of THE TALKING MACHINE and RADIO WEEKLY. Nearly everyone who reads such statements brands them as pure "bunk," but it would not be going too far, however, to expect a satisfactory 1930, provided manufacturers adhere to sane, profitable policies predicted on potential sales rather than production facilities, Mr. Smiley declared. He further said in part:

"It is frequently said in Chicago that we are not in business but in a 'racket,' and a resume of the past several years would almost convince anybody that this statement has some essence of truth. A wild orgy of spending such as has probably never been witnessed in any other industry can not help but cause some suffering in an industry such as ours, and, as is always the case, the good must suffer for the bad. Many feel that there will be a considerable 'housecleaning' in the industry, but the more I study it the more I am convinced that unless the experiences of 1929 are taken most seriously by everybody in the industry, we are going to see a repetition of this year to even a worse degree. As you review the market, there are very few names which will be eliminated from the picture during 1930. Some are in trouble at the present time, but this is no guarantee that some 'angel' won't come along and set them up again within the next three or four months. It looks as though there is going to be a battle of giants during 1930 and such being

the case, somebody is going to get hurt with resultant liquidation and other embarrassments.

"I believe one of the greatest safeguards that any manufacturer can have during 1930 will be flexibility of production, and the more flexible that production can be made, even though it may be somewhat more costly, the better off that manufacturer is going to be. The ideal situation being, of course, flexibility so great that it would follow the sales curve up or down, and as close to this that manufacturers can come, the happier everybody else will be.

"The lavish, unsound giving of money to the larger dealers for the purpose of advertising is, in my opinion, deplorable and without the desired results. Much better would it be for the manufacturer to take such money and attempt to build around his product through proper advertising, an atmosphere or a background for his product which would make for consumer and dealer acceptance and demand. It would be much better if we established this type of competition rather than the competition of seeing how much more we can give certain dealers than the other fellow. In addition to their advertising efforts, most manufacturers have depended upon the number of dealer outlets they could secure for their sales, and as a consequence we see the average dealer handling six or more lines of radio equipment, which is economically unsound. Rather would it be better for the manufacturer to use his ingenuity in devising more aggressive and efficient selling plans of which there has been a noticeable absence during the past twelve months.

"My confidence in 1930 is disturbed by the fact that I still believe there is more medicine to be taken before a cure will be affected."

MAJOR JAMES E. HAHN IS OPTIMISTIC OVER OUTLOOK FOR 1930

By MAJOR JAMES E. HAHN

President, Anrad Corp.

More has been accomplished during the past two years towards perfecting the radio art than in the whole of the previous history of the industry.

Proportionate progress has also been made in the development of sound merchandising methods and the establishment of permanence in the merchandising organization.

These are the basic factors of the radio industry's future; thus, while 1929 brought readjustment for some who were unequipped with resources and informed initiative, it has been a most important year for the entire industry.

In anticipating the course of the radio industry for 1930 we must look to the fundamental conditions of economic prosperity. The volume of radio business we know must be based on the volume of general business. However, with our present development within the industry, we can be certain that the proportion of radio business to total business for the coming year will be at least as great as during 1929.

If 1930 brings advancing prosperity, we can count on new sales level. If it brings some recession in economic progress we can still be optimistic of our standing in the mercantile structure. Contrary to general opinion musical merchandise is one of the least affected by any variation in general business conditions.

The place of radio in 1930 is assured.

Hold Demonstration Of Baird Television Sets in New York

A special demonstration of Baird television apparatus was conducted last Friday at the Baird studio, 145 West Forty-fifth street, New York, for members of the press. The demonstration was sponsored by the Baird Television Corp., with headquarters in London and New York offices in the Paramount building.

According to officials in charge of the showing, Baird television receiving apparatus is now in production in factories in Germany. The combination radio set and television receiver, which also includes an amplifier, will retail in the neighborhood of \$300, while the television, which is made for attachment to a radio set, will list at about \$65, Baird representatives declared. A tele-reader, to be used in broadcasting reading matter, was also shown. The Baird apparatus uses a disc with only thirty holes.

Representatives of the television company at the demonstration were Captain W. J. Jarrad, manager; F. J. Bingley, chief engineer; H. C. Goodridge, D. L. West and D. Campbell. The Misses Lucyle Keeling and Adele Gilbert were the artists used in the demonstration.

"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 substantial 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.
231 W. 40TH ST.
NEW YORK CITY

EUGENE R. FARNY OUTLINES LYRIC SET PLANS FOR 1930 AT BOSTON GATHERING

W. C. FUHRI, COLUMBIA VICE-PRESIDENT, A VISITOR
Sprague Specialties Co. Move to North Adams, Mass.—New England
Distributing Co. Made Perryman Tube Wholesaler.

Boston, Mass., Friday.

J. B. Elliott, manager of Post & Lester Co., distributors of the Brunswick line, reports that their new headquarters at 910 Commonwealth avenue are rapidly getting into shape.

A new concern to handle the Brunswick line is the Radio Box, Lexington, Mass.

Ed Wallerstein, Brunswick eastern sales manager, was a recent visitor here, and was greatly pleased with the volume of business being done.

John E. Stafford who has been with Post & Lester Co. for some time is now doing outside work.

The J. H. Burke Co. has appointed William Edgar as sales promotion manager. This company has enjoyed a prosperous year and looks for an even greater volume of business in 1930.

Eugene R. Farny, president of the All-American Mohawk Corp., of Chicago, attended a dinner given by E. A. Joyce and Clayton Bailey, of the C. E. Bailey Co., New England Lyric distributors, recently. Mr. Farny in his speech before the gathering, said in part: "During the coming 1930 radio season, there will be a tendency among many manufacturers of quality radio products to increase their prices.

"The new year will without doubt be the biggest ever."

Mr. Farny assured Bailey officials that Lyric would play a prominent part in the market and rank with the best sellers. He also outlined the extensive advertising plans for Lyric radio during 1930, which are national in their scope.

The office and sales organizations of the Ivers & Pond Piano Co. had a Christmas party at the headquarters' offices, 258 Boylston street, to mark

the 50th year of the company's organization.

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., was a recent visitor here.

Norman B. Smith, Columbia Boston branch manager, reports that the past eleven months have shown a decided increase over the same period of a year ago.

The Sprague Specialties Co., of Quincy, Mass., which was organized three years ago to manufacture electrical condensers, has moved to North Adams, Mass.

Robert C. Sprague, president and his two brothers, Frank and Julian, are the executives. Albert B. Ayers is in charge of sales.

The American Bosch Magneto Corp., of Springfield, Mass., reports that increase in sales of both radio products and precision automatic electrical products over previous years, have made necessary the erection of an addition to the present plant on North Main street.

C. W. Gardner has recently opened a radio store at 304 Bay street, Taunton, Mass..

The New England Distributing Co., of Boston, with offices in Portland, Springfield and Worcester, has been appointed distributor for the Perryman Electric Co. in the Northern New England territory.

The Atlas Plywood Corp., of Boston, and subsidiaries report for the four months ending October 31, 1929, a net profit of \$262,464 after charges and Federal taxes. This compares with a net profit of \$99,986 for the corresponding four months of last year.

—CHARLES W. JONES.

HOLIDAY BUSINESS BELOW EXPECTATIONS IN WINDY CITY MART

Chicago, Ill., Friday.

Radio business done by local dealers the week before Christmas was not quite up to that of preceding years in volume, though some dealers declared that because of the greater number of higher priced sets sold, the monetary value was as great, if not greater than a year ago. The most noticeable feature of the holiday business was the big last-minute rush with requests made for installment of sets bought before Christmas. Some of the big stores made special efforts to install sets, Wurlitzer's agreeing to install any set purchased before 10 p. m. Christmas eve in time for use the next day, with Hartman's agreeing to install all sets bought by noon Tuesday.

