

The **TALKING** *Machine*
MACHINE
WORLD

*For dealers
wholesalers
& manufacturers
of phonograph
& radio products*

Published Each Month by Federated Business Publications, Inc., at 420 Lexington Ave., New York, September, 1928

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New Hall of Fame Records

at Prices 1/3 to 1/2 Less

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All 12-inch Records \$1⁰⁰

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 EASTON GODOWSKY
 HOFMANN RETHBERG
 and Many Others



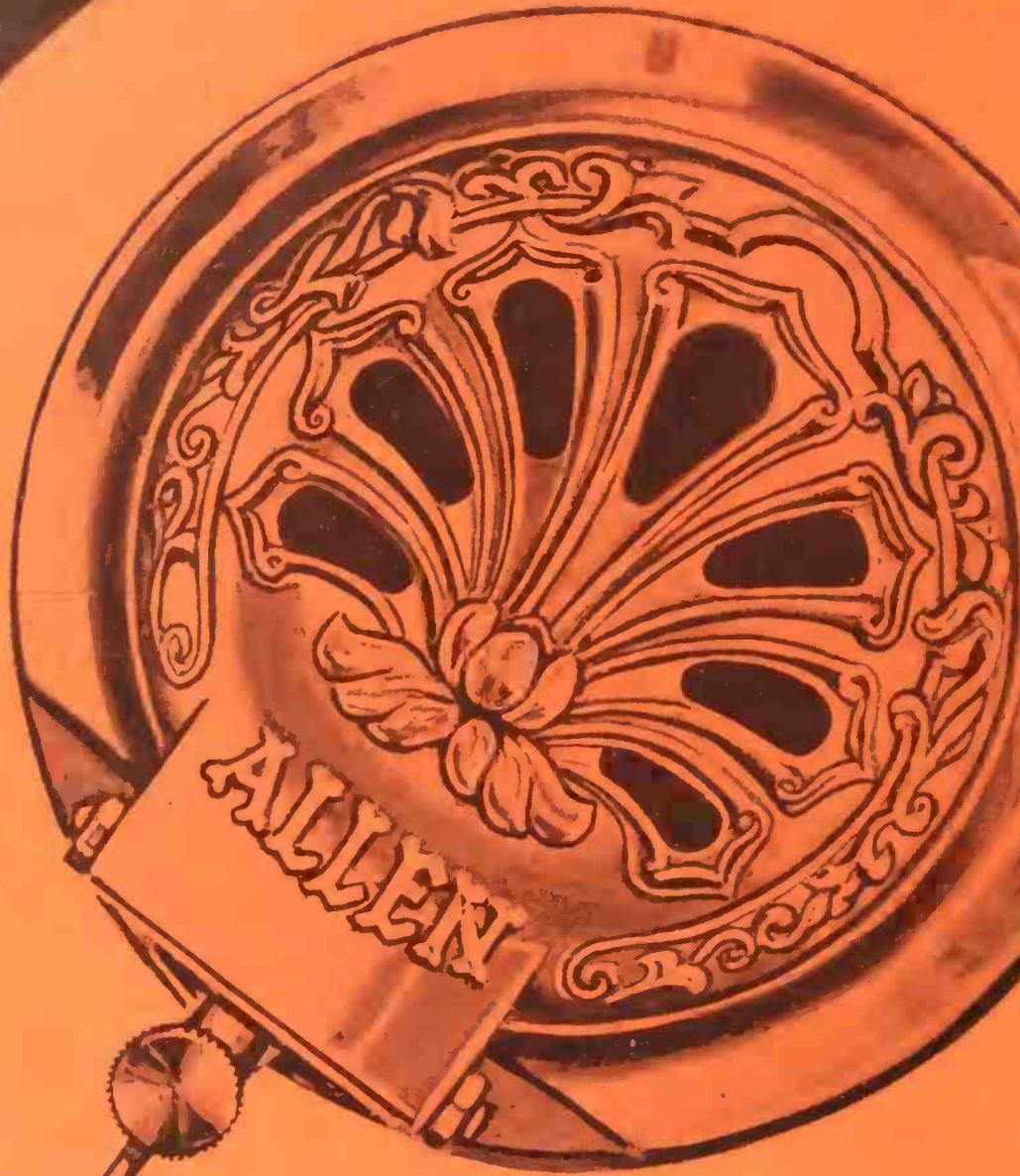
Noted Orchestras

NEW YORK PHILHARMONIC
 MINNEAPOLIS SYMPHONY
 CLEVELAND ORCHESTRA
 and Many Others

Brunswick

PANATROPES · RADIO · RECORDS · PANATROPE-RADIOLAS

ENDORSED



A fitting testimonial to Toman quality is the fact that this Toman reproducer is used exclusively on the many thousands of Allen Portables which have been sold.

All Toman Reproducers and Tone-arms are most favorably priced. Guaranteed quality inside and out. We invite inquiry from Manufacturers, Jobbers and Dealers. Samples sent promptly upon request.

E. Toman & Company

2621 West 21st Place

CHICAGO, ILL.

Get it *Better* with a Grebe



Console No. 820

An Italian type cabinet which combines with its beauty the incomparable features of the Grebe Synchronphase A-C Six. For Grebe A-C Six and Grebe Seven A-C.



De Luxe Console

The last word in radio reception—a receiver so flexible that the volume can be controlled from a whisper to the full tone of a brass band. Equipped with Grebe Synchronphase A-C Six.



Buckeye Console

A cabinet of genuine black walnut which forms a fit setting for the tonal beauty of the Grebe Synchronphase A-C Six. Also adapted for Grebe Seven A-C.

LIKE the transition of the piano from old-fashioned square and upright atrocities to the graceful baby grand, radio has now reached a stage of development where "home atmosphere" is becoming a most important factor in the sale of receiving sets.

To meet this profitable condition Grebe has produced a widely varied line of cabinets and tables whose sheer beauty will add a touch of unmistakable good taste to the most fastidious home.

Send for Booklet T W which fully describes the new Grebe cabinets and tables.

A. H. Grebe & Company, Inc.
109 W. 57th St., New York City

Factory: Richmond Hill, N. Y.
Western Branch: 443 So. San Pedro St.
Los Angeles, Calif.

Makers of quality radio since 1909

GREBE SYNCHROPHASE A-C Six RADIO

Back of each cabinet or table is the tonal beauty, range and selectivity of the Grebe Receiver making them doubly saleable.



Table No. 2250
This table with self-contained speaker has been designed to harmonize with and carry the Grebe Synchronphase Seven A-C.



Table No. 2227

This table instantly converts the Grebe Synchronphase A-C Six into a piece of impressive furniture. No. 1750 Speaker may be installed under table.



Table No. 2249

This table converts the Grebe Synchronphase A-C Six into an impressive piece of furniture. It contains a compartment for dynamic type speaker.



Power Amplifier Table

Maximum power without distortion is added to the Synchronphase A-C Six by this table which incorporates a dynamic speaker and two 250 type tubes—push-pull.



Grebe Synchronphase A-C Six



Brunswick Super-heterodyne Model 5 NO, list \$175 without tubes. Brunswick Model "A" Speaker, \$35.

Super-heterodynes, Too

In Brunswick's Great New Line

More to Choose From on Brunswick in
Record-Playing Instruments and Radio
Than Any Other Manufacturer Offers

THINK, Mr. Brunswick Dealer, what you have to offer
this year as compared with your competitors:

- ... Radio of SUPER-HETERODYNE as well as tuned-radio-frequency type.
- ... The Brunswick Panatrope, the world's first electrical reproducing instrument.
- ... The Brunswick Panatrope with Radiola in new models, including the new all-electric Model 3 KRO, listing at a lower price than any such combination has ever been offered at before ... \$395.

All supported by Brunswick Electrical Records! Truly, a great line, worthy of the name of Brunswick.

To keep this fine merchandise before the public, Brunswick is making announcements *every week* from September until Christmas in The Saturday Evening Post, Liberty, and Sunday newspapers in 108 cities!

In fairness to yourself, this great line and this advertising merit an exceptionally aggressive selling effort by your organization.

Brunswick

PANATROPES · RADIO · RECORDS
PANATROPE · RADIOLAS



Brunswick Super-heterodyne, Model 5NC8.
To list at \$375, less tubes.

THE BRUNSWICK · BALKE · COLLENDER CO., Chicago, New York · Branches in All Principal Cities

The Talking Machine World

Vol. 24. No. 9

New York, September, 1928

Price Twenty-five Cents

The Industry Gets Together

WHEN the members of an industry reach that stage of enlightenment where they co-operate for the general welfare progress is inevitable. No finer example exists than obtains in the radio field to-day. Retailers, wholesalers and manufacturers are combining for mutual advantage. Common problems are discussed and plans made for the elimination of harmful practices. The results of these discussions are already manifest in the radio industry. Better understanding exists in all branches of the trade and profits are replacing losses that resulted from inefficient merchandising methods. In a few words, the industry really has become stabilized to the point where it is on an equal plane with older businesses. This is an achievement that reflects credit on the men in the radio field who have had the foresight to see the value of co-operative effort and who have put forth their best efforts to bring about a better understanding.

Value of Discussion

At the recent trade show in Chicago considerable time was given over to consideration of trade problems. Dealers, wholesalers, manufacturers and broadcasters gave thought not only to their own problems but also considered them in the light of their effect on the entire industry. There were joint meetings and gatherings devoted only to members of the association holding them. Out of it all came much good.

The Fifth Annual Radio World's Fair, complete details of which appear elsewhere in this issue, gives the trade another opportunity to prepare the way for better business. First, of course, the public showings of the new models, many of which will be on exhibit for the first time, are, or should be, of vital interest to every member of the trade. The dealer will have the opportunity during certain hours of the day to examine the radio models he will feature during the next year and he will be able to compare the relative merits of the various lines, so that the problem of selecting the best products for his purpose should be simplified. Another feature of the program will be a dealer and jobber meeting at which mutual problems will be

thrashed out. The number of speakers at this meeting has been limited to one or two, so that ample time will be available for floor discussions. It is through meetings such as this, where members of an industry get right down to the business of examining the troublesome phases of their trade, that the greatest good can be derived. No man can fail to benefit by attendance at a meeting of this kind.

The problems of one dealer usually are the same ones faced by other merchants, whether or not they happen to handle the same line. Here competitors can meet in such a way that they part better friends and go back to the operation of their businesses with knowledge that may lead to bigger profits. No better suggestion can be made than to urge every dealer to make it his business not only to view the exhibits but to participate actively in the discussions at the meetings held for the purpose outlined.

A Vital Move

Another vital move this year at the Radio World's Fair will be the exhibit of phonographs. That the talking machine and radio business are now allies in the full sense of the word is evident and the standard phonograph is just as important an item to the progressive dealer as the standard radio receiver

and the combination phonograph and radio, and it has a definite place at an exhibit such as the Radio World's Fair.

This is a new era in merchandising. The inefficient fall by the wayside. So do the lazy. Knowledge is the key that opens the door to profits. Know your business thoroughly. Get the other fellow's viewpoint. He may know something you do not. No man can know it all. Make as frequent contact with other men in your line of business as possible. The manufacturer has thoughts on retail merchandising that are of value. Many manufacturers of radio are proving this by the fine dealer helps they are preparing to break down sales resistance encountered by retailers. The wholesaler and his salesmen are in constant contact with retail merchants of many types and they often have information that means money in your pocket. The exchange of ideas means broader knowledge.

Every Dealer Should Read These Articles

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Werley Music House Exhibits Build Live List of Radio Prospects—By D. Allen DeLong (Page 16)

Building an Ad Character—A Sales Promotion Idea That Gained Patronage—By Roy George (Page 20)

Building the Sales Unit

Fox Co. of San Antonio Has Greatly Increased Record Sales by Two Simple Plans

By B. C. Reber

IN San Antonio, Tex., the Fox Co. has an enviable reputation for the manner in which it does things in a big way. If a new record is announced, this firm does not follow the general practice of cautiously ordering a few dozen, but is more apt to order several hundred. Then will follow a sales conference of the employes of the phonograph and record department. All the sales incentive of this record will be brought out. The work will start, and within a few weeks the order will have been sold and another placed.

Probably one of the chief incentives that this firm has in boosting its record sales is in simple plans it devises which naturally increase sales with a minimum amount of sales work. Recently the firm worked out two unique plans for increasing sales which have proved very successful, and which are worth passing on. They are described by William Malone, manager of the department.

"For several years," Mr. Malone began, "it had been our policy to have our records placed behind the counter in tiers as is the general practice. Through this plan we sold a goodly number of records. It is not our habit, however, to be satisfied with doing our quota of business. We want to do better than the average, so we are constantly working out plans which will assist us in attaining this end.

"We began to look around for means of increasing our record sales and found that the chain stores were selling more records per individual than the other stores. We endeavored to find an explanation for this, and discovered that these stores had their records out on the counter where the customers could see them, pick them up and read the selections, and thus save the sales people considerable time in bringing the records from the shelves.

"While this may seem like a small matter, it plays an important part in increasing sales, as we were soon to find out. We studied the plan and decided to give it a trial in our own department. We had a counter constructed so that the records would lie flat, and had small boxes for each record. This brought a large part of our stock out before the customer, and we noticed an immediate increase in sales.

"A great advantage in this plan is that it greatly helps sales during rush days such as Saturdays, etc. Customers who have heard certain selections and are anxious to obtain the record will come in to inquire if we have it. It may happen that the sales people will all be busy at that time, so the customer looks over the stock. The desired record is found, and possibly several others are selected. When the sales person is at leisure to wait on the customer, the greater part of the sale has already been transacted by the customer. It only remains to make out the sales slip and take the money of the purchaser.

"We have had this plan in effect for several months and have found it one of the best sales stimulators we have ever used. It not only educates the customers to wait on themselves, but it gives them the opportunity of finding other records in which they are interested, and our

sales have jumped from one or two records each to three to six. At the same time we have been able to handle this increase in business without increasing our sales organization.