A novel feature was staged by radio station WJBT, which invited owners of new radios listening in to have their sets specially dedicated. Shortly after the announcement went over the air, the station started receiving reports of new sets bought as soon as the owner wired or phoned in to the station his new set was announced and special music played by a well-known pipe-organist.

In a statement issued this week by Wm. C. Grunow, vice-president of the

Grigsby-Grunow Co., he referred to the meeting of Majestic distributors held last week, stating that "we have received detailed reports from all of our distributors and district men, representing every part of the country, and they are entirely satisfactory. Our distributors," he continued "ordered 1,300,000 sets for 1930 and when we resume operations December 26, we will start manufacturing 4,000 sets a day. We will start out with about 10,000 employes. Business looks good to us for the new year, it being our estimate that for the fiscal year ending May 31 we will reach approximately \$70,000,000."

An involuntary petition in bankruptcy was filed last week against the Grand Rapids Furniture Co., which operates five furniture and radio stores in Chicago. Amounts claimed due are for \$4,389 and \$3,672 to the Klammer Furniture Co.

—ALEXANDER.

QUARTERLY DIVIDENDS DECLARED BY VICTOR

Camden, N. J., Saturday.

The board of directors of the Victor Talking Machine Division of the Radio-Victor Corp. of America, yesterday declared the following quarterly dividends to stockholders of record at the close of business on January 11, 1930; \$1.75 per share on preferred stock, payable January 15, (sixty-nine shares of the old stock being outstanding) and \$1 per share on the common stock payable February 1.



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.

WANTED

RADIO SET

RADIO ACCESSORIES

ELECTRIC REFRIGERATION

From Responsible Manufacturers And
For Which Distribution Is Sought In
Denver, Colorado.

We, as experienced distributors,
will supply solid resources and a fine
organization for Nationally-known
manufacturers seeking an outstanding
western wholesaler.

Box 462

Talking Machine and Radio Weekly
146 Water Street, New York

Wishing you a
Happier and More Prosperous New Year

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.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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

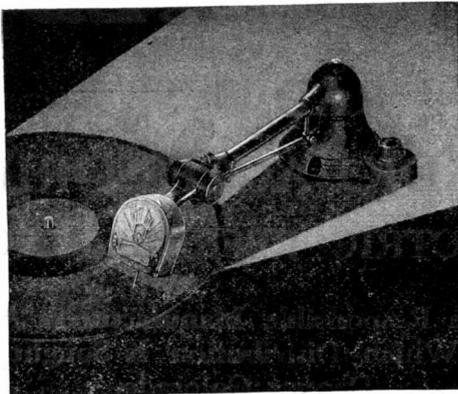
means
Security

Over 95 Years
of
DEPENDABLE
Service to The
Music Trade



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.

BRAINS AND ACTION WILL MAKE 1930 A BANG-UP YEAR, SAYS A. STANLEY SIMONS

By A. STANLEY SIMONS

Universal Radio Co., New York

The tremendous buying power and financial strength of the country is proven in the quick recovery since November 1st. The sound and constructive building and improvement program laid out for 1930 by the indus-

or actual profits collected during the year, which, if the unusual rising market had not occurred, would never have been accumulated. The entire program simply placed him back either in the position he previously held, or the loser of a few hundred dollars.

The larger operator, who lost a bucketful, can in most cases pocket his loss, and still buy more than necessities.

The usual number of suicides happened, but the newspapers used larger type, and incidentally, we haven't heard of a single radio dealer who has jumped in the river. Every year has had a slow month or two in radio, and I dare say that this year, the accountant could prove to the average dealer that if, for the entire year, he showed a loss, it certainly wasn't due to any stock market slump.

The mouth-to-ear story of unemployment is a myth. On the average, it's about the same as last year at this time, with nothing to worry about.

There probably will be some bargains in radio sets, but that's due to a lot of manufacturers who counted heads in China instead of America. All in all, I'm quite sure more radio sets by far were sold in 1929 than in any other year.

The whole country may have taken a small spanking, but we Yankees sure have a way of laughing those things off—and quickly, too. Brains—action—and guts, working together to secure luxuries we must have, will undoubtedly make 1930 a real bang-up year.

Just forget November and get to work.



A. STANLEY SIMONS

trial leaders throughout the nation leaves no doubt of a prosperous year to come.

We have unquestionably passed through a critical period of adjustment in so far as stocks were concerned. One of the principal understandable reasons for this slaughter was the usual desire of a lot of people who just didn't "belong," to grab off some easy money. The tremendous losses sustained by the average speculator consisted of paper profits, never collected,

YEAR-END ACTIVITY MAINTAINS A GOOD PACE IN NORTHWEST

Seattle, Wash., Wednesday.

Seattle has not, thus far, experienced the annual 'dumping' of radio sets on the retail market at bargain prices. The reason is ascribed to the fact that the Pacific Northwest is so far from the manufacturing centers that the unloading comes at a later date in this particular district. Distributors and retailers are united in their efforts to maintain market prices until after the first of the year, in order that holiday business may give them their legitimate prices. In a few instances, well known makes in discontinued numbers are offered at substantial reductions by the dealers in general.

M. D. Hall, of Philco in Seattle, announces the arrival in this city of H. Curtis Abbott to take over special sales work for the company. Mr. Abbott was formerly general sales manager for Lyon & Healy Co. of Chicago. His headquarters are at 2024 Third avenue.

George E. Mathieu, attorney, has been appointed receiver for the Howell Piano Co., 2007 Fourth avenue, on the action of R. J. Huston and Mary E. Swanstrom, owners, seeking to collect \$1,200 due them for rent.

Plans are shaping up for the publication in Seattle of a 32-page weekly booklet, containing current broadcasts from local stations. Distribution will be

to members of the Radio and Music Trades Association, who will in turn distribute them to prospective radio owners.

The Poole Electric Co. last week arranged a special showing of Sparton radios in the big lobby of the Fox theatre. Thousands of patrons paused to inspect the new models. Sparton dealers of Western Washington have sponsored Vic Meyers programs over the air every Monday night. Vic Meyers is an unusually popular orchestra leader well known to Seattle theatre and dance patrons, who has just returned to Seattle where he is master of ceremonies at the Fox theatre.

The United Reproducers Corp. of Seattle has been formed to manufacture and install a new wall type of radio for use in apartments and hotels. The instrument is called the New Kylectron and has the advantage of permitting from one to nine speakers to broadcast from the one set simultaneously.

The Liberty Music House will hereafter be Seattle's exclusive Sonora radio dealer, comes the announcement from E. R. Mitchell, president of the local company.

A. E. Filler has been appointed sales manager of the Transport Corporation, local Brunswick radio distributors. Filler comes to the position after a long experience as a sales executive and wholesale representative. He has been connected with the Transport company at intervals for a period of years. He will have charge of the radio division and in this capacity will direct a general expansion program to provide for the needs of state-wide dealer organization. Gus Koehler is general sales manager.

—PATTERSON.

RADIO SET SALES FAIR IN CLEVELAND

DEALERS' STOCKS ARE LOW

**Euclid Music Co. Burglarized to
Extent of \$3,500 — Distribu-
tors' Co-operative Advertising
Proves Very Resultful.**

Cleveland, Ohio, Saturday.

There was little last-minute buying of any musical merchandise for the holiday. The usual complaint from some that business was not what it should have been, was heard, but generally speaking, there was more business done, especially in radio, than is realized.

Several distributors of nationally known sets were unable to fill orders for certain models. Dealers were not overloaded but had been buying conservatively for some time past as their needs dictated and as a result there are no big surplus stocks left over. It is expected that those who receive dividend checks around the first of the year will buy radio or other musical merchandise, thus giving business a send off for the new year. A substantial volume was done in records, especially in album sets, and these were featured by many stores with good results.

Business in small goods was only fair and there was quite a lot of complaint, especially from the downtown stores.

Wurlitzer's opened their old store at Euclid avenue and East 105th street for the holidays. The company did a large volume of business in radio sets this year and also sold a number of pianos.

The Erner Electric Co., one of the largest electrical supply houses in the city, is now known as the Erner Electric Division of the Westinghouse Electric & Supply Co.

The Euclid Music Co. suffered heavy

loss several days before Xmas through robbery of their store at Euclid avenue and East Seventeenth street. The thieves broke a transom window and gained entrance and then unlocked the rear door. They systematically looted the entire store and their loot amounted to \$3,500. It was mostly in small goods. The company handles a complete line of musical merchandise including the Conn line of band instruments and nationally known makes of radio.

The Ohio Radio Trades Association will hold its general meeting early in January at which all divisions will be present. The Xmas business is to be discussed and other matters of interest to the trade in general. The committee who have the work of arranging details and entertainment for the coming national convention of the Federated body will make their report. Secretary Elden Lewis is arranging for the badges and buttons for delegates, and has made arrangements with the leading hotels so that there will be ample accommodations.

The twelve radio distributors here are well pleased with the results of their cooperative advertising which ran in all three Cleveland newspapers for the period of a month before Xmas. They feel that it helped to stimulate business considerably and in consequence additional advertising of this kind will be run during the remainder of the season. The many fine programs on the air, both local and relayed, also helped business a great deal, and many of these were featured in this advertising campaign.

The annual meeting of the Cleveland Music Trades Association is to be held at Hotel Winton on the evening of January 7th. Dinner will be served at 6:30 and there is to be an address on publicity for musical merchandise at the business session which will follow. Election of officers for the ensuing year will also take place. Anthony L. Marsh, president of the association, is to preside.

Buescher's, on Huron road, report a very good business over the holidays. The company specializes in radio and records and found both these items very much in demand. The company did considerable circularizing of its mail lists prior to Xmas and did considerable newspaper advertising and received good returns. They have one of the most successful record departments in Cleveland and ship many discs to out-of-town points and also to their customers who are abroad.

The Grossman Music Co. reports a good holiday business on Okeh records and its numerous line of small goods, which it distributes throughout Ohio and adjoining states.

Majestic dealers enjoyed a good Xmas business throughout the city. A great deal of cooperative advertising was done in the city newspapers and these were supplemented by full pages in the various neighborhood and foreign publications. As a result of this city wide publicity there was a good volume of business secured. —DIHM.

**WM. B. HOLLINGSHEAD,
INVENTOR, DEAD AT 81**

William B. Hollingshead, eighty-one years old, who friends say, was acclaimed years ago as the original inventor of the disc phonograph record, died last week at his modest home in East Chester, N. Y. He was penniless at the time of his death, although his fortune at one time is said to have exceeded \$500,000.

George Lewis, Arcturus Vice-president, Sees Practical Application of Pentode in 1930

NEWARK, N. J., Thursday.

George Lewis, engineer and vice-president of the Arcturus Radio Tube Co., this city, characterizes the probable developments in radio sets during the new year as refinements in existing designs, with the possible exception of the practical application of the pentode.

"Radio reception today," declares Mr. Lewis, "is well-nigh perfect. The frequency characteristics of a good radio are practically the same as those of our better broadcasting transmitters. Listening to a really fine program on one of the high grade sets now available at reasonable prices, one wonders just what can be done to make things better. However, guided by past experience, we appreciate that perfection is never actually attained, and that progress must continually be made. In 1930, such advances will probably be in the matter of mechanical and electrical refinements—slight variations in standard designs that will mean dollars in the pockets of the consumer through a reduction in service calls.

"In our own branch of the industry, we are endeavoring to make tubes just a little bit better than our past product—through structural improvements and greater facilities for quick and accurate testing. Our research department and laboratories are working

night and day in exhaustive development work.

"The only possible radical development anticipated by engineers lies in the design of circuits employing the pentode and the improvement of this tube itself. Should any set manufacturer find this tube of economic value, Arcturus is ready to make it for him.

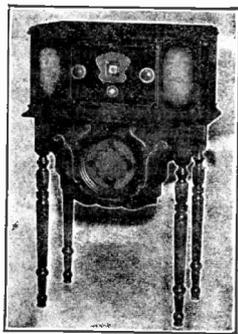
"Remote control devices, making it possible for the operator to adjust his set from a distant point of comfort, will undoubtedly be developed to the point where they can be incorporated effectively in medium priced sets."

Industry Will Profit By 1929 Experiences, Says Colin B. Kennedy

SOUTH BEND, IND., Thursday.

"We look forward to 1930 with confidence that it will be a good radio year," C. B. Kennedy, president of the Colin B. Kennedy Corp., this city, maker of the Royal line of sets, said today.

"The fiery ordeal through which the radio industry is now passing may cause temporary discouragement, but we feel that it is a purifying process and out of it will come a cleaner and better radio business; at least, for those companies who will profit by the experience of the past three months and set their policies accordingly."



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

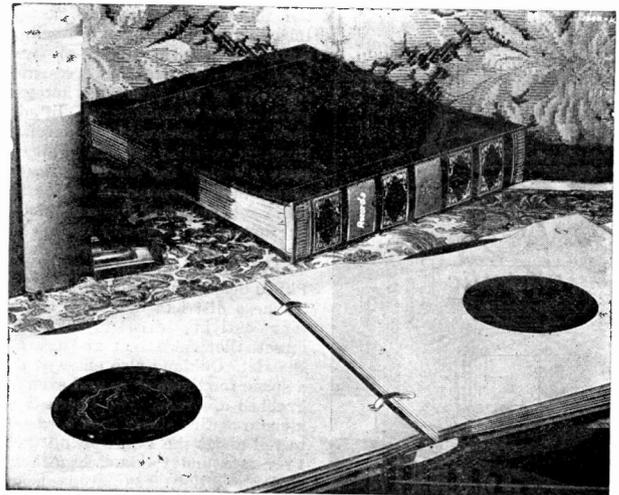
Send for Circular

BARTY RADIO CO.

11-42 31st Ave. L. I. C., N. Y.

QUANTITY MANUFACTURERS
OF PRIVATE BRAND RADIO

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



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

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

PEERLESS ALBUM CO.

62-70 W. 14th Street

New York City

SAN FRANCISCO RADIO MERCHANTS PLEASSED WITH YEAR-END SALES

San Francisco, Calif., Thursday.

With the end of the year close at hand, the radio trade of San Francisco have reason to congratulate themselves. While some sacrifice instruments have been thrown on the market, there has yet been such volume that all have done some business, and some have done considerable business at a good fair profit. The dumpage sales have been the typical department store bargains.

Just after the stock crash and while the long drought was still getting dryer, there were two or three rather discouraging weeks. Then came a magnificent drive of cooperative effort on the part of the business men headed by the Down-town Club, of which Matthew Hale is president. And they started right. Make it a joyous and optimistic Christmas. Make all December a grand holiday celebration. Committees on finance, on decoration, on program, on poor relief, all got into a whirlwind of action. The electrical companies donated electricity, wiring companies donated services, the hook and ladder companies helped decorate miles of out-door trees in the public parks, beautiful giants of the forest, wonderfully emblazoned in rainbows of color rose in strategic positions—great festoons swung up from the four corners of street crossings with huge bells in the center green by day and lighted by night, miles of street were heavily festooned with greens and colored lights. Everybody caught the festive spirit; and soon wonderful decorations glorified the fronts of such buildings as the Examiner, the Emporium building and the Plaza Hotel. The school children, the broadcasting stars, boy scouts, the navy boys, and numerous other

bodies joined to make the programs and the parades all more than ordinary. This was the kind of cooperation to put people into the right spending mood, and it worked.