"Another feature which we have adopted and which has proved very successful is the use of folders for popular hits. We had a lot of these record holders which would hold three double disc records at a time, but we had not had the sale we had anticipated. To take care of this, we had cards made by our window trimmer which read, 'The Latest Hits.' These cards were made the same size as the outside cover

any trouble, then she will look at that and several others before she is through. And each time she picks up a record, the sales possibilities are increased.

"Placing the popular hits in groups of three is an elaboration of the first plan. Practically all the customers who pick up one of these books appreciate the value of getting the three latest hits in a nice holder at a reasonable cost. Consequently, instead of buying the one record, which often resulted before, they now buy the three in order to get the holder.

"These two plans are simple, economical and effective. We have had both in effect for several months, and the results have been far greater than we had anticipated. They have increased sales without increasing costs, and we consider them good plans for any department of this kind.

The success of the Fox Co. in promoting record sales by a departure from the usual methods of record sales promotion indicates concretely how much worth while it is from the standpoint of profits for the retailer to devise new and more effective methods of exploitation. No matter what the location, there is bound to be a certain amount of transient

business, but where a determined and original effort is put forth sales can be increased. This applies to records as well as to other lines of merchandise featured by the music dealer.

E. C. Carlson in New RCA Ad. Post

District Advertising Manager Named Assistant Ad Manager in Charge of Sales Promotion Has Long Experience

E. C. Carlson, until recently district advertising manager of the Radio Corp. of America at Chicago, has been appointed assistant advertising manager of RCA in Charge of sales promotion, with headquarters in New York. He has assumed control of all the sales promotion activities of the company, and will co-ordinate the functions of the district advertising divisions with the general advertising department.

Mr. Carlson brings to his new position a wealth of experience gained through five years of RCA district work in which he was brought into close contact with radio distributors and dealers. He was formerly connected with the Pillsbury Flour Mills, Cheney Talking Machine Co., Rue Motor Co. and the Chicago and North Western Railway.

A. H. Mayers Touring Europe

A. H. Mayers, proprietor of the New York City music stores bearing his name, is touring Europe, accompanied by Mrs. Mayers. In a recent message to The Talking Machine World Mr. Mayers writes: "Tell the World we are giving Europe the once over." At the time of writing Mr. and Mrs. Mayers were viewing the beauties of Budapest.

THE adoption of the chain store policy of displaying records flat on the counter has increased sales for the Fox Co. without any increase necessary in the sales staff, as plan requires minimum of attention to customer. Use of folders containing three records which are offered customers as the latest hits is another plan used by this company which has proved successful in increasing the unit of sale. Both plans have the virtue of increasing profits without requiring any addition to the store's overhead.

of these record books, and were glued over the original cover.

"In these folders we then placed the three latest hits that had been brought out during the month, and placed the volumes in a conspicuous place on our counter. Within a few days we noticed that a number had been sold, and within a few weeks we had quite a brisk sale.

"This was another inexpensive plan which sold three records instead of one, and gave satisfaction at the same time. We offered a collection designed to appeal to the greater number of record buyers, and we were able to increase our business without additional cost. At the same time we moved those record books which had been on our hands, but which had failed to sell.

"We find that there is always a good opportunity for increasing sales if a little initiative is put behind the cause. The best business policy lies in working out a plan which will increase sales and profits without increasing the overhead. That is a point we always take into consideration when we have some problem—to work out a plan that will accomplish what is desired without raising the sales cost.

"On our counter we keep those records which are in the largest demand. The popular song and dance hits, the musical numbers, etc. By placing these all out in front we give the customer an opportunity of seeing them all. Frequently a customer who had planned on buying only one record will see others and buy from three to six. This results from having the records where they may be seen, and not back of the counter where they stand in tiers.

"People like to pick things up and examine them; and they will appreciate it more readily if they can do this without the services of a sales person. If a customer asked for a record, she would feel under obligations to the sales person. But if the record is where she can examine it without putting the sales person to

Only One



LEE SIMS

On Brunswick Only

Recent Sims Records

"When Summer Is Gone" ... "If I Lost You"	4010
* * *	
"Improvisation"	20069
* * *	
"Are You Thinking of Me Tonight?" ... "Diane"	3800
* * *	
"Indian Love Call" ... "Deep in My Heart, Dear"	3799
* * *	
"Meditation" ... "Some of These Days"	3764

THE vogue of "The Master of Modulations" grows every month. Latest recordings for Brunswick by Lee Sims include two piano rhapsodies written by himself: "Improvisation," No. 20069, a 12-inch record. Each rhapsody is an original fantastic piano study, containing the colorful, modulating passages . . . modern and blue breaks . . . and the ever-changing rhythms for which Sims is noted.

This is the music the Sims fans want—and it's the kind of music that makes more worshipers of this gifted pianist. Sims, like other Brunswick artists, is being given nation-wide advertising in connection with his newest Brunswick Records. There is profit for you in Lee Sims records—make the most of them!

Brunswick

Panatropes • Radio • Records • Panatropes-Radiolas

THE BRUNSWICK-BALKE-COLLENDER CO., Chicago, New York. Branches in all Principal Cities

Telephoning

the Portable Prospect

By Chas. N. Tunnell

THE sales force of Thomas Goggan & Bros., music dealers of Houston, Tex., works on the theory that every person is a prospect for a portable talking machine; and judging from the volume of business this enterprising concern has done in this line, this is more of a fact than a theory.

Telephone Builds Prospect List

C. W. Courand, manager of the phonograph and radio section of the business, uses the telephone to reach the largest possible list of portable prospects. Throughout the entire Summer and a portion of the Autumn months, he keeps a girl busy telephoning prospects. In starting out with the telephoning of portable prospects the general telephone directory is used. Naturally, this general list is somewhat of a hit or miss method, with not a high percentage of sales as compared to the number of people telephoned; but from this general list live prospects are obtained that go into a list that does return an extremely high percentage of sales.

This telephone girl has city directories and maps to enable her to know in what particular part of the city a certain street is located, and from information supplied by outside salesmen and others, she knows the particular class of prospects which lives in every section of the city. This information makes it possible to use just the right suggestion and get an interested hearing from the person to whom she is telephoning.

Intelligent Sales Appeal

The prospects living in the better homes of the restricted divisions, and in the better residence sections of the city are approached with a particular sales appeal. In some instances it is possible from the canvassers' records to tell if the prospect owns a talking machine or not, and if she owns one of the more expensive types. If it is found from the list that a cabinet type talking machine is owned, or if this information is brought out in the telephone conversation, the individual is told about a fine toned portable available for the prospect that is just the very thing to keep life and music in the week-end party, the motor tour, or the motor boat cruise. The average prospect of this particular clientele is told about the portable talking machine being small, well built, and especially suitable for keeping in the car.

When telephoning prospects who live in an apartment house district, the portable as a supplementary sale is not so much stressed, as many of these prospects do not have room for a larger machine. The sales girl points out the advantages of having a portable that works in well with the idea of small living rooms, etc., that are commonly found in the average apartment houses. These prospects are assured that the portable may be had in a machine with practically the same good tone as the larger machines, and will give the owner the same advantages in playing all the latest hits. The

apartment house prospect is further shown that the portable is no handicap on moving day, just pick it up and carry it in the car; then when a home is built or a larger house taken, it is a simple matter to trade it in on a larger machine, or that the purchase of a larger machine and keeping the portable will have its advantages of already having a good supply of records on hand.

Interesting the Students

Working in co-operation with the telephone girl are salesmen for the firm who know practically all the graduating high school students.

D*URING the Summer and Autumn months, Thomas Goggan & Bro., of Houston, Tex., use the telephone to solicit portable talking machine business. A girl using the telephone directory as a list of prospects, telephones, varying the sales appeal to fit the class of family phoned. In the better homes in restricted districts, its appeal for outings, etc., is stressed; in small apartment districts its compactness is the feature; students, camps, laboring classes, the portable has a special appeal for all.*

A list of these students is worked by the telephone girl to determine the ones who are going away to college. Telephone suggestions show many of these students where they will certainly want to take a portable along as well as a good supply of records. Personal calls are made on the students who are going away for the next school term as well as on other students who express an interest in a portable talking machine.

Camps Offer Good Sales Field

And just as the telephone is used advantageously in reaching the student trade, it is successful in getting in contact with the girls and boys attending Summer camps. Newspaper reports of approaching Summer encampments supply leads, while the information picked up from the various clubs and organizations afford the list of members to telephone. These prospects are made to picture the pleasure to be added to the camp outing with a portable. And in order to relieve the customer of any worry in packing and carrying the machine, it is pointed out that the firm is prepared for packing the machine and shipping it on ahead to be available when the party arrives at camp. It is just these suggestions that have moved many portables to people going on tours and to Summer camps who would not have purchased a portable otherwise or would have waited until they reached their destination.

Another Excellent Market

The industrial and laboring class of prospects prove to be good buyers of portables. And here, still another appeal is made to these prospects. In the first place, they are told over the telephone that the portable machine makes it possible for every family to enjoy the latest

music through the purchase of this economical talking machine. As many laborers are not permanent citizens and unsettled, they are told that the portable is easy to move, can be placed anywhere in the home with little room, and insures good music at a small cost. Terms are made attractive to these prospects, as most of them buy on instalment.

Sell on Time Payments

But regardless of what class of prospects is being reached with portable suggestions, the terms are kept ranging from five to fifteen dollars and more generally ten to fifteen dollars as a cash payment. This has been found to be a satisfactory figure that makes the purchaser feel that there is enough paid on the machine that it is a purchase and not a rental. This payment plan has been adopted since a trial at a smaller down payment. An outside selling club was organized. The list of prospects supplied the sales force with a select list where there was no doubt as to the credit rating. No other person was sold a portable on this plan, but prospects of this list bought fifty machines within a few days at one dollar and ninety-five cents as a down payment. Ninety

per cent of these machines were repossessed. In practically every instance, the customer was satisfied; but after a time they decided that they had little in the machine and would be getting a good deal to let the machine go back.

Record Contract With Portables

Just as the down payments are kept large enough to make the sale remain a sale, every salesman is encouraged to sell a record contract with the sale of each portable. If the portable is sold for thirty-five dollars, the customer is prompted to make the contract at fifty dollars or more, with the additional amount covering records, eight or ten to be taken with the machine, the others to be taken as issued.

Use Radio to Sell Portables

Radio advertising is used in selling portables and records by this firm. A local broadcasting station broadcasts an "Early Riser's" program from six forty-five to eight forty-five o'clock each morning. Records are supplied by Goggan's for these programs, while at each program the announcement is made that these records are furnished by this music store, and may be purchased at the store. This fact brings in many new customers and old ones for new records as well as builds up a large mail order business. Once each week several hundred words of information are given during the programs regarding the many uses of portables for every person, and for every purpose.

Goggan's have built up a portable talking machine business that is showing a fine increase in volume each season, but in addition to these direct profits, the portables have broken the ground for the sale of larger and more expensive machines as well as taught more customers to buy records oftener.

New Heights of Stromberg-Carlson Quality

TONAL excellence even more pronounced than that for which Stromberg-Carlsons are already famous. Sensitivity and selectivity more marked than ever. Cabinet work of greater beauty in design and finish—these latest models eclipse all previous standards of musical reproduction.

Included in the Stromberg-Carlson line this season are two Receivers employing the new improved A. C. Tubes—one in a Treasure Chest or Table type cabinet, the other in an

Art Console cabinet. Both are compact, beautiful in proportion and so priced that the thousands who have longed for Stromberg-Carlson quality of reception may now obtain it.

There are also two larger Receivers having tremendous wealth of volume and cabinets of a magnificence suited to the stateliest room.

This new Stromberg-Carlson line will enable authorized dealers to offer a high grade Receiver for every home.

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

No. 635 Stromberg-Carlson
Treasure Chest. Operates on A.C. Tubes in 50-60 cycle areas. Uses 5 UY-227 A.C., one UX-171-A Output, and one UX-280 R.C.A. Tubes. Price, less tubes and Speaker.....\$135.00



Stromberg-Carlson Receivers for Direct Current areas range in price from \$205 to \$985. All prices quoted here are East of Rockies. Slightly higher Rockies and West and Canada.

No. 734 Stromberg-Carlson
Price, No. 734 A.C. Receiver, for 50-60 cycle A.C. current areas, complete with 11 R.C.A. tubes, but not including Speaker (Loop \$30 extra). \$755



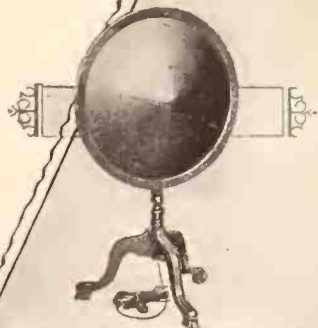
No. 1 Magnetic Pick-Up Outfit
For reproducing records through the audio system of the Receiver. Price, with long cord and plug....\$35.00



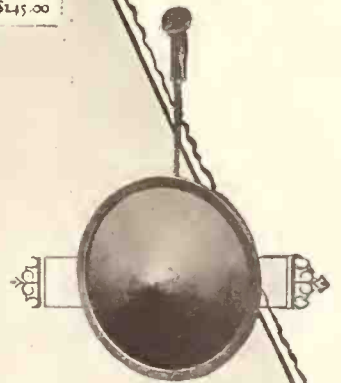
Every Stromberg-Carlson is equipped with a handy jack which makes possible electrical reproduction of records through the wonderful audio system of the Receiver.