Ben R. Scott, manager of the radio department of Lachman's, the great home-furnishing emporium of the Mission District, reports that December trade has been stepping away ahead of that of last year, and that November, in spite of all discouragements did not lag far behind. He has been putting on a great Sparton campaign. He is venturing about as daring a test as dare be made. At the great El Capitan theatre, nearby every evening some recording artist appears on the stage immediately following a reproduction of one of her selections as recorded on a phonograph and produced through the radio. It has really caught the popular fancy and every day they have callers brought in by no other agency than this tone test. Scott is pleased that this year competition has been very keen. By that he says he does not include the special sale stuff of the downtown departments, where volume is demanded at any cost. People of discrimination have learned to shun such sales. But the Lachman establishment never forgets that their best and cheapest ad is the display window; so these are always great. The Sparton window on the one side is rich with drapes and holiday festoons, and the other window simply tries to beat it, with draperies and all that radiates a rainbow effect.

There's a reason why C. L. McWhorter, the Pacific Coast manager for Philco, is claiming next year as the greatest in their history. There is nothing like "telling your business that you may do business." And here we run right into a six-page Philco section in a local Sunday paper, all devoted to telling the public what Philco has done, is doing, and better yet what it proposes to do. The first page starts with the wonderful story of Chevalier and the Philco. This announced that the following day at the St. Francis theatre every woman attending the matinee where his talking-picture "The Love Parade" was to be presented by courtesy of the Philco an autographed photo of the famous artist. In addition, there was presented a special film through courtesy of the Philco company showing the many intricate processes in the production of the modern radio set, including the marvelous testing apparatus necessary for the production of a precisely balanced-unit radio. Tying in on this ad were a host of Philco dealers not only from the central business districts but from the important outlying districts like Filmore street, Clement street and the Mission District. Oakland also elbowed in quite a space for themselves and even Vallejo grabbed a corner. The Peerless Stores, a chain of tire stores took a whole page to tell about the Philco at all their San Francisco and Oakland branches.

No audition has aroused greater public interest in the West than the last national Atwater Kent event. Even our foreign colony, Philippino, Mexican, Italian, all who can understand the English language, warmed up to the interest of the occasion. Perhaps the fact that a blind student from California was one of the contestants, rather intensified the interest in this state. There was more than the usual sympathetic desire that he might succeed, owing to the natural good-will felt for one who struggles bravely forward under unusual handicaps. But preparatory to the great interest and leading up to it, has been the ever growing appreciation of the splendid classical broadcasts with which A. At-

water Kent has favored his thousands of friends for so long a time. They are so highly appreciated by all real music lovers; and California becomes more music-minded with every passing year. So the fact that our two representatives from Los Angeles swung in for second place is highly appreciated, and leads to constant expressions of commendation at the generosity of the Patron Atwater Kent in giving this equal opportunity to even the poorest who may have talent to develop.

Gray & Danielson, manufacturers of the Remler radio receiving sets, are just moving into a new building at Nineteenth and Bryant streets, where they will have three large floors, with good trackage facilities. For several weeks they have been occupying temporary quarters at 518 Folsom, from which they have been crowding forward their business in some other lines in which they are interested. They were driven into these quarters unceremoniously by a fire which very thoroughly cleaned out their former quarters on First street, though not completely destroying everything. The unfortunate part for them was chiefly that they had on hand quite a quantity of receiving sets all ready to go out the next day on orders already received. The fortunate part for them was that they were able to salvage the greater part of their most important machinery, and this is enabling them rapidly to re-instate their factory, so that they expect to be in full operation within the next thirty days. As this important salvage leaves the loss sufficient for the insurance to cover; their financial loss is reduced to that of the stoppage of production for a short season.

—ALLEN.

Sam Semels Retires as Bloomingdale Buyer; Ed. Popper Gets Post

Sam Semels, for the past year buyer in the radio-phonograph department of Bloomingdale Bros., well-known New York department store, retires from that position today and will take a brief holiday before making his future trade connection known. Mr. Semels is a veteran of the retail merchandising field in the metropolitan district, conducting his own Victor establishment in New Jersey for years in the earlier history of the business, then assuming charge of the talking machine department at Bamberger's in Newark. He later joined the Emanuel Blout chain as retail manager for all Blout stores and on the withdrawal of that enterprise was associated for a period with Cass B. Riddle as radio furniture manufacturer's sales agent here.

Edward Popper, of the Bloomingdale organization, has been appointed

SONGS THAT REALLY SELL

LITTLE BY LITTLE (from "The Sophomore")

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

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

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

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

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

LITTLE PAL (from "Say It With Songs")

WHY CAN'T YOU (from "Say It With Songs")

Hits From "Sunny Side Up"

IF I HAD A TALKING PICTURE OF YOU

AREN'T WE ALL?

SUNNY SIDE UP

TURN ON THE HEAT

Hits From "Marianne"

MARIANNE

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

De Silva, Brown and Henderson, Inc.
Music Publishers
745 Seventh Avenue, New York

Colonial Adds Three to Sales Promotion Staff

P. H. McCulloch, former assistant sales manager of the Sonora Phonograph Co., and also formerly a district manager for the Brunswick-Balke-Collender Co., has recently joined the Colonial Radio Corp. as northeastern sales promotion executive. Mr. McCulloch's experience in the radio-music industry makes his well fitted for his new post.

Others who have recently joined the sales promotion department of the Colonial organization are Nick Patti and William Reinmuth.

Mr. Patti is now Colonial's midwestern sales promotion manager. He was for five years connected with the Freed-Eisemann Radio Corp., and was also with the Grigsby-Grunow Co. and with the Tobe Deutschmann firm.

to succeed Mr. Semels. Mr. Popper has been connected with the Bloomingdale executive staff for a number of years.

THIS DIE EMBOSSED CASE HOUSES THE ELECTRICAL PICK-UP UNIT OF THE MIGHTY MONARCH OF THE AIR



MAJESTIC
GRIGSBY-GRUNOW COMPANY

MASS PRODUCTION FOR MAJESTIC
25,000 PICKUP CASES
125,000 ESCUTCHEONS PER MONTH

FOR EXCLUSIVE DESIGNS & PRICES
Address AMERICAN EMBLEM CO., INC.
UTICA, N.Y.

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

**To Honor A. H. Mayers
On 25th Anniversary
Of Founding of Stores**

The Employees Mutual Benefit Association of A. H. Mayers "Department Stores of Radio and Music" will tender a testimonial dinner and dance to Adolph H. Mayers, founder of the organization, Sunday evening, January 12, at the Knights of Columbus hotel, Eighth avenue at Fifty-first street, New York. The occasion is the celebration of the twenty-fifth anniversary of the founding of the Mayers organization.

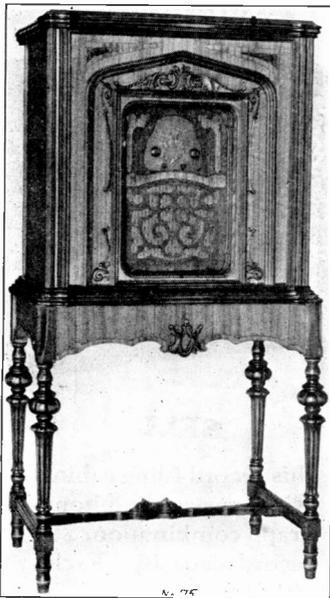
The committee in charge of the party is composed of A. I. Wolfe, Clevens Beller, Herman Zuckerman, William Rothlein, A. Miller and S. Kosiner, with Harry Ross as chairman. Reservations should be addressed to Mr. Ross in care of A. H. Mayers, 861 Eighth avenue, New York.

**Stanley H. Beebe Is
Made Fada Ad Manager**

Stanley H. Beebe, formerly for many years in charge of sales promotional work for F. A. D. Andrea, Inc., New York radio manufacturer, has been appointed advertising manager of the company.

Mr. Beebe entered the advertising field seven years ago, after having completed his academic education in a Middle Western university. He came to Fada a few years ago from a New York advertising agency.

**An EASTERN Creation
FOR
STROMBERG - CARLSON
OR
COLONIAL**



Style 75—SLIDING DOOR MODEL

Write for prices on this and other models

Eastern Cabinet Co., Ltd.
UNIVERSITY PLACE at 9th ST.
NEW YORK
TEL. STUY. 4292

**CAPEHART PRESIDENT
PREDICTS RECORD 1930**

FORT WAYNE, IND., Thursday.

Extreme optimism over the opportunities for a greatly increased business in 1930 was expressed here today by H. E. Capehart, president and general manager of the Capehart Corp., this city, maker of the Orchestrope. "My optimism is inspired by actual conditions in our business at the present time as much as from my analysis of general business conditions and tendencies," Mr. Capehart declared.

"If I were to judge general business conditions solely by the experience of the Capehart Corp.," Mr. Capehart added, "I would say that business conditions have never been better. Our sales volume has maintained a rapid, steady and substantial increase, and collections were never better — all of which indicates that Capehart dealers are finding a ready sale for our product and are making money.

"To a certain extent, this condition can be ascribed to the fact that our product is largely a producer of revenue rather than a luxury or expense. In these days of keen competition, alert business men are always on the lookout for something to increase their volume of sales and profits. When a merchant's business is good, he can afford to purchase a Capehart instrument, and when business is not quite so good, he can afford to purchase a Capehart to attract more business to his establishment. This places the Capehart Corp. and Capehart dealers in a very enviable position.

"As for the Capehart Corp., its business was never better; collections were never more satisfactory, the company's bank balance never greater, and the inventory of dealers never smaller in proportion to monthly volume. The present construction of a factory and office additions, which will more than double the company's floor space, is concrete evidence of our belief in the soundness of business conditions generally and of the Capehart Corp. in particular."

**Radio Now a Business,
No Longer a Game, Says
F. H. Strayer, Sylvania**

EMPORIUM, PA., Saturday.

"I am confident that we will look back on 1929 as the year that 'killed' radio as a game and put it on its feet as a business," Fred H. Strayer, sales manager for the Sylvania Products Co., this city, said in a statement to THE TALKING MACHINE and RADIO WEEKLY yesterday.

"I believe 1930 is the first year in the new era. We are all hard at work here meeting the challenge not only to maintain, but strengthen our position in the industry, and to do our share toward putting our industry in a respectable position in the business life of the nation," Mr. Strayer asserted.

"There is not much originality in the observation that 1929 has shaken a lot of foolishness out of the radio industry — foolishness that was put there by the phenomenal demands of 1928. Right now we might think of last year's condition as being more pleasant than this, but I am confident that the future will be better for everyone concerned in the long run."

CLASSIFIED SECTION

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

ATTENTION MANUFACTURERS—

Our books will show we have over 700 dealer accounts in the Metropolitan District of Chicago.

We have a sales organization of four salesmen selling direct from manufacturer to dealer on a commission basis.

Manufacturers who are in a position to pay commissions when due will find a profitable sales arrangement can be made by writing us for further information regarding our organization. A. E. Simon & Co., 45 S. Wells St., Chicago, Ill.

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.

SALESMAN—RADIO—Several years' experience, large following in Metropolitan District, seeks connection with reputable jobber or manufacturer, executive ability. Box 459, TALKING MACHINE and RADIO WEEKLY, 146 Water St., New York City.

MANAGER — Capable of taking full charge of Music and Radio business is seeking a change for improvement. Best references. Box 456, 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.

**Holiday Party Held
By Upco Products Corp.**

A gala holiday party was held in the offices of the Upco Products Corp., at 270 Lafayette street, New York, last week by members of the Upco organization and some of their friends in the trade. Anton Borsuk, president of the company, was the guest of honor with his brother, J. J. Borsuk. Music was supplied via phonograph and radio through the use of Upco reproducers and pick-ups, exclusively.

Gifts were tendered to those attending the party and open-house prevailed all during the day. The party celebrated the end of the first year that the Upco company has been in business, and the

**Atwater Kent Jobbers
To Convene Jan. 6-7**

Philadelphia, Pa., Friday.

A convention of distributors of the Atwater Kent Mfg. Co., this city, is to be held at the Hotel Pennsylvania, this city Monday and Tuesday, January 6 and 7.

Convention arrangements are in charge of T. Wayne McDowell, convention manager for the large radio manufacturing company.

consensus of toasts was that 1929 would be the beginning of many additional prosperous new years for the Upco Products Corp.

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

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

CROSLEY & AMRAD
Exclusive metropolitan Crosley and Amrad distributors

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

A CHRONOLOGY OF LEADING EVENTS IN THE RADIO TRADE DURING 1929

This is the last of a series of three articles setting forth the principal events in the allied industries during the year just closed.

SEPTEMBER

W. L. Marshall named advertising manager for Radio-Victor Corp. of America—Columbia announces plan to enter radio field in England with own product—RCA increases Radiotron prices—Kolster earnings 90 cents per share for year ending June 30—Sound Studios of New York, Inc., organized by A. J. Kendrick, W. G. Haenschen and Frank J. Black—Wextark Radio Stores acquire speaker plant, will also make tubes—Atlas Stores Corp., Davega, Inc., and City Radio Stores in big retail store merger—B. E. Bensinger, Brunswick head, returns from European trip—Columbia Graphophone Co. net for year ending June 30 reported at \$2,500,000—Roger M. Wise appointed Sylvania chief engineer—James K. Polk, Inc., celebrates eighth anniversary in Atlanta—Radio Retailers' Association conducts outing at Karatsonyi's—C. E. Ihrie named Capehart director of advertising—Nearly 550,000 visitors attend Sixth Annual Radio World's Fair at Madison Square

Garden—Fifty-five jobbers attend first convention of Gulbransen Co.—Robert M. Lowrie appointed Amrad sales manager—C. J. Callahan joins Colin B. Kennedy Corp.—Radio-Victor Corp. of America begins production of RCA Theremin—General Motors Corp. officially announces entry into radio field—Herbert E. Young, Grigsby-Grunow official, predicts \$100,000,000 Majestic sales for 1929.

Deaths

David H. Boley, father of Benjamin Boley of the Boley-Oliver Co.—Edward L. Kruse, head of the Kruse Radio Co., Indianapolis—E. A. Allen, vice-president of the Times Appliance Co., RCA distributor—Mrs. B. E. Bensinger, wife of president of Brunswick-Balke-Collender Co.—Jacob Smith, correspondent for TALKING MACHINE and RADIO WEEKLY.

OCTOBER

W. C. Grunow leads fight to retain sport broadcasts—TALKING MACHINE and RADIO WEEKLY exclusively chosen to publish R. M. A. Daily at June Trade Show—J. W. Hitchcock, E. E. Rhoads and F. E. Basler named assistant sales managers of Atwater Kent—P. P. Huffard elected president of National Carbon Co., Inc.—Vernon W. Collamore leaves for two-month European survey for Atwater Kent—Powel Crosley, Jr., celebrates forty-third birthday—New Fada sets feature vibra-control—New York Ditson-Victor distributorship moves to Albany—L. T. Breck promoted to vice-presidency of Kolster Radio Corp.—Kent wholesalers gather in Philadelphia for convention—Louis Sterling, chairman of board of Columbia Phonograph Co., here for visit—Utah, Carter and Eby firms merge, with Major Herbert H. Frost as president of consolidated group—Majestic sales for September totaled \$8,425,000—Unity Radio Stores, Inc., new retail chain, formed in New York—General Motors Radio Corp. organized with \$10,000,000 capital under joint ownership of General Motors Corp. and Radio Corp. of America—Raymond H. Woodford resigns Stewart-Warner post—Department of Commerce foresees big gain in 1929 radio sales—Mills Novelty Co. enters radio field—McMurdo Silver in automobile accident—Captain William Sparks tenders birthday party to son, Clifford—Sparks-Withington Co. reports increase in earnings for third quarter—World pays tribute to Edison at Light's Golden Anniversary—N. L. Cohn named chairman of board of Atlas, Davega-City Radio chain—R. M. A. undertakes to survey production and sales for year—H. C. Holmes resigns as DeForest sales head—F. J. Bullivant named Trav-Ler sales head—J. B. Hawley appointed general manager of United Reproducers Corp.—L. E. Noble retires as Sonora sales manager—RCA,

Westinghouse and General Electric in radio merger effective January 1—New RCA-Victor Corp. formed—Caswell-Runyan Co. joins merged Utah group—Proposed Kolster-Earl-Freed merger dropped by mutual consent—Radio Show conducted in Chicago Coliseum—R. M. A. Traffic Committee secures award of lower freight rates—Radio Corp. of America acquires site for skyscraper—Capt. William Sparks makes large gift to city of Jackson, Mich.—James T. Bristol named general manager of Majestic Corp., subsidiary of Grigsby-Grunow Co.—Union Carbide & Carbon Co. shows increased earnings.