No. 636 Stromberg-Carlson
Art Console. Operates on A.C. Tubes in 50-60 cycle areas. Uses 5 UY-227 A.C., one UX-171-A Output, and one UX-280 R.C.A. Tubes. Price, less tubes and Speaker.....\$145.00

No. 744 Stromberg-Carlson
Price, No. 744 A.C. Receiver, for 50-60 cycle A.C. current areas, complete with 11 R.C.A. tubes and loop but not including Speaker.....\$1205



No. 10 Cone Speaker
Pedestal type, seamless Cone Speaker with diameter of 22 inches. Price, with long cord and plug.....\$40.00



No. 11 Cone Speaker
Similar to No. 10 Cone Speaker but of Wall Type. Cord and tassel of braided silk. Price, with long cord and plug \$35.00

Stromberg-Carlson

Makers of voice transmission and voice-reception apparatus for more than thirty years.

HEPPE CANVASSES

Women Canvassers Provide the Prospects and Home Demonstrations Sell the Radio Receivers

IF the public will not come to the store to purchase talking machines and radio receiving sets get the product into the homes of prospects. This is the policy that has brought considerable business to C. J. Heppe & Son, one of the leading retail music houses in Philadelphia, Pa.

A Dependable Sales Builder

The value of strong, consistent outside selling as a means of bolstering up business was concretely proved several years ago when the concern found itself with a large stock of old model talking machines on hand, according to Leo M. Cronson, manager of the talking machine and radio department. "At that time people were not buying," he said, "and we decided upon a drastic change in our merchandising policy to maintain sales volume. We planned a canvassing campaign, but along different lines than the usual outside sales drive. We procured the services of four women canvassers. These were divided into teams of two each. Each team was accompanied by an experienced salesman. The teams were assigned definite streets in the foreign sections of the city and they were instructed to cover every person living in those streets. We believed that by a thorough canvass of the people in a neighborhood the law of averages would give us a fair number of sales. Here is how the women worked. One woman canvasser visited the homes on one side of the street and the other confined her activities to the opposite side. The salesman remained with the truck loaded with instruments which was stationed at the end of the street. As quickly as the women canvassers succeeded in interesting prospects the salesman had an instrument installed and worked to close the sale. We put up prizes of various kinds to stimulate the canvassers and in addition they were paid a small salary and a commission on sales. The girls we selected were inexperienced, but this proved no handicap as we provided them with a sales talk that we had found most effective. When a prospect was uncovered we immediately put an instrument into the home on a trial demonstration of twenty-four hours. A longer period of demonstration than this is useless, we have found. Quick work, once the machine is placed, increases the chances of a sale. Usually the salesman made his follow-up call in the evening when the entire family was at home. The results were astonishing. We averaged a sale a day, and when it is remembered that this was a period when the talking machine business was in a very lethargic state the results were very satisfactory indeed.

Same Plan Used to Sell Radio

"Substantially the same plan is now being used to sell radio receiving sets and the results to date are just as satisfactory as they were when we started the drive exclusively in the interest of the talking machine."

The idea of a truck loaded with instruments or sets accompanying the canvassing team has been abandoned, according to Mr. Cronson. The women canvassers are assigned to a territory and they leave in the morning accompanied by a salesman who starts them on the day's work. The salesman then goes back over the ground covered the day before and devotes his time to working on leads supplied by the women canvassers. Occasionally the salesman, if he has an automobile, will take an instrument with him. The women canvassers do not

have been the result of canvassing and our method of following up inquiries," said Mr. Cronson. "We have taken a leaf from the sales manual of the electric appliance people and have found it profitable. We are now selling a comparatively large number of combination instruments, an interesting trend in the business that indicates a desire on the part of a certain class of the public to have both the talking machine and radio instruments combined in one cabinet. An illustration of how the inquiry follow-up plan works out is an

incident that happened a short time ago. We had received an inquiry from Atlantic City regarding one of the more expensive combination models, the cost being \$425. About the same time we had a mail inquiry on an inexpensive radio set from a nearby town. Without bothering to resort to mail selling we loaded both instruments on a truck and sent them to the homes of these people. Of course a salesman was also on the job. The result was that we made both sales. This is concrete evidence of the value of this sales promotion plan."

It is a significant fact that the policy of canvassing for talking machine and radio business is being followed with success by music houses of the character

of C. J. Heppe & Son, whose long experience in selling music has particularly fitted them with an understanding of the best methods to be used in placing musical instruments in the home. Dealers who have not tried outside selling to any extent would do well to give this method a trial. It has proved its merit over a long period of years.

Consolidate DeJur and Amsco Corps.

Consolidation of the DeJur Products Co., Inc., and the Amsco Products Corp., both of New York, has been announced. The name of the new organization is the DeJur-Amsco Corp. Quarters affording a total floor space in excess of 40,000 square feet will be maintained in two buildings, according to Ralph A. DeJur, president of the new company. Approximately 20,000 square feet will be devoted to the manufacture of variable condensers, and the remaining space will be occupied in the manufacture of power resistances, rheostats, variable resistances and other radio parts. A new development laboratory equipped with the latest condenser and resistance measuring devices will be installed to augment the present equipment.

Succeeds Dodge Music Co.

The Dodge Music Co., Anacortes, Wash., closed out recently after thirty years in business. It is succeeded by the de Remer Music House, of which H. L. de Remer is proprietor.

OUTSIDE selling has been used by C. J. Heppe & Son of Philadelphia for several years and it has proved its worth in bolstering up business. Women canvassers cover a district under the direction of a salesman who starts them on the day's route and stays within the locality to arrange a home demonstration when a likely prospect is unearthed. The salesmen on the Heppe staff spend three days of each week on the outside following leads and arranging demonstrations. Follow-up of inquiries with home demonstrations has proved to be the best source of sales.

fill out any cards for future follow-up. But when a "hot" prospect is located she immediately notifies the salesman who is certain to be nearby, and he then gets busy and usually succeeds in making arrangements for a demonstration in the home.

Follow-up of Inquiries

This department has found that inquiries, when properly handled, very often lead to sales. Each inquiry is carefully noted on a card and turned over to a salesman whose business it is to go after the sale. Each salesman in the department spends three days of the week in the store and three days on the outside, thus giving all the men the opportunity of following their own leads. When the salesman has a lead to follow up he places the instrument or radio set in which the customer or prospect may be interested in the back of his car and sets out for the home of the individual. Whether the prospect asked for a home demonstration or not makes no difference. The idea is to get the instrument into the home. Usually there is little resistance to the plan. There is a great deal more resistance on the part of the prospect to the thought of coming to the store for a demonstration.

Home Demonstration Easy

Home demonstrations of radio receiving sets are a simple matter to-day, says Mr. Cronson. The AC sets are very nearly foolproof. It is easy for the salesman to install the set, the actual work taking but a few minutes. And these installations are very satisfactory from the point of performance and once the customer tunes in on an interesting program selling becomes much easier. "Most of our sales recently

**A Radiotron
for every purpose**

RADIOTRON UX-201-A
Detector Amplifier

RADIOTRON UV-199
Detector Amplifier

RADIOTRON UX-199
Detector Amplifier

RADIOTRON WD-11
Detector Amplifier

RADIOTRON WX-12
Detector Amplifier

RADIOTRON UX-200-A
Detector Only

RADIOTRON UX-120
Power Amplifier Last
Audio Stage Only

RADIOTRON UX-222
Screen Grid Radio
Frequency Amplifier

RADIOTRON UX-112-A
Power Amplifier

RADIOTRON UX-171-A
Power Amplifier Last
Audio Stage Only

RADIOTRON UX-210
Power Amplifier Oscillator

RADIOTRON UX-240
Detector Amplifier for
Resistance-coupled
Amplification

RADIOTRON UX-250
Power Amplifier

RADIOTRON UX-226
A.C. Filament

RADIOTRON UY-227
A.C. Heater

RADIOTRON UX-280
Full-Wave Rectifier

RADIOTRON UX-281
Half-Wave Rectifier

RADIOTRON UX-874
Voltage Regulator Tube

RADIOTRON UV-876
Ballast Tube

RADIOTRON UV-886
Ballast Tube

The standard by
which other vacuum
tubes are rated



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Voltage Regulator Tube

RADIOTRON UV-876
Ballast Tube

RADIOTRON UV-886
Ballast Tube

The standard by
which other vacuum
tubes are rated

Leading makers of radio sets recognize RCA Radiotrons as the standard vacuum tubes for all uses in both transmitting and receiving instruments. They specify them for tests, initial equipment and replacement.

Radiotrons are the heart of the receiving set. To maintain fine reception, the vacuum tubes in your set should be replaced with new Radiotrons at least once a year. Do not use new tubes with old. Best results are obtained by changing all tubes at one time.

RCA Radiotron
MADE BY THE MAKERS OF THE RADIOLA

RADIO CORPORATION OF AMERICA • NEW YORK • CHICAGO • SAN FRANCISCO

Smashing magazine pages and impressive newspaper advertisements are telling your customers how tremendously RCA Radiotrons improve broadcast reception. No other vacuum tube has such widespread and consistent publicity behind it. No other tube equals RCA Radiotrons in volume of sales. Novel counter and window displays, folders, etc., help you to get your share.



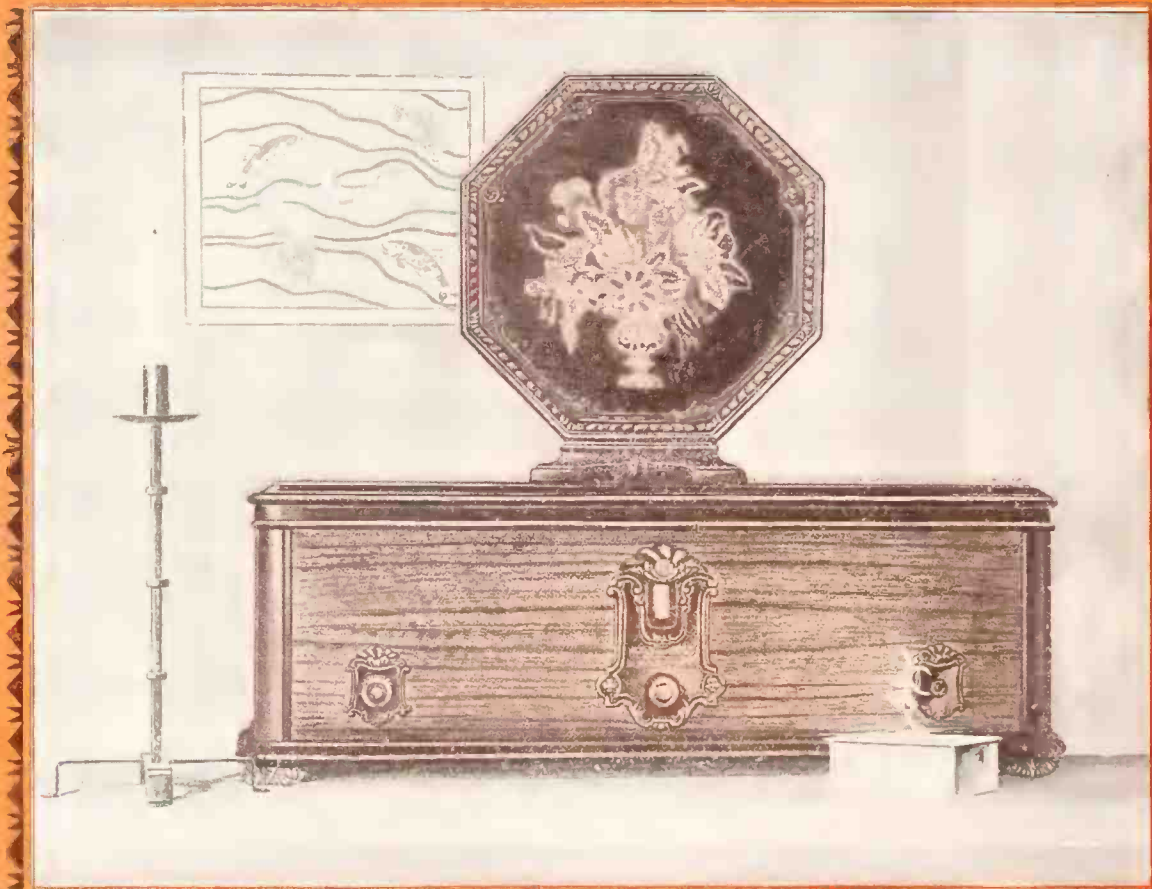
It's repeat sales that count, and when you offer your customers RCA Radiotrons you may be sure that they will come back for more. That is because RCA Radiotrons offer the greatest value and greatest performance of any vacuum tube on the market. The expert engineers of RCA have spent millions of dollars and years of patient research and experience in their development and perfection. You may stake your reputation on the quality of RCA Radiotrons—and their own reputation will bring you prestige as well as profit. It will pay you to carry the complete line.

RADIO CORPORATION OF AMERICA
NEW YORK • CHICAGO • SAN FRANCISCO

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

The new Super-Heterodynes sensational new line



RCA RADIOLA 60—The famous super-selective and sensitive RCA Super-Heterodyne, now with the new A. C. tubes, for simplified house-current operation. Remarkably faithful reproduction. Ideal for congested broadcasting areas—highly sensitive for places remote from broadcast stations. Illuminated single dial. Two-toned walnut veneered table cabinet \$175 (less Radiotrons)

The new RCA Loudspeaker 103 is shown with the new "60"



RCA RADIOLA 62—Cabinet model of the new RCA Super-Heterodyne. The enclosed Dynamic Speaker is an improved model of the incomparable RCA Reproducer. Superior fidelity of reproduction over the entire musical range never before achieved in radio. Beautiful cabinet of walnut veneer with maple inlays.

\$375 (less Radiotrons)



RCA RADIOLA 64—De luxe model of new RCA Super-Heterodyne. Special automatic volume control bringing in weak and strong stations at any desired even degree of volume. Needle meter for accurate tuning. Amazing fidelity of reproduction hitherto unrealized in radio. Enclosed in finely finished cabinet of rich design.

\$550 (less Radiotrons)



RCA RADIOLA 30A—Custom-built cabinet model of the famous RCA Super-Heterodyne with RCA Loudspeaker. At the new price this is an unusual value in fine radio receivers. Operates directly from the house current.