Deaths

Warren J. Keyes, vice-president and treasurer of Earl Radio Corp.—John Cromelin, official of the old Columbia Graphophone Co.—Henry C. Brown, former Victor official.

NOVEMBER

Grigsby-Grunow Co. reduces prices on Majestic sets and cuts set output—Edison discontinues production of records, concentrating on radios and phonographs—Atwater Kent reduces prices on sets and speaker—Radio Corp. of America reduces prices on three sets and two speaker models—W. R. G. Baker appointed head of engineering division of new RCA-Victor Corp.—Brunswick introduces screen grid radios—C. J. Ross elected executive vice-president of RCA Photophone, Inc.—Nathan Chirelstein elected president of National Union Radio Corp.—Crosley revises set prices—Victor wholesalers in Midwest meet to survey outlook—Spartan announces dealer discount revision but no reduction in prices—Zenith stands firm on prices—E. W. Stone reports Kolster-Brandes, Ltd., trebling sales—Sparks-Withington Co. shows gain in income—Brandes set prices reduced—Philco announces plan to hold present price scale—Oliver Ditson Co. enters radio wholesale field in New York area with Eveready line—Stromberg-Carlson reports new sales record—H. Curtiss Abbott retires as Eveready radio sales head; joins Philco as Northwest sales manager—Marketing executives of General Motors Radio Corp. hold first convention—Stromberg-Carlson raises price on model 642—Victor conducts "Tone Week"—G. J. Hallam named DeForest sales head—No price reduction on Temple sets—Grebe stands firm on set prices—Victor retains list prices—New Crosley factory completed at cost of \$700,000—Radio Corp. of America reports \$1.47 a share earned for first nine months—Brunswick revises prices on three radio models—Lester E. Noble elected president of the United Reproducers Corp.—A. H. Grebe proposes rating system to identify all radio—Stewart-Warner radio prices not to be reduced—O. F. Jester named radio sales manager for Stewart-Warner—Receivers appointed for Earl Radio Corp.—Major I. E. Lampert named vice-president and counsel, and E. C. Grimley, treasurer and comptroller, of RCA-Victor Co., Inc.—E. A. Tracey appeals for industry drive to combat

broadcasting "menace"—Ground is broken for new Capehart addition—Grigsby-Grunow receives \$9,000,000 for stock from banking firms.

DECEMBER

R. M. A. directors confer on Hoover's industrial program—D. W. May, Inc., takes on Temple radio—Sonora announces plan to manufacture home-talkie machine—Radio sales for first nine months of 1929 total \$360,000,000—Atwater Kent increases set production 100 per cent.—Bosch retains list prices—W. J. Bauman joins United Reproducers as service manager—N. O. Williams named CeCo works manager—Harry Disbecker joins A. H. Grebe & Co., Inc.—Majestic buys 34-acre factory once leased from General Motors—Harry A. Beach, J. A. Frye and Clarence A. Earl, Jr., resign from Earl Radio Corp., recently declared bankrupt—Walter L. Eckhardt heads group arranging to take over assets of bankrupt Earl Radio Corp.—New York Dodge Bros. automobile dealers take on Grebe radio—Carl Fischer, Inc., Leo Feist, Inc., and National Broadcasting Co. in \$6,600,000 merger—Equity receivers appointed for United Reproducers Corp.—D. W. May,

The
NATION'S
LEADERS

Majestic
ELECTRIC-RADIO

Cunningham
RADIO TUBES

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

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.

Majestic

RADIO EXCLUSIVELY

PENN PHONOGRAPH COMPANY

Established 1898

913 Arch Street

--

Philadelphia, Pa.

No need to tell
you about this
set - - it speaks
for itself.

Inc., to distribute Jenkins television line—Joseph A. Mayers joins Stettner Phonograph Corp. as treasurer and sales manager—New Crosley line has eleven screen grid models—E. F. McDonald warns trade of Zenith automatic patent infringements—Waltham Club dines Walter H. Nussbaum on eve of his retirement from firm—Majestic Distributors, Inc., of Boston, opened—DeForest granted injunction in RCA tube clause action—Winners selected in third Atwater Kent radio audition—Brunswick purchases assets of Vitovox Co.—General Harbord and David Sarnoff urge unification of communications service at Senate hearing—Grigsby-Grunow conducts jobbers' convention—General Motors Radio Corp. to sell all radio markets, report states—Bosch companies settle drawn-out litigation over trade name—S. M. Doak made general sales manager for United Reproducers—Creditor asks for Sonora receiver, but company will resist suit, it is announced—Receiver appointed for Freed-Eisemann Radio Corp.—Bill to amend copyright acts on musical compositions introduced in Congress—Radio Corp. of America, General Electric and Westinghouse unified in radio tube work—Zenith to introduce new 60 line models—Equity receiver appointed for American Piano Co.—Bankruptcy petition filed against "Erla"—Equity receiver appointed for A-C Dayton Co.—Sonora plans reorganization—Hoover signs bill extending life of Federal Radio Commission—Receiver named for Marti Radio Corp.—Radio leaders predict prosperous 1930.

Ohio Group to Be Host To 'National' Convention

CLEVELAND, O., Thursday.

The Ohio Radio Trade Association will be host to the convention of the National Federation of Radio Associations to be held here February 10 and 11. Howard Shartle, local Victor distributor, president of the Ohio association, is chairman of the finance committee for the convention, and is being assisted by Ralph Meyers, Majestic jobber, and Roy Bechtol, Atwater Kent wholesaler.

The entertainment committee is under the chairmanship of H. W. Roberts, Kolster-Brandes distributor.

Convention headquarters will be in the Hotel Statler, and special transportation rates have been arranged for with railroads.

YEAR'S SALES WELL AHEAD OF 1928, SAY KANSAS CITY MEN

OPTIMISTIC OVER OUTLOOK

Brunswick Branch Reports Nice Increase in Radio Business—See Good Year for Records With Increased Interest Being Shown in Combinations.

Kansas City, Mo., Friday.

Both distributors and retailers are beginning to look toward 1930 and all are optimistic. It looks like another year for radio in general. Records are expected to pick up with the development of less expensive combinations. However, it is recognized that radio is no longer the novel product it was two years ago or even last year, and that it must be sold. Moving radio is no longer merely a matter of taking orders. It will have to be sold on its merits and accomplishments.

The local branch of the Brunswick-Balke-Collender Co. has made up several records in the Kansas City Star's WDAF studios, employing home talent, according to T. H. Condon. Recordings have been made by Jimmy Joy and his orchestra, Chic Scoggins and his Plamor orchestra, the Twelve Clouds and George Lee's colored orchestra. Each organization has several releases to its credit and the sale of their records are doing very nicely.