\$285 (with Radiotrons)

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

now take leadership in the of RCA Radiolas



RCA RADIOLA 51—The nationally popular "18," with A. C. electric operation, in a specially designed cabinet with RCA Loudspeaker enclosed. All ready to connect to aerial and ground, and bring in the best that's on the air. \$195 (less Radiotrons)

RCA RADIOLA 18—Most popular type Radiola ever built. Entertaining a million listeners every night. Finely-designed receiver of broad range and capacity for simplified A. C. house current operation. Wonderful tone. Illuminated tuning dial. Solid mahogany cabinet, walnut finish. \$115 (less Radiotrons)



RCA RADIOLA 16—Designed to give the finest radio entertainment in homes not wired for electricity. Battery-operated. A receiver known for its wonderful performance and long life in thousands of homes all over the country. \$82.75 (with Radiotrons)



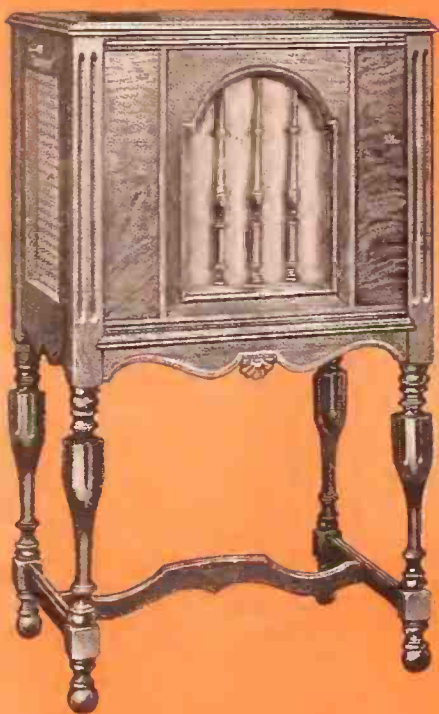
This sign marks the leading dealer in every community.

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

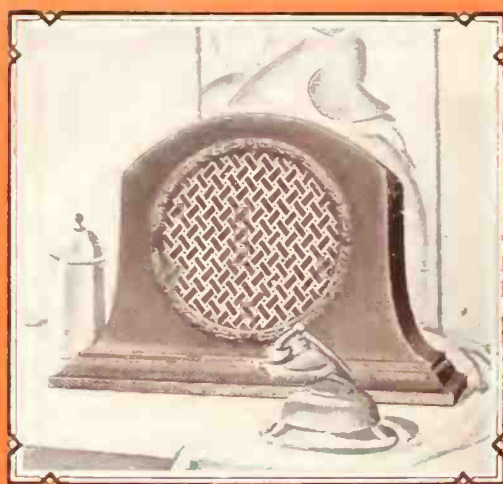
MADE BY THE MAKERS OF THE RADIOTRON

RCA LOUDSPEAKER 103—The famous "100A" in a new dress. The speaker made a thing of beauty as well as utility. Tapestry covered. A beautiful ornament that will fit into any scheme of decoration. . . \$37.50



RCA DE LUXE LOUDSPEAKER 105—A super-reproducer of wonderful range, tone fidelity and capacity. Operates from A.C. house current. Will supply "B" and "C" voltages for receiver to which it is attached. Beautifully designed cabinet. \$350

RCA LOUDSPEAKER 100A—Over three-quarters of a million of this type of RCA speaker are now in use. Their sturdy construction and uniformly fine performance have made them the most popular of all reproducers. \$29



The BIGGEST SELLERS

RCA Loudspeakers are fast-moving merchandise. Wherever radio sets are sold—of whatever make—the public demand is for RCA reproducing instruments. They are the biggest sellers because they have complete national acceptance.



This sign marks the leading dealer in every community.

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Selling the Trade-in

Cable Piano Co. Limits the Number of Trade-ins
and Sells Them Through Classified Advertisements

By J. H. Reed

A DEAD-LINE—and classified advertising. What has a dead-line to do with classified advertising? And what has either a dead-line or classified advertising to do with selling used radios?

Much, says J. E. Waldrop, manager of the radio and phonograph department of the Cable Piano Co., in Atlanta, Ga. For classified advertising is used by him to move radios over the dead-line.

"One of the most serious troubles with which the dealer in radios is faced," says Mr. Waldrop, "is the accumulation of radios that have been traded in. They occupy valuable space. They require attention before they can be sold to the public. They become obsolescent in a surprisingly short time. And, unless the dealer is constantly on his guard, he soon finds himself with twenty-five or thirty instruments that he cannot dispose of and that he must break up and burn to get rid of. The dealer has to take enough loss on the radios he trades in without wilfully adding to it by allowing his instruments to accumulate.

"Therefore we have set a dead-line on the number of used radios that we have in the shop. That dead-line is ten instruments. As soon as we get eleven machines, we start to move them by concentrated sales effort.

"And the best way to do this, we have discovered, is through classified advertising. We select the best value among the radios which we have accumulated during the week, and groom it for the sale. We write an attractive advertisement about it and insert it in the clas-

sified advertising columns of the papers. And this advertisement not only serves to dispose of this instrument, but others as well. When do we advertise? If our stock on hand is a large one, we may run an advertisement on Tuesday and on Wednesday evening, again on Friday evening, and finally on Saturday morning. We always advertise at least one instrument on Friday evening and Saturday morning. Why? Because the class of people who purchase used radios is those who are on a salary. They get their money on Saturday morning. Friday evening they are probably figuring on ways and means of spending their money, and if we reach them then with the item they want—a real bargain in a used radio set—the chances are that we will sell them before the week is over.

"We never advertise more than one radio at a time. It isn't necessary. You see, the radio we advertise serves as a leader. If a prospect comes in who doesn't particularly like it, we have other radios at bargain prices that we can show him. While if someone comes in after the particular instrument has been sold, we tell him that we are sorry, but we have some others that represent just as real values and induce him to look at them. In this way we not infrequently dispose of all the instruments that have accumulated above the "dead-line" but sell out all save one or two of these that we had in stock.

"One classified ad does not cost much. But if it is written in the proper manner and used at the right time, it will sell surplus stock of

radios over the week-end. Which radios are easiest to sell? Combinations. We have no hesitancy in offering good trade-in values on combination radios and phonographs, for, even if the instrument is not an electrical one, it is comparatively easy to equip it for electrical current. We sell our traded-in combinations almost as fast as we take them in.

"On the other hand, small battery-operated sets are the most difficult to dispose of. Even in the rural districts the better class of farmers live in town or have their own electric light plants, so that they, too, demand direct plug-in sets. So the only thing we can do is to allow a low trade-in value and get what we can for them, pricing them so that people of the most moderate means can get them for their homes.

"The radio dealer can, if he will, control his trade-in situation. In the first place, he can refuse to take any instruments which he knows he will not be able to re-sell, or else place such a low value on them that he can break them up or give them away. In the second place, he can prevent the accumulation of old traded-in sets by setting a dead-line at, say, ten or fifteen sets, and getting busy on the selling end if the number rises above this point. And in the third place, he can utilize the classified ad column to good advantage in selling his used stock. Its cost is low and its pulling power, when properly worded and used, is astonishingly effective."

A deal line—and classified advertising. They form a combination that can be effectively used in preventing the accumulation of trade-ins.

Victor Foreign-Domestic Catalog Contains Wealth of Musical Gems

Many Dealers Are Unaware of the Sales Possibilities of the Records Made for the Foreign Born—D. Des Foldes Writes Foot-notes for Bulletins Listing Records

Despite the fact that one of the greatest classes of record buyers of the present day is that of foreign-born residents many dealers have neglected to solicit this business. It is a known fact that the peoples of many European countries are far in advance of citizens of this country in musical appreciation, and this love of music has been transmitted by them to their children. Record manufacturers have recognized the vast market which is represented by the foreign born and are regularly releasing records for their consumption. Nevertheless many dealers have been loath to study the possibilities of encouraging this trade, with the result that the business naturally gravitates to some competitor who is more alert and more willing to make himself acquainted with the wants of this type of record buyer.

A glance at a recent issue of a bulletin (No. 18) sent out on behalf of the foreign-domestic series of records, issued by the Victor Talking Machine Co., gives an idea of the wealth of material available in this class of record. A great number of dealers are no more aware of these releases than they are of the releases of some record company whose products they do not carry, yet music is said to be the universal language and is an art which boundaries of nations or languages do not limit.

The bulletin in question was sent out to Vic-

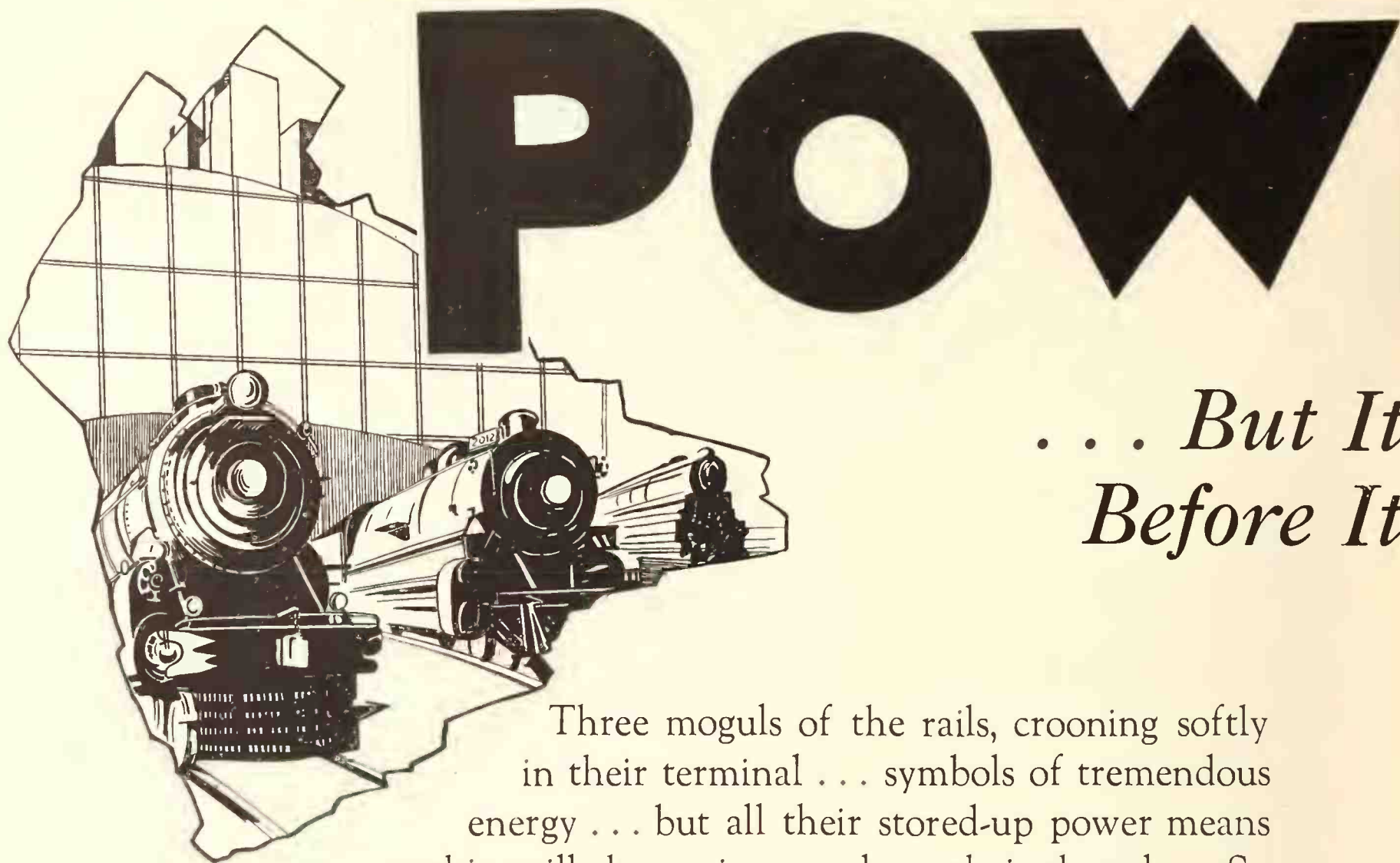
tor dealers last month and contained records to be placed on sale on August 17. Foot-notes with explanatory remarks regarding each record were supplied by D. Des Foldes, head of the foreign-domestic department. They included: In the International Series a coupling of two polkas, "Nava" and "Ha! Ha!" novelty selections, especially suited for outdoor or store-door playing and "Dreams of Schubert," a medley of popular Viennese waltz tunes, timely because of the interest in the Schubert Centennial now being celebrated all over the world; in the Croatian-Serbian series, a comic sketch, "The Divorce," with a native orchestra is featured. The foot-note to this release gives the Yugoslav population of fourteen of the larger cities in the United States, stating that Chicago has 20,000 of this race with New York housing 15,000 and Pittsburgh third with 12,000, giving an idea of the large market.

Other languages included in this bulletin are Finnish, German, Greek, Jewish, Italian, Lithuanian, Polish, Swedish and Spanish-Mexican. Naturally the records listed in each instance are intended primarily for the natives of the countries mentioned, yet the greater majority of these records could be played before an audience of native-born music lovers and find a ready market. Some years ago, well within the memory of every dealer, a waltz record, "Cielito

Lindo" was issued as part of the Spanish-Mexican listing. After a time this record had become so popular that practically every record manufacturer released the selection played by a modern dance orchestra and as part of the regular popular releases. This is one instance of the sales that are possible of gems hidden in the foreign language series.

Aside from the sales possibilities among the entire record-buying population there are enough foreign born and their descendants in this country to insure a handsome profit by selling these records only to those for whom they were originally intended. There is scarcely a talking machine dealer to-day in whose territory there are not some foreign born. As the Victor bulletin points out, there are over 183,700 Lithuanians in eighteen of the principal cities of the United States—Chicago being the principal haven with over 87,000 of this race making their homes there. Lithuanians are good record customers, and for a dealer to neglect the sales possibilities of this nationality or of any nationality is to overlook a sure source of profit.