The radio business for the Brunswick company is showing a nice increase over last year, Mr. Condon reports, with business this month well ahead of last. Records are selling better generally. The model S-14 lowboy, the S-31 combination and the S-21 highboy are leading in radio models.

Prospects for the coming year are good for Brunswick in this territory, Mr. Condon says.

"Radio is going to be sold hereafter on its merits and not because it is a novelty," Mr. Condon said. "The product's name and accomplishments are being taken into consideration more and more by the buying public.

The Western Radio Co., according to Mr. Hartman, sales manager, can hardly get enough merchandise to supply its dealers with Atwater Kents. During

the past few weeks dealers have been clamoring for more merchandise and the Western Radio Co. has been passing the cry on to the factory. "It reminds us of the days when radio was in its heyday," Mr. Hartman said.

The sales volume of this company will this year exceed quite a little that of last. One interesting incident was a four-day delivery on two cars of merchandise from Philadelphia, from the time the merchandise was turned over to the railroad there to the time it was spotted at the Western's dock here. Such service is extraordinary at this time of the year.

As near as the company can check with its dealers, there is no stock on the retailers' floors at this time. So far as Kansas City buying conditions are concerned, the company finds them the best they have been this year. Kansas City, Kansas, merchants, up to October, did twenty-five to fifty per cent. more business than last year; since that time they have only done about half what they did in 1928. This is probably due to the fact that at this season people buy from advertisements, making up buying lists from daily newspaper ads, and Kansas City, Kansas, merchants as a whole do little advertising.

The Davidson Furniture Co.'s radio department has experienced a very nice December business with Majestic, Atwater Kent and Victor leading.

The Wurlitzer Music Co. has opened two new departments, a special section for band and orchestra instruments and one for old and new violins. H. Virgil Moore, former orchestra leader for the Public theatres, is in charge of the band and orchestra department and Herman Essak, formerly violin collector for the Chicago Wurlitzer stores, is in charge of the violin section.

Mrs. Charles Wheatley, who, with her husband, conducts a radio business at Thirtieth street and McGeen trafficway, has the distinction of having sold and delivered more Philco radios than any other woman in the state of Missouri, according to L. M. Kelly, of the Philco factory branch.

The Arles Radio Co. has opened a new radio store at 1102 Armour boulevard. E. D. Eugster, manager, is also manager of another store, opened a year ago at 105 West Linwood boulevard. Leander Biggs has charge of the sales and service at the new store. Sparton, Majestic and Freed and Philco radios are handled.

Gordon C. Sleeper, vice-president of the Temple Radio Co., Chicago, was the principal speaker at a dinner of seventy-five Temple radio dealers from the Kansas City trade territory at the Kansas

Stern & Co., Inc., Named Silver Radio Jobbers For New England Area

HARTFORD, CONN., Friday.

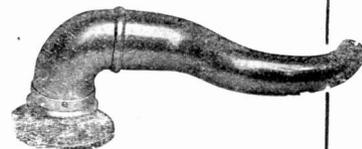
Stern & Co., Inc., this city, have been appointed distributors for Silver radio in the entire New England territory following a conference held in Hartford last week between McMurdo Silver, president of Silver-Marshall, Inc., and designer of Silver radio; Harold C. Bodman, general sales manager of the company; Francis E. Stern and F. G. Macomber of the distributing firm.

Stern & Co., Inc., have been known for many years as one of the largest and most successful distributors in this territory. For some time past they have acted as New England distributors for Grigsby-Grunow Co., manufacturer of Majestic radio sets.

City Athletic Club recently. The meeting was held under the auspices of the Richards & Conover Hardware Co., distributors. J. E. Woodmansee, vice-president of the local company, was toastmaster.

—KENNETH FORCE.

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Where to Buy --- Where to Sell

TRADE DIRECTORY OF
LEADING FIRMS IN
THE INDUSTRY

The TALKING MACHINE & RADIO WEEKLY

WHERE THE MAGNITUDE
OF THE INDUSTRY
IS REFLECTED

RADIO SET AND SUPPLY MANUFACTURERS

All-American Mohawk Corp. Chicago, Ill.
Amrad Corp. Medford Hillside, Mass.
Andrea, Inc., F. A. D. Long Island City, N. Y.
American Bosch Magneto Corp., Springfield, Mass.
Atwater Kent Mfg. Co. Philadelphia, Pa.
Barty Radio Co. Long Island City, N. Y.
Brandes Corporation, The, 39 Broadway, New York
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.
Earl Radio Corp. 122 E. 42nd St., New York
Edison, Inc., Thos. A. Orange, N. J.
First National Radio Corp., 254 W. 54th St., N. Y. C.
Freed-Eisemann Radio Corp., 122 E. 42nd St., N. Y.
Grebe & Co., Inc., A. H. Richmond Hill, N. Y.
Grigsby-Grunow Co. Chicago, Ill.
Gulbransen Co., The Chicago, Ill.
Howard Radio Co. Chicago, Illinois
Kellogg Switchboard & Supply Co. Chicago, Ill.
Kennedy Corp., Colin B. South Bend, Ind.
Kolster Radio Corp. Newark, N. J.
Mills Novelty Co. Chicago, Ill.
National Carbon Co., New York, N. Y.
Philadelphia Storage Battery Co., Philadelphia, Pa.
Radio-Victor Corporation of America 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.
Steinrite 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.
Thordarson Elec. Mfg. Co. Chicago, Ill.
Trav-Ler Mfg. Corp., 3408 N. Halsted St., Chicago
United Reproducers Corp. Rochester, N. Y.
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

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

RADIO CABINETS AND TABLES

Bogalusa Furniture Mfg. Co. Bogalusa, La.
Eastern Cabinet Co., Ltd., Univ. Pl. at 9th St. N. Y.
Ebert Furniture Co. Red Lion, Pa.
Federal Furniture Factories, New York
Federal Wood Prod. Corp., 206 Lexington Ave, N. Y.
Findlay Mfg. Co., Robert, Brooklyn, N. Y.
Hawley & Mackenzie 55 W. 42nd St., New York
Ideal Radio Cabinet Mfg. Co. New York, N. Y.
Pooley Co., The Philadelphia, Pa.
Quality Factories, Inc. 11 W. 42nd St. New York
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. 5922 14th Ave., Brooklyn

TALKING MACHINE PARTS

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

RADIO, TALKING MACHINE AND RECORD WHOLESALERS

Aeolian Co. of Missouri St. Louis, Mo.
Adirondack Radio Distributors, Albany, N. Y.
Air-Ola Radio Co. Huntington, W. Va.
Alexander's, 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.
Beller Elec. Supply Co. Newark, N. J.
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.
Commonwealth Radio Dist. Co., 13 Laight St., N. Y.
Detroit Electric Co. Detroit, Mich.
Ditson Co., Oliver, 10 E. 34th St., N. Y.
Ditson Co., Oliver Albany, N. Y.
Dilworth Co., J. E. Memphis, Tenn.
Eastern Talking Mach. Co. Boston, Mass.
Edmond & Co., E. J. 250 W. 54th St., New York
Eisenbrandt Radio Co., Baltimore and Washington
Electric Supply & Equipment Co. Albany, N. Y.
Elyea Talking Machine Co. Atlanta, Ga.
Fada Radio Co. Chicago, Ill.
First National Radio Corp., 254 W. 54th St., N. Y. C.
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
Landon & Co., Inc., W. C. Rutland, Vt.
Latham & Co., E. B. 250 4th Ave., New York
Lehr Dist. Corp. 145 W. 63rd St., N. Y.
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
McPhibben-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.
Newark Elec. Supply Co., 152 Mulberry St. Newark
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.
Northern Dist. Co. 235 Halsey St., Newark, N. J.
North Ward Radio Co., 367 Plane St., Newark, N. J.
Parks & Hull, Inc. Baltimore, Md.
Peirce-Phepals, Inc. Philadelphia, Pa.
Penn Phonograph Co. 918 Arch St., Philadelphia
Phila. Victor Dist., Inc., 232-48 N. 11th St., Phila.
Pitts Co., F. D. Boston, Mass.
Plymouth Electric Co. New Haven, Conn.
Polk, Inc., James K. Atlanta, Ga.
Proudfit Co., R. S. Lincoln, Nebr.
Pyramid Supply Corp. 27 E. Huron St., Buffalo
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. 305 Penn Ave., Pittsburgh, Pa.
Sterling Radio Co. Kansas City, Mo.
Stern & Co. Hartford, Conn.
Superior Distributors, Inc., 150 W. 52 St., New York
Tarr, McComb & Ware Com. Co., Kingman, Ariz.
Thompson & Co., F. H. San Francisco, Calif.
Trilling & Montague, 7th & Arch Sts., Philadelphia
20th Century Radio Corp., 104 Flatbush Ave., B'klyn
United Electric Supply Co. Salt Lake City, Utah
Universal Radio Co., 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