Another angle, and one that should not be overlooked, is that to these people who still speak the mother language of their countries the talking machine is still the principal and, in fact, only means of home entertainment, whereas English-speaking people divide their attention between the talking machine and radio receiver. There are, it is true, some programs being broadcast in foreign languages, but at best they are few and far between, and are concerned with but a few of the foreign languages. Look over this Victor bulletin on U. S. foreign records. Then study your market, decide what records should be carried and go after this extra record business with vigor.



*. . . But It
Before It*

Three moguls of the rails, crooning softly in their terminal . . . symbols of tremendous energy . . . but all their stored-up power means nothing till the engineers release their throttles. So with sales power . . . you have to USE it, to make it mean anything. Dealers who have really investigated the matter, know from pleasant experience that there is enormous sales power behind

AUDACHROME

The Chromatic Reproducer

. . . but of what earthly use is this power, unless it is utilized! Even as your show windows are very valuable to you when forcefully decorated, but quite worthless empty . . . the best merchandising assistance in the world will not help you unless you seize it and work it for all it is worth. AUDACHROME is POWER. Dynamic, volume-producing SALES POWER . . . waiting to help the music trade. USE this power. The season is ripe . . . now, more than ever, is the time to get busy and make the most of the mighty merchandising force embodied in this best of all reproducing instruments.

The AUDAK

565 Fifth Avenue,

"Creators of High Grade Electrical and

ER

Must Be Used Means Anything



AUDACHROME

"The Standard by Which All Others Are Judged and Valued"

Without AUDACHROME you can sell a certain volume of records . . . that's admitted. But our proposition is so much bigger! What AUDACHROME offers you is the opportunity to sell more records, more reproducers, even more higher priced talking machines. By the simple process of demonstrating to your public . . . with the AUDACHROME . . . how good a talking machine performance really can be . . . every dealer can awaken in his customers' minds and hearts a greater respect for the talking machine and the wonderful new electrically cut records. This means an active desire . . . stimulated business . . . which, after all, is the highest expression of SALES POWER!

ACCEPT NO IMITATIONS

Every Audachrome and every other Audak instrument bears a protective tag like this—your guarantee!



As true as life itself. Faithful to the very echo, reproducing every shade and demi-shade of meaning in the composition. Interpreting chromatic changes as realistically as did the original players! This is AUDACHROME . . . the greatest single constructive force that has come to the music industry in years. Yes, here is power . . . SALES POWER! Release the throttle and USE it!

AUDAK Reproducers Listing from \$5.50 up

COMPANY

New York

Acoustical Apparatus for More Than 10 Years"

Price Specializes in Language Records

Seattle Talking Machine Dealer Carries
Records in Forty-two Languages

FRED P. PRICE has the unique distinction of conducting the only foreign record booth in Seattle, and has been operating it for nearly seven years. He is located in the Seattle Pike Place Market and his booth is the haven for record seekers from every land. Besides Mr. Price himself, the sales personnel includes Mrs. William King, who efficiently carries on the business during his absence, and Earle Hatch.

Records, new or second-hand, classical or sacred, in every language are available. The counters are divided into partitions which are each devoted to records from a certain country. A card with the name of the country on it helps to identify the records in each partition, which taken in order, read something like this: German, Suomalaisia, Scandinavia, Swedish, Norske, Danish, Classical Imported Records, Italian, Croatian, Serbian, Armenian, Russian, Greek, Turkish, Polish, Ukrainian, Spanish, Hungarian, Bethanian, Holland-Dutch, Roumanian, French, Welsh, Arabian-Serbian, Belgium, Gaelic, etc., forty-two languages in all being represented.

All domestic records are carried in Columbia, Victor and Brunswick, and include everything from old-time music to the very latest hits. Complete catalogs are carried in all makes of records. The stocks consist of every record



Where Fred Price Does a Large Foreign Record Business

that is made and every record that can possibly be obtained in any foreign language. Four average-sized hearing rooms are used.

"A big mail order business has been built up and is very successfully carried on. Records are shipped extensively throughout the territory west of the Rocky Mountains as well as throughout the entire country. An occasional shipment has been made to Australia, while it is not at all unusual to ship them frequently to the old country," stated Price.

With regard to business conditions Mr. Price declared: "Business is very good, and it is good the entire year around. While most dealers were not doing so well during July, for us it was one of the best months that we have ever had. We did nearly 30 per cent more business at that time this year than we did last year. There is nearly always a crowd buying records, and we have never seen a slack time yet."

Newspaper advertising is used in many of the foreign papers. In local American papers, ads are tied up with most of the Columbia, Victor and Brunswick activities.

Radio station KVL is furnished with all of the

record music used by that station from Mr. Price's booth. At all odd times these records are used to fill in during the various broadcasts and sometimes for two- and three-hour periods during the day nothing but such records are played.

Although Price specializes in records he does sell an occasional phonograph. He handles the Victor, Columbia and Brunswick lines.

Okay Shop Opens Branch

The Okay Radio Shop, Washington, D. C., recently opened a branch store in the Transportation Building, Seventeenth and H streets, N. W., where a complete line of radio products, including the Crosley and Freshman lines of radio receiving sets, will be carried.

Sells Radiolas to Hotel

BRISTOL, VA., September 4.—The Bristol Radio Co., Inc., of this city, recently installed several models of Radiola 17 in the Hotel Bristol. Every room in the hotel has radio service.

One handle handles it!
Outing
TRADE MARK

Master of Movable Music

FLYER

New 1929 Model



Other Outing Portables at
\$12. \$15. \$17.50 \$20. \$25.

Five Styles — Five Prices

Quality Portable

Modern

Exclusive

Up-to-date

Remarkable Value

IT WILL PAY YOU TO LOOK AT THIS
NEW WONDER MACHINE

Write direct or ask your jobber

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

64-68 Wooster Street, New York

WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS · REPRODUCERS

Counter Balance Pick-Up Arms

Designed Specifically for Electric Pick-Ups

WITH THE INCREASING POPULARITY of electric reproductions, Manufacturers have asked for an arm especially constructed to counter balance the weight of the pick-up, yet of attractive lines combined with good quality of design and finish. Oro-Tone now offers you these new Counter-Balanced Arms designed exclusively for this purpose.

The new Model 19¼-88C (with throw-back) is designed particularly to accommodate any pick-up fitting at right angles to tone-arm. The new Model 16½ is the correct arm for use with a pick-up which requires a mounting against the back of the case. These arms exactly meet the requirements of each type of mounting and hold the pick-up in proper playing position.

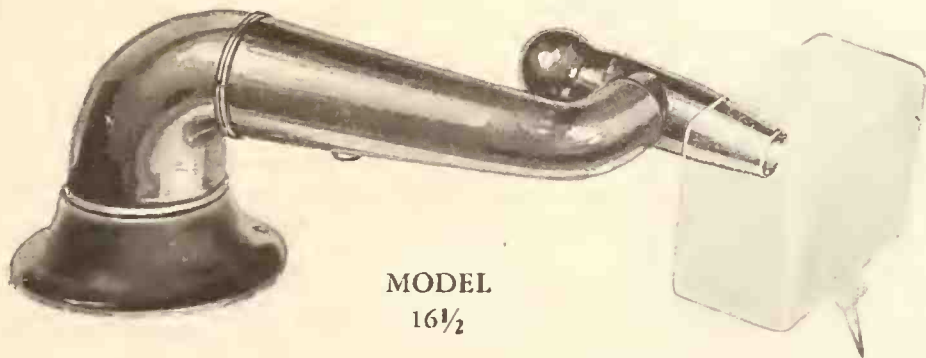
These new models have distinctive Oro-Tone features and are constructed to meet all the needs of pick-up service.

The needle point is correctly centered in relation to the pivot. Each arm is equipped with a Counter-Balance which properly distributes the weight of the pick-up, giving exactly the right pressure at contact point of needle and record. A distinctive Oro-Tone feature! Cast of selected metal alloys, and built entirely in the Oro-Tone plant --- these new products have all the built-in guaranteed Oro-Tone quality. Manufacturers, Jobbers, and Dealers, have long awaited this announcement. Samples gladly sent upon request wire or write for details!

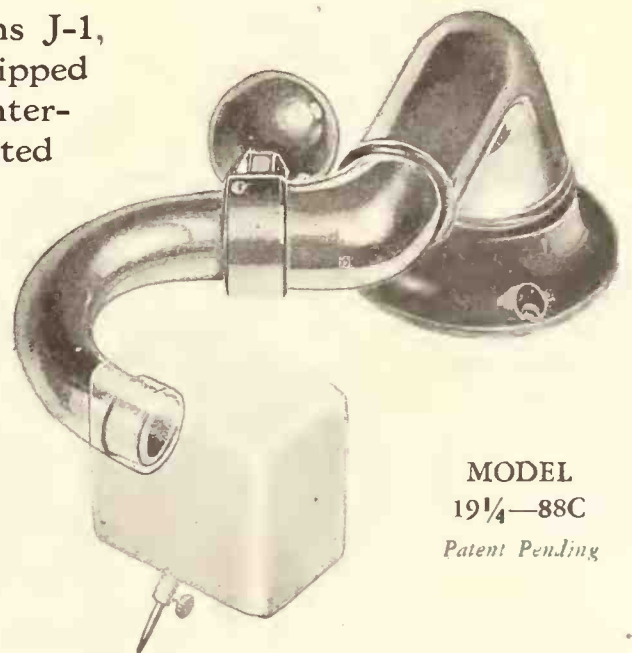
The Model 16½ is the correct arm for use with the pick-up designed for mounting against the back of the case. Note special Counter-Balance features.

The Model 19¼-88C is designed particularly to accommodate a pick-up fitted with a mounting bracket on the side. Note special Counter-Balance feature.

The standard Oro-Tone arms J-1, H-1, or M-1 may also be equipped with the Oro-Tone Counter-Balance. Samples submitted promptly.



MODEL 16½



MODEL 19¼-88C
Patent Pending

The Oro-Tone Co.

1000-1010

QUALITY FIRST

GEORGE ST.

CHICAGO, ILL.

Clark Music Co. Has Annual Radio Show

Third Annual Showing of New Models Held August 20 to 25—Four-Page Newspaper Radio Section Used

SYRACUSE, N. Y., September 4.—For the third successive year the Clark Music Co., of this city, staged a radio show where complete exhibits of the radio lines carried by the establishment were displayed to the public. The exposition started on August 20 and continued until Saturday, August 25, during which time crowds of interested prospects visited the store and many sales were made.

A four-page Clark radio section appeared in

the Syracuse Journal on Monday, August 20. This section created a great amount of attention and was responsible in a large degree for the splendid business which resulted from the show. As one member of the Clark firm put it, "the best proof perhaps that the radio section registered is the fact that dozens of customers came into the store with copies of the section in their hands."

The four newspaper pages were devoted to a series of interesting articles regarding the development of radio, news of the Clark establishment, photographs of the store executives and views of the stores and advertisements of the different lines carried, which include: Kolster, Fada, Freshman, Radiola and Atwater Kent receivers, Simonds cabinets and Sylvania tubes. These shows have proved of marked value as an aid to sales.

Federal Radio Corp. Names New Jobbers

Thomas H. Peacock has been appointed wholesaler for Federal Ortho-sonic Radio in the Canadian territory of Calgary and Edmonton, in the province of Alberta. Other wholesaler appointments recently announced by Kenneth E. Reed, sales manager of the Federal Radio Corp., Buffalo, N. Y., are Swanson Electric & Mfg. Co., Evansville, Ind.; Brown & Schler Co., Grand Rapids, Mich.; Sterling Electric Co., Minneapolis, Minn., and the Fort Smith Radio Co., Fort Smith, Ark.

A new radio store has been opened in the Park Plaza apartment building, Larchmont, N. Y., by R. L. Durrell.

Peerless Scores Again



This time with the only portable equipped with a double spring motor listing at \$20.

This TRX-two-spring motor was formerly used in a nationally advertised machine listing at \$35 and \$50.

Plays three records with one winding.

Highly decorated record box in colors.

Full size piano hinge.

S shaped tone-arm and Add-A-Tone reproducer.

Strong nickel plated hardware.

Heavy DuPont Fabrikoid with contrasting border effects.

DEALERS AND JOBBERS: Our trade discount on the Peerless Champion will surprise you. Write for samples and quotations.

Our complete line includes the Peerless Vanity in four colors, \$12.50 list; Peerless Junior \$15 list; Peerless Master-Phonic \$25 list.

Two Sales Winning Styles of Record Albums

Peerless Artkraft Album

Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album

Removable Pockets for Records

PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK



The Country Approves Zenith Automatic!

See ZENITH
Automatic Display

Fifth Annual Radio
World's Fair

*New Madison Square
Garden, New York*

*September 17th to 22nd
Inclusive*

BOOTHS 1 and 3
SECTION J—ARENA

30 Models—3 different circuits—6,
8 and 10 Tubes including De Luxe,
Automatic and Phonograph Models
—with or without loop or antenna
—battery or fully electric—\$100
to \$2,500

Licensed only for Radio amateur, experimental
and broadcast reception. Western United States
prices slightly higher

The way in which the public is swinging to Zenith Automatic Radio more than fulfills our prophecy. At the R. M. A. Show we said that Automatic Radio would be the biggest sensation of the season. And right now the demand has dwarfed the generous production schedule we laid out for the Automatic Models. Zenith dealers have this feature **EXCLUSIVELY**—Automatic Tuning has tapped a golden stream of profits for the sellers of Zenith Radio.

ZENITH
TRADE MARK REG.
→ **LONG DISTANCE** ← **RADIO**
TRADE MARK REG.
3620 Iron Street CHICAGO

"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents—Vasselli 1581145, Re-issue 17002, Heath 1638734, Canada 264391, Gt. Britain 257138, France 607436, Belgium 331166. Also under Marvin and other U. S. and foreign patents pending.