American Bosch Magneto Corp., Springfield, Mass.
Andrea, Inc., F. A. D. Long Island City, N. Y.
Atwater Kent Mfg. Co. Philadelphia, Pa.
Brunswick-Balke-Collender Co. Chicago, Ill.
Crosley Radio Corp. Cincinnati, O.
Earl Radio Corp. 122 E. 42nd St., N. Y.
Freed-Eisemann Radio Corp., 122 E. 42nd St., N. Y.
Jensen Radio Prod. Co. Chicago, Ill.
Kolster Radio Corp. Newark, N. J.
Pacnet 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.
United Reproducers Corp. Rochester, N. Y.

RADIO TUBES

Allan Mfg. & Elec. Corp. Harrison, N. J.
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
Watters Products Co., 39 Cortlandt, St., N. Y. C.

LUBRICANTS

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

MUSIC PUBLISHERS

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

MISCELLANEOUS

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

RADIO BATTERIES

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



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New York Talking Machine Co.

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INDIANAPOLIS, IND.

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LOUISVILLE, KY.

Griffith Victor Dist. Corp.
815 W. Market

NEWARK, N. J.

Collings & Company

NEW YORK, N. Y.

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

PEORIA, ILL.

Koerber-Brenner Co.
800 S. Adams Street

PHILADELPHIA, PA.

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

PITTSBURGH, PA.

W. F. Frederick Co.
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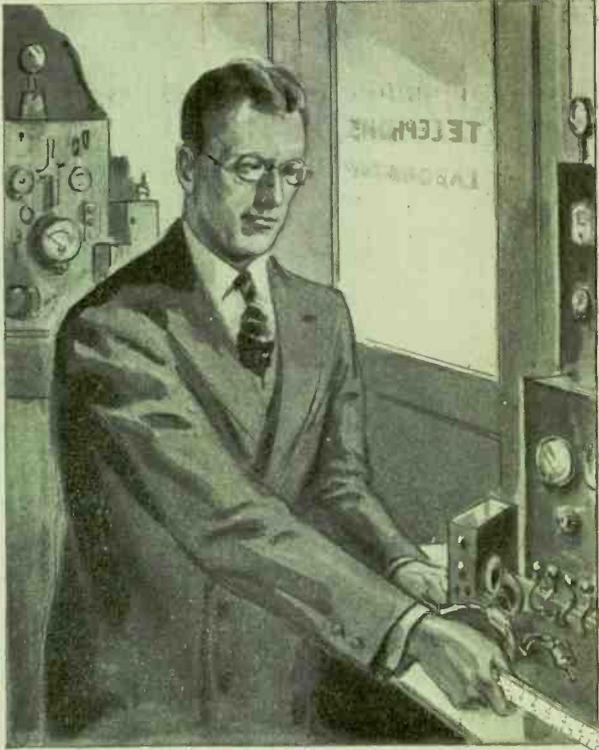
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A New-Modernized Radio-Phonograph

Telephone Engineers add
Radio's Tonal Excellence
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THIS new No. 654 Stromberg-Carlson Radio-Phonograph combination offers final proof that telephone engineering remains, as always, the leading force in advancing the science of sound reproduction.

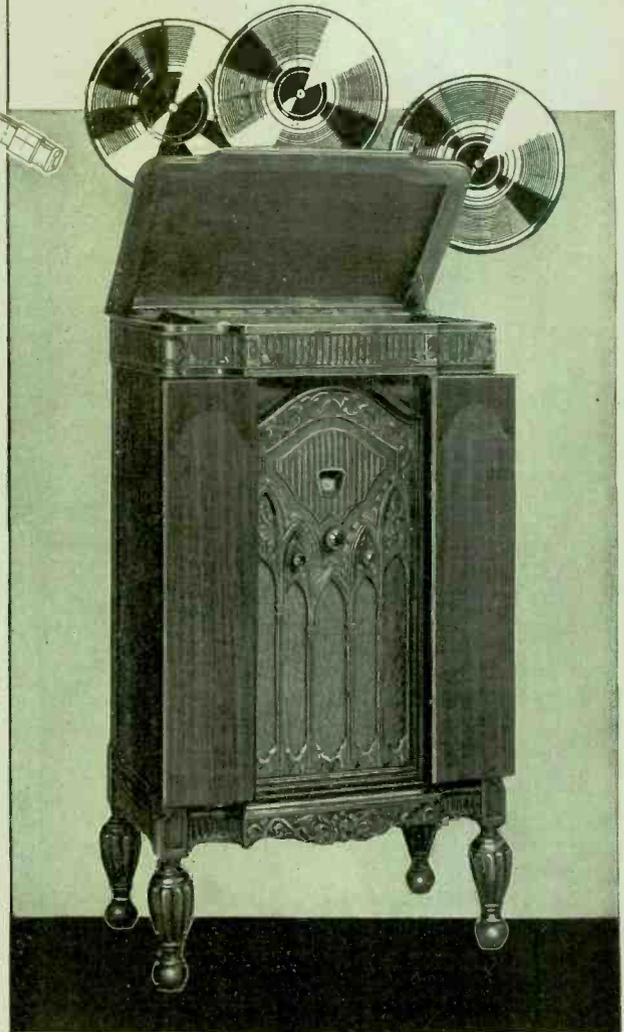
For radio reception, this instrument is unsurpassed in tonal quality. It incorporates all the latest developments of Triple Screen Grid Radio Frequency amplification, plus Linear Power Detection for utmost tonal beauty from modern highly modulated broadcasting. There is an extra-size Electro-Dynamic Speaker of the type for which all Stromberg-Carlsons are famous.

For record reproduction, the new No. 654 provides, for the first time, the same tonal excellence heretofore obtainable only from Stromberg-Carlson Radio. Unusual strength and richness are obtained through utilization of the Audio System and Electro-Dynamic Speaker of the Receiver. The result is a brilliance which was not thought possible in phonographic rendition even a few short months ago!

Stromberg-Carlson dealers are going to create countless new prospects and customers through the remarkably convincing demonstrations now possible either with records or radio, because of this new No. 654 Combination. It will also prove an impetus to record sales, because of the enhanced quality it lends to their performance.

Write for complete details of the two new additions—the No. 654 and No. 652—which make the Stromberg-Carlson line unequalled for completeness.

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



NEW RADIO-PHONOGRAPH COMBINATION
No. 654 Stromberg-Carlson, Radio-Phonograph. Employs three UY-224 Screen Grid, one UY-227, one UX-245 and one UX-280 Radiotrons. Power and linear detection. Extra-size Electro-Dynamic Speaker. Phonograph turntable, rotated by silent electric motor. Automatic phonograph switch. Finisbed in matched walnut. Dimensions: Height, 46 1/2 inches; Width, 27 1/2 inches; Depth, 17 1/2 inches. Price, East of Rockies, without tubes \$369.00

Stromberg-Carlson

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

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