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO

Exhibits to Get Prospects

Exhibiting at Various Shows and Expositions
Has Proved Successful for Werley Music House

By D. Allen DeLong

DURING the Autumn months, when business begins to ascend after the customary Summer cycle of sluggishness, the Werley Music House, of 28 North Sixth street,

rented for the week's duration of the exhibit. One of these always finds the Werley Music House represented with an exhibit.

While the booth space is necessarily small,

home, or a trial, is asked. Others do not commit themselves, but do offer for the clever salesman an opening which he can follow later.

The advantage of the exposition is to bring a concentration of people into one spot. While only a certain percentage of passersby at the store may pause to look, practically everyone must see what the Werley store has to offer in the booth, for they have come to the exposition for this purpose.

Therefore, the firm gets direct results to a large gathering. Usually, during the week of the exhibit, they have made fifty or more sales, and possess a list of from 300 to 500 people who are interested. The nominal fee required for space in such an affair unquestionably makes it one of the most profitable mediums in the merchant's yearly calendar.

Phonograph Records in Safety Campaign

Portable Phonographs and Records to Play
an Important Part in Industrial Safety
Drive in Quebec

MONTREAL, CANADA, September 5.—Gramophone records made especially for the purpose will be employed by Industrial Section of the Province of Quebec Safety League for the further extension of its campaign for accident prevention among workmen, according to the latest bulletin of this organization. Arthur Gaboury, secretary-general to the league, outlined the particular purpose and working methods of this scheme. First of all, he reiterated, the league seeks the prevention of accidents through the education of the public.

Mr. Gaboury explains it thus. The industrial section has a membership of 549 employers, including practically all the largest industrial and utility firms of the province. These companies at present have the service of the league for accident prevention among their employes. Until now this service has been chiefly in the form of literature.

The industrial section believes, however, that its program is not adequate, or at least is not bearing the results that are possible and within the range of its function, it was stated. Very soon the "portable noon-hour speaker," as Mr. Gaboury terms it, is to be installed in the plants and shops of the members of the industrial section. The "speaker" will be in the form of a gramophone, and monthly records giving "good punchy safety talks" by an official of the league for the benefit of employes will be utilized in this service. All subjects regarding accident prevention of local interest will be dealt with on these records each month. The proposal is to use these in each plant at the noon hour when the employes are having lunch and when they have time to listen.

Represents Fada in Indiana

A. C. Stevens has been appointed to represent Fada Radio in northern Indiana. Mr. Stevens is well known to the trade in this territory, and will operate from the Chicago headquarters of F. A. D. Andrea, Inc. L. E. Holcombe has been transferred from the Indiana territory to Chicago, where he is now covering the west side and the Loop district.

The Wedel Co., 520 Second avenue, Seattle, Wash., carrying a complete line of radio products is building a large mail-order business.



One of Many Exhibits Staged by the Werley Music House

Allentown, Pa., and branches in Palmerton and Nazareth, Pa., begins to work upon development of a prospect list for its salesmen during the Autumn and Winter.

After many years of haphazardly collecting these lists from the marriage license records, graduation rosters, and general house-to-house work, the firm has hit upon the solution of its problem by co-operating in the annual business shows which are conducted in almost every American community at various periods of the year. They secure thereby a list of possible customers sufficient to carry them through a full Winter's activities.

There are shows of various kinds, such as a radio show, and a general good business show, conducted annually in Allentown. Booths are

and the opportunities for adequate decoration somewhat limited, the Werley store creates an effective atmosphere by the use of a red velvet backdrop, which hides the unsightliness of the plain booth wall, and sets off the fine mahogany of talking machine cabinets, etc. Here they have models playing all day long, attracting by actual demonstration passersby who long for music in their homes. There are men always at hand to explain the mechanics of their products and to demonstrate in any possible way the merits of the line.

In a courteous manner, and without forcing, the salesmen readily can judge whether or not these people are interested enough to follow up. Many times the actual sale is made on the floor direct. Often a demonstration at the

Dulce-Tone

Radio Talking Machine Speaker

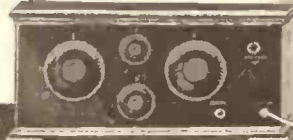
Get In On These
RADIO PROFITS

WITH radio almost universal, it's easy to include a Dulce-Tone in every talking machine sale—and you might as well get that extra profit. Or sell Dulce-Tone to former talking machine buyers.

Dulce-Tone makes an ideal loud speaker of any phonograph, and it fits any make and any radio set. Simply set the talking machine needle in the Dulce-Tone reed, plug in, and you have the full volume, the beautiful clear tone that only Dulce-Tone and a talking machine can give.

THE GENERAL INDUSTRIES CO.
Dulce-Tone Division
Formerly named
THE GENERAL PHONOGRAPH MFG. CO.
Elyria, Ohio

\$10, Retail
Fully guaranteed
Fits any radio



"Magic



Notes"

Columbia adds RADIO

"like life itself"

**COLUMBIA
RADIO**

embodies the latest developments of the art. ¶ It is founded on 40 years' progressive development concentrated upon the science of sound reproduction. ¶ No other radio has so brilliant a background.

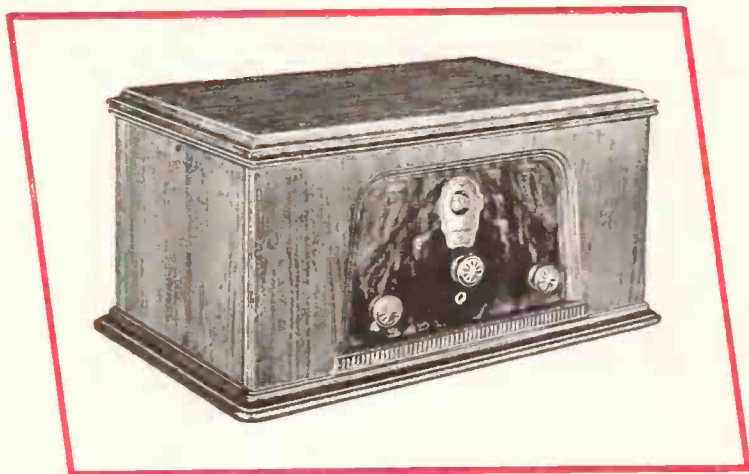
Details of new Columbia radio on following pages



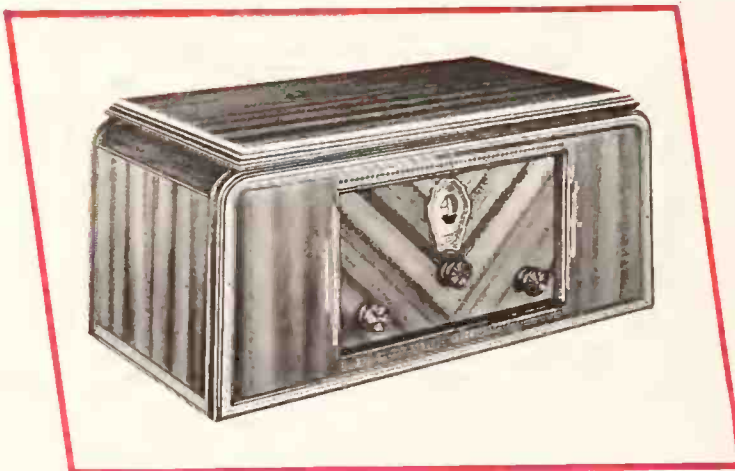
Columbia

RADIO

represents the most modern scientific development of the great Columbia and Kolster Laboratories—as proven as the pyramids, as modern as tomorrow.



MODEL C-1—LIST PRICE: \$140.00. Price west of Rocky Mountains . . . \$145.00. **CABINET:** Height, 12½"—Width, 24"—Depth, 15½". Artistic in design, of walnut veneer, Dial board of figured butt walnut veneer—a piece of fine furniture. **RADIO SET:** A. C., three stages of tuned radio frequency and one detector. Single tuning control, variable condenser bank and rotating illuminated dial easily read through opening in the front panel. Instrument operates on ordinary house current of 110 volts, 60 cycles, alternating current, no batteries required; simply plug in. This set is supplied also for use with D. C. current. The amplifier, power pack and radio set use the following tubes: 1-CX-371A or UX-171A; 4-CX-326 or UX-226; 1-CX-327 or UX-227; 1-CX-380 or UX-280. Tubes are extra. **FINISH:** The ornamental dial escutcheon is oxidized, antique bronze. The cabinet hardware is gun-metal finish. A jack is provided so that the amplifier may be used for the reproduction of phonograph records.



MODEL C-2—LIST PRICE: \$160.00. Price west of Rocky Mountains same. **CABINET:** Height 11½"—Width, 25"—Depth, 14¼". Art Moderne design of Oriental walnut veneer, high lighted, with antiqued ivory white and ebonized mouldings making a piece of very fine furniture. **RADIO SET:** A. C., four stages of radio frequency and one detector. Single tuning control, variable condenser bank and rotating illuminating dial. Easily read through opening in the front panel. Instrument operates on the ordinary house current of 110 volts, 60 cycles, alternating current—no batteries required; simply plug in. The amplifier, power pack and radio set use the following tubes: 1-CX-371 or UX-171A; 5-CX-326 or UX-226; 1-CX-327 or UX-227; 1-CX-380 or UX-280. Tubes are extra. **FINISH:** The ornamental dial escutcheon is oxidized antique bronze. The cabinet hardware is gun-metal finish. A jack is provided so that the amplifier may be used for the reproduction of phonograph records.



MODEL C-3 LIST PRICE \$200.00
Price west of Rocky Mountains . . . \$220.00
CABINET: Height, 45-13/16"; Width, 21½"; Depth, 16". High-boy—early English design, walnut finished, using a striped walnut veneer. The lines of the case are straight and of simple character, making a very effective ensemble. The instrument panel and speaker are located back of the swinging doors and are of straight lines, in complete harmony with the balance of the case. **RADIO SET:** This Columbia Radio set consists of three stages of radio frequency and one detector. Radio signals are received through the three stages of radio frequency and tuned by means of a single tuning control operating a variable condenser bank and rotating an illuminated dial. This dial is easily read through an opening in the front panel. Built in loud speaker gives typical Columbia reproduction—"like life itself." The instrument operates on the ordinary house current of 110 volts, 60 cycles, alternating current, no batteries required; simply plug in. This set is supplied also for use with D. C. current. The Columbia amplifier, power pack and radio set use the following tubes:—1-CX-371A or UX-171A; 4-CX-326 or UX-226; 1-CX-327 or UX-227; 1-CX-380 or UX-280. These are not included in the list price of the set. **FINISH:** The ornamental dial escutcheon is oxidized antique bronze. The cabinet hardware is gun-metal finish. A jack is provided so that the amplifier may be used for the reproduction of phonograph records.



Columbia RADIO

Take the sales static out of your radio business. Tune in on consumer reception and sales volume with these 5 Columbia Radio Sets.



MODEL C-4

List Price \$285.00

Price west of Rocky Mountains . . . \$300.00

CABINET: Height, 47"; Width, 23"; Depth, 16". High-boy—modern English period, walnut finished, front and dial board of figured hutt walnut, a piece of fine furniture.

RADIO SET: This Columbia Radio set consists of four stages of radio frequency and one detector. Radio signals are received through the four stages of radio frequency and tuned by means of a single tuning control operating a variable condenser bank and rotating an illuminated dial. This dial is easily read through an opening in the front panel. Built in dynamic loud speaker gives typical Columbia reproduction—"like life itself". The instrument operates on the ordinary house current of 110 volts, 60 cycles, alternating current, no batteries required; simply plug in. The Columbia amplifier, power pack and radio set use the following tubes:

1—CX-371A or UX-171A; 5—CX-326 or UX-226; 1—CX-327 or UX-227; 1—CX-380 or UX-280 and 1—CX-381 or UX-281. These are not included in the list price of the set.

FINISH: The ornamental dial escutcheon is oxidized antique bronze. The cabinet hardware is gun-metal finish. A jack is provided so that the amplifier may be used for the reproduction of phonograph records.



MODEL C-5

List Price \$350.00

Price west of Rocky Mountains . . . \$375.00

CABINET: Height, 48"; Width, 24"; Depth, 19". High-boy type English 18th Century, walnut finished. A pleasing example of the cabinet maker's art, hand-carved veneered with finest hutt walnuts.

RADIO SET: This Columbia Radio set consists of four stages of radio frequency and one detector. Radio signals are received through the four stages of radio frequency and tuned by means of a single tuning control operating a variable condenser bank and rotating an illuminated dial in conjunction with it. This dial is easily read through an opening in the front panel. A built in dynamic loud speaker with power amplification makes the set capable of delivering tremendous volume while still retaining Columbia's life-like reproduction. The instrument operates on the ordinary house current of 110 volts, 60 cycles, alternating current, no batteries required; simply plug in. The Columbia amplifier, power pack and radio set use the following tubes:

1—CX-310 or UX-210; 5—CX-326 or UX-226; 1—CX-327 or UX-227; 2—CX-381 or UX-281. These are not included in the list price of the set.

FINISH: The ornamental dial escutcheon is oxidized antique bronze. The cabinet hardware is gun-metal finish. A jack is provided so that the amplifier may be used for the reproduction of phonograph records.



Columbia

Electric Reproducing Phonographs and Radio Combinations

These instruments represent the ultimate in Radio-Phonograph co-ordination. From the standpoint of sheer artistry and refined beauty, they are beyond compare—worthy to take their place in the most carefully appointed home.



COLUMBIA - KOLSTER VIVA - TONAL
The Electric Reproducing Phonograph
"like life itself"
Model 930 List Price \$375.00



COLUMBIA - KOLSTER VIVA - TONAL
The Electric Reproducing Phonograph
"like life itself"
Model 901 List Price \$475.00



COLUMBIA ELECTRIC VIVA - TONAL
and
KOLSTER RADIO COMBINATION
"like life itself"
Model 960 List Price \$600.00

The completeness of the Columbia line: Phonographs, Records, Radios, Radio and Phonograph Combinations, and Electric Reproducing Phonographs—and their perfection, offer progressive dealers the opportunity of making real and continuous money.

Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

Schubert Week, *Back to Melody*, Nov. 18-25. Organized by Columbia Phonograph Company

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Algeria P.O. 2, 1928
Columbia Phonograph Co. U.S. Pat. 2,019,242

Customers *Are* Salesmen

Harry Leonard, of Abilene, Kan., Authorizes His Customers to Act as Sales Agents on Commission

By Clement White

THE plan of authorizing his customers to act as sales agents enabled Harry Leonard, Abilene, Kan., to dispose of about 150 radio sets in a few months' time. This is a good sales volume for a country town store with limited patronage.

"I aim to keep my customers working in the interests of my radio business," he remarked, when interviewed. "About 60 per cent of my customers become part time salesmen. They sell on a percentage basis, and pay their own expenses. The secret of success in this method of distributing radio sets is to choose the right type of customers to act as part time agents. A number of my part time salesmen are high school students, who are favorably known and liked by their associates.

"I sold a radio set to a farmer, and his boy appeared to have the making of a salesman, so I appointed him as agent in his locality. Within a short time he had sold fifteen sets, and was in touch with several good prospects. Then I interested a railroad man in my proposition, and he made a good volume of sales. A young barber purchased a set, and believed he could find a number of buyers among his patrons, so I told him to go ahead and boost business. It didn't take him long to sell ten outfits.

"It is easy to see that the plan of having a number of zealous agents selling on a commission basis is bound to boost volume at a rapid rate. I need a number of part time salesmen, because my territory is so extensive. I cannot depend solely upon the patronage of Abilene

people, as the town has only about 3,500 people, and competition is keen, so I aim to work the rural districts intensively. I have secured a lot of profitable business from farm folks, and from the small towns in the vicinity of Abilene.

"The fact that I have turned my stock once a week for several weeks in succession proves the soundness of this sales plan. I aim to feature a good representative stock. Medium priced outfits are best sellers in my territory. I handle the big deals myself; I have sold several expensive outfits, and expect to land more of these profitable orders.

"I don't allow competition to interfere with my sales activities. Through aggressive canvassing and demonstration I sold high-priced sets to six parties who were considering the purchase of other makes of radio when I first got in touch with them. I strictly avoid price-cutting sales, as I think price-cutting is detrimental to a profitable business. The potential demand for quality radio is adequate to insure a profitable business provided intensive sales methods are followed.

"I do not maintain a regular service department, as I find it advisable to pass service work on to a specialist. After installing a radio set, I make one free service trip, then, if I receive another call from the customer, I recommend a man who devotes his entire time to this work. My policy of selling quality radio cuts down the number of service calls to the minimum."

House-to-house canvassing is the most successful sales aid used by Mr. Leonard, and all

of his part time salesmen are equally enthusiastic regarding this method of getting in touch with live prospects.

"I do some newspaper advertising, and keep my stock attractively displayed," remarked Mr. Leonard. "But if I depended solely upon advertising and display for boosting sales I would lose a lot of profitable business. When I am ready to work a new portion of my territory, I concentrate my efforts upon winning an order from a prospect who has the making of a salesman. After selling him, I show him how he can add to his income by soliciting orders from his friends. As a rule, little persuasion is required to induce an enthusiastic customer to become a part time salesman. One reason my part time salesmen have such success at closing deals is due to their enthusiasm, which has cumulative effect in awakening interest in the minds of the friends they interview. When a customer is thoroughly sold on the merits of his radio, he is glad to make special effort to point out its superior features to his acquaintances.

"There is no doubt in my mind regarding the need of aggressive sales methods on the part of any one who features radio. I know of no other line of merchandise which is so receptive to lively selling campaigns. On the other hand, lack of aggressive sales methods reduces sales to a level where the business doesn't pay a profit. I am in favor of the plan of having a number of zealous part time salesmen on the job."

SELL SYMPHONIC

For those who want the finest reproducer that can be made, we present the Low-Loss Symphonic Reproducer, the result of the most painstaking experiments and trials. Exquisitely made, it is encased in a handsome bronze finished housing, with nickel or gold plated centerpiece.

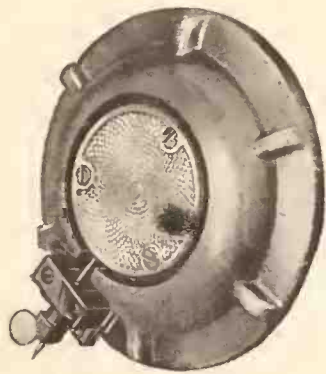
LOW LOSS Symphonic PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated . . . \$10⁰⁰

Gold Plated . . . \$12⁰⁰

(Slightly higher west of the Rockies)



A remarkable reproducer at a remarkable price. Beautifully finished in polished nickel or gold plate. A great seller.

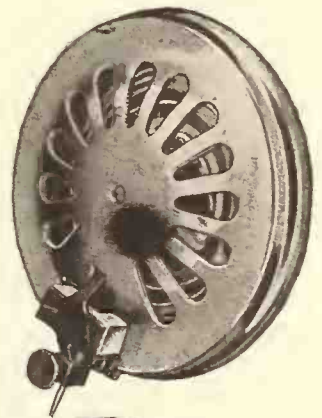
Overture PHONOGRAPH REPRODUCER
MADE BY SYMPHONIC

LIST PRICE

Nickel Plated . . . \$5⁰⁰

Gold Plated . . . \$7⁰⁰

(Slightly higher west of the Rockies)



This is the \$8.00 number that has been so popular with phonograph dealers everywhere. A wonderful reproducer whose performance is so unusual that it sells immediately on demonstration.

Symphonic PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated . . . \$ 8⁰⁰

Gold Plated . . . \$10⁰⁰

(Slightly higher west of the Rockies)



An acoustical gem in a magnificent setting— Each Symphonic and Low-Loss Reproducer is beautifully encased in a gold embossed silken container commanding attention and bespeaking its quality.



SYMPHONIC SALES CORPORATION
370 SEVENTH AVE. Pioneers and Leaders in the Independent Reproducer Industry NEW YORK

PACENT
presents **3** *of the*
Seasons

A NEW and instantly popular group of radio electric phonograph accessories that is taking the country by storm. These items afford the finest record rendition available at any price. They strike a new note in accessories for the live dealer who finds accessory sales ever decreasing, because of the growth of self contained sets. Every radio customer is a prospect for the new day electric record reproduction.

PACENT
ELECTROVOX
radio-electric phonograph
reproduction at its best

\$75.00

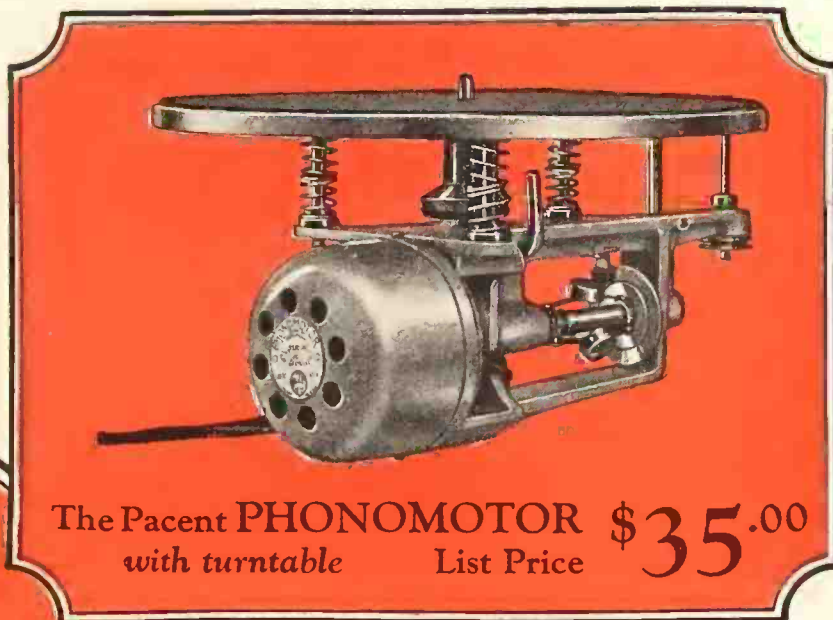
without cabinet \$60.00

A COMPLETE electric phonograph when attached to radio which provides astonishingly natural and beautiful tone quality—the tone and volume equivalent to the high priced instruments. Easy to install. Switches instantly from radio to phonograph without removing tube. Encased in beautiful walnut cabinet. Uses Pacent silent induction electric motor requiring no winding. Demonstrate it to your radio set customers.



Outstanding Accessories

FIRST in the field, the new model Phonovox, THE electric pickup is fully justifying its leadership. A popular priced piece of merchandise that has a tremendous appeal to every radio and phonograph owner. Here are sales that are easy to make; just demonstrate it to your set and phonograph customers.



The Patent PHONOMOTOR with turntable List Price **\$35.00**



The Famous Patent PHONOVOX De Luxe Model **\$13.50**

INDUCTION TYPE which means no brushes, no sparking, long wearing. Absolutely silent. Nothing to get out of order. The most scientifically engineered phonograph motor on the market. These trouble proof Pacent accessories will build you quick, profitable business. Write or see your jobber today. Get samples and information — but — **DO IT NOW.**

Attractively cartoned in a compact and colorful display container—ideal for counter use.

COMING right on the crest of the biggest wave of radio phonograph popularity the industry has ever known—these Pacent accessories—recognized for quality by the name—are receiving tremendous public approval.

They are within the price range of everyone—appeal instantly—and sell easier than any similar type merchandise in your experience.

ELECTROVOX
The Modern Music Reproducer

PHONOVOX
The Electric Pickup

PHONOMOTOR
The Silent Induction Motor

PACENT ELECTRIC COMPANY, Inc.
91 SEVENTH AVENUE • • NEW YORK CITY

Pioneers in Radio and Electric Reproduction for Over 20 Years

Manufacturing Licensee for Great Britain and Ireland, Igranic Electric Co., Ltd., Bedford, England

BUILDING

an Ad

CHARACTER

"Melodie-Mae" Has Proved
an Excellent Saleswoman
for Ripper Shop

By Roy George

THE Brunswick Shop, Phoenix, Ariz., has made a real success under the management of George Ripper, mainly because his first big interest is in business; but he has had an unusual support in the person of Mrs. George Ripper, who has made her first big interest—Music.

"Melodie-Mae" is a real live character in the Salt River Valley, and her bright, chatty letters to the folks are read with interest as they appear in the local press every week, and result in a very definite volume of business coming to the Brunswick Shop. The character is the creation of Mrs. Ripper, and, more than that, is Mrs. Ripper. Her interest in music is unmistakable any time you happen to talk with her, and it is the good fortune of the customers and of the shop that she is able to kindle something of this same enthusiasm in the people she comes in contact with.

"The idea of the Melodie-Mae letters came to me in the night," says Mrs. Ripper, "as so many things do. That's when I plan my window trimming and special sales efforts of every



MELODIE-MAE
the record girl says:

Dear Folks:
"Here comes the bride!" LOTS of 'em, and today is the LAST day you can buy hers that adorable little Panatrope, 6 records and a bridge lamp for \$104.50. Only \$8.50 down and \$8.48 a month. It will be something entirely different from the usual run of gifts, and a lasting one of joy and pleasure for the new couple in their new home.

Now that Old Sol is warming up the Gold Spot we are going to need something to pep us up, and "WE'VE GOT IT." An UNUSUAL of dandy new fox



MELODIE-MAE
the record girl says:

Hello, Folks:
Now I AM excited for I am going to get to see you in person this very afternoon, for of COURSE you are going to attend Miss Scrivner's cooking school at Smith's Appliance Shop, 337 West Van Buren St, beginning today at 1:30 p. m. You know everything worth while is being done by electricity these days, and since "man's heart is in his stomach," cooking is one of the main essentials. What would our grandmothers say if they were to be invited to attend an "electric" cooking school? I'll bet they wouldn't come for fear of being "shocked." Now M stands for meals (quite important), but it ALSO stands for music, and that CERTAINLY



MELODIE MAE
The Record Girl
Says:

Dear Folks:
"Something new, and something different"! That's what most folks are looking for, and we HAVE it, just in time for your vacation too. I'll dare to say it is the best in town for the money, a brand new portable JUST put on the market. This outshines ANY we have EVER had before. Has a brand new tone-arm and reproducer and 3½ feet of horn (in a PORTABLE, imagine!) Reproduces all the bass in special effect style



MELODIE-MAE

the record girl says:

Dear Folks:
I see you are out at the gate looking for my letter and I wouldn't disappoint you for the world.
Summer is about to give way to Autumn, with her colors of brown and gold, and it will not be long until we will be spending our evenings indoors again, and then what will we turn to for our recreation?
Now, I'm going to make a suggestion. I have told you many times of the advantages of the Panatrope. Its amazing success is due to the fact that it is new in principle and in style

Newspaper Column Conducted by "Melodie-Mae" That Is Widely Read kind. After I got the character in mind, the writing of the letters was easy. I just let 'Melodie-Mae' hold the pen."

The chatty letters with the cartoon of "Melodie-Mae" sitting at her harp have been widely read and favorably received from the first, and their pulling power has been constantly evident. Customers quote from the letters and even come into the shop with the advertisement in their hands to ask about something that is mentioned in a conversational way.

Two very definite instances, that show something of the psychology of advertising, effected complete sales clean-ups without any of the usual display advertising and in spite of the fact that the announcements were made with apparent casualness in a single paragraph of the letters where they were buried under a

column of very interesting musical chatter.

One of these referred in an offhand way to an exceptionally attractive merchandising tie-up of a small Panatrope, a bridge lamp, and a group of selected records. The single reference was sufficient to create an active demand. Another example, of a more lasting nature, was the announcement of a record exchange and the appeal was made on the basis of house-cleaning. Something in that appeal started the line coming and it has continued ever since.

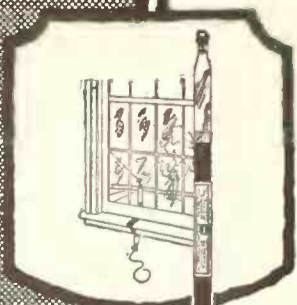
Two things make these letters go: They suggest music and they create atmosphere. The atmosphere created is the atmosphere of the home and Mrs. Ripper has the happy faculty of running in a single line about the weather or the breakfast table that just naturally catches her readers where they are; and from there she soon takes them to where she wants them, and that's the Brunswick Shop.

A good example of Mrs. Ripper's special publicity campaigns was displayed at the annual Electric Cooking School conducted by one of the local newspapers. The Brunswick Shop secured the exclusive privilege of making a display, and for five days Mrs. Ripper conducted a musical program of from thirty to forty minutes in the presence of from 1,400 to 1,500 of the leading women of the community, and so well did she manage the concerts that they were featured in the news reports.

An attractive booth was arranged at the front of the hall for a general display, and, in addition, five big Panatropes were placed in different parts of the hall in a general hook-up with the microphone of the speakers' platform.


At the opening of each program Mrs. Ripper appeared in person and outlined the group of records she had selected for their entertainment, calling their critical attention to the very great advances that have been made in the methods of recording and reproducing the very finest things musically. Her personality gave the concerts all the color of an artist's presence and she was careful to direct the critical appreciation of her auditors to the products of the Brunswick Shop. Among her ingeniously contrived programs was one patterned after the manner of a radio program, announced as coming from station Music, "Melodie-Mae" announcing, and her recipe for music "served to a turn" on five Panatropes was published among the many recipes carried away from the cooking school.

Popular Radio Accessories



**ELECTRAD
CERTIFIED
LEAD-IN**

Another profitable Electrad item because of its convenience and "short-circuit-proof" construction. Fits under locked windows or doors. Bends any shape. Triple-ply, water-proofed insulation 10 inches long. List 25c each.



**ELECTRAD
LAMP
SOCKET
ANTENNA**

Listed by National Board of Fire Underwriters

A fast selling radio accessory because it does away with roof aerials and risk of lightning—makes every socket an aerial—is simple, efficient—uses no current and absolutely SAFE. List \$1.00 each.

Write for dealer proposition and full information.
Dept. G-6, 175 Varick Street, New York

ELECTRAD INC.

MORE POWER TO THE COMO



Built of two-toned walnut. Dimensions, 44 inches high—36 inches wide.



NEW specifications for the chassis of the Splitdorf COMO model offer outstanding sales and profit opportunities. Read this description. You will recognize the COMO'S remarkable merchandise values—its strong, compelling sales appeal.

A perfect piece of cabinetry, following the beautiful lines of an Italian credenza. Fluted pillars with polychrome caps flank the sides. Built of satiny two-tone walnut.

Chassis contains the Splitdorf DUPLEX Receiver, Senior amplifier with two "250" tubes and double dynamic loud speaker reproducer. Needless to say, with this tremendous power, the tone quality of *The Como* is absolutely unsurpassed. Its volume is sufficient to fill an auditorium, either when operated as a radio receiver or when reproducing phonograph records.

Eye Appeal, Ear Appeal, Price Appeal, all combine to make the Splitdorf COMO commanding value in today's radio market.

[List Price, for A. C. Operation, without tubes— \$490]
Ten Other Models from \$135 to \$850

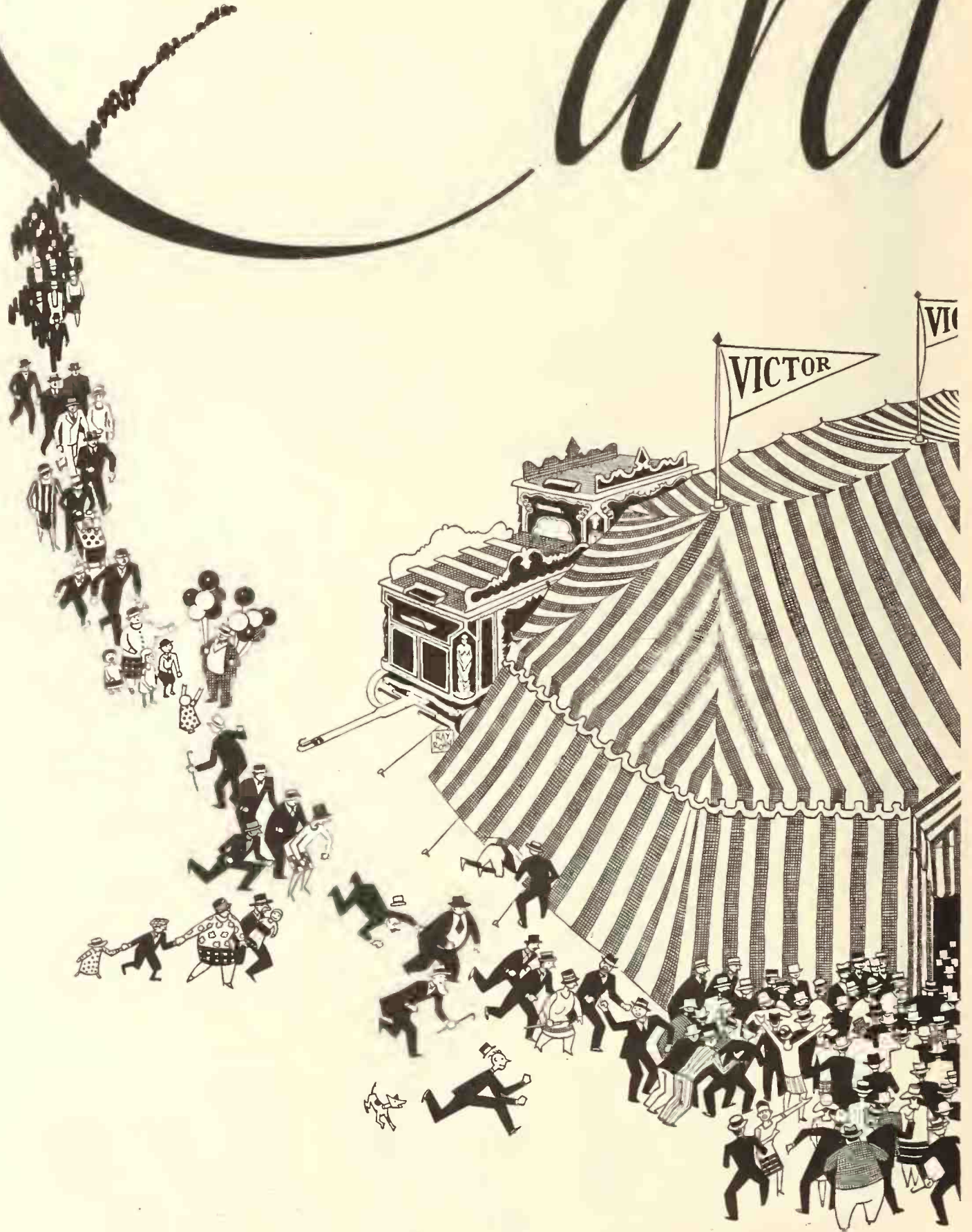
Do you know the facts about Splitdorf's amazingly liberal discounts?

Write for franchise details and territorial protection.

SPLITDORF RADIO

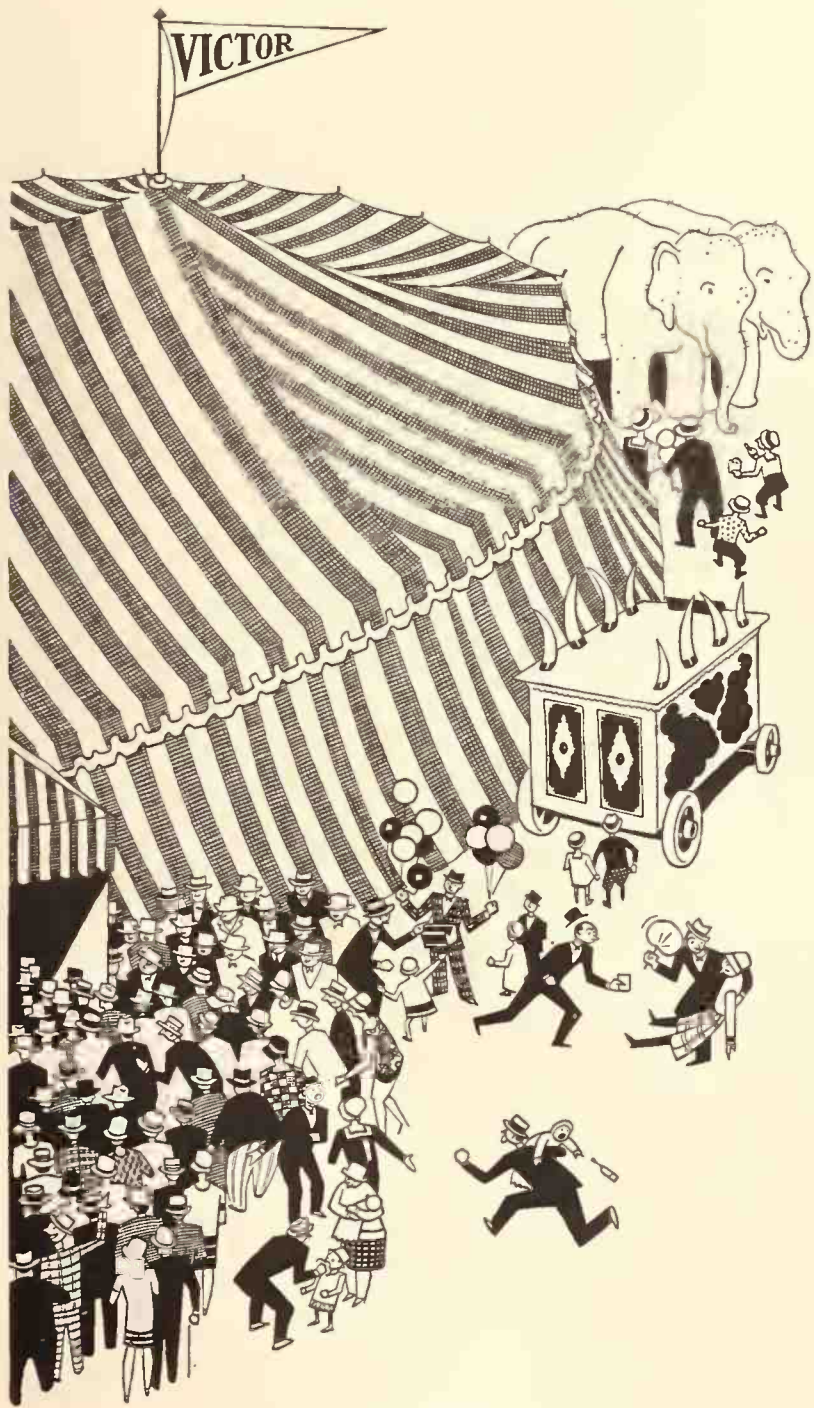
SPLITDORF RADIO CORPORATION Subsidiary . . . Splitdorf-Bethlehem Electrical Co., NEWARK, NEW JERSEY

The *Caravan*



VICTOR TALKING MACHINE COMPANY,

VAN is coming to Town!



coming! . . . COMING! . . . COMING!!! The greatest aggregation of musical exhibits ever put on wheels. The Victor Caravan will swing into your territory soon.

Here is a tremendous traveling exposition created to help Victor dealers all over the country. Carloads of advance dope. Volumes of money-making facts. Surprising announcements.

Be there with your crowd when the show starts. You'll see things you've never seen before in all your life. Get pointers you will remember and use for months to come.

Wherever the Caravan has gone, it has played to capacity audiences. Everybody has flocked to see it. He has come away filled with inspiration and sales-ammunition for the big fall season, for the new horizon that is at hand.

Ask your jobber when the Caravan will arrive. If for any reason you miss the Caravan in your vicinity, grab a train afterwards for the nearest town on its route. It's worth three times the railroad-fare.

For this is THE BIG SHOW—dramatizing the dawn of the most profitable Victor season in history. It brings you the opportunity of a lifetime. All your friends will be there. Plan to be among them when the curtain goes up!

CAMDEN, NEW JERSEY, U. S. A.



How Columbia Sold Whiteman

No Avenue of Publicity Was Overlooked in Telling Public That Whiteman Was Exclusively Columbia

By H. W. Clock

Advertising Manager, Columbia Phonograph Co.

PAUL WHITEMAN has been established definitely in the public mind as an exclusive Columbia recording artist. His first records have already sold beyond all expectations. Record buyers are heeding the slogan of Columbia's big initial publicity and advertising campaign—they are asking Columbia dealers for Paul Whiteman's Columbia records. Never before in the history of the phonograph industry has a campaign of such scope, with such a concentrated punch, been launched to identify a recording artist with a phonograph company. After weeks of careful preparation, with as much care to details as is given by a military commander in preparing a drive, the advertising and publicity forces, which had been leading up to the main merchandising attack through converging advertising lines, joined forces and went over the top on the evening of June 19. This was the much heralded Paul Whiteman radio hour, entitled "Sixty Magic Minutes with Paul Whiteman," sent over forty stations of the National Broadcasting Co. to every corner of the Continent of North America, and to the entire world through the short wavelength station of the General Electric Co. at Schenectady, N. Y. This hour, during which Paul Whiteman held the center of the aerial stage, was a revelation to even those who thought they knew their Paul Whiteman.

Preparing the Stage

Weeks before this event the Columbia Phonograph Co. had sent out stories to the domestic and foreign press and important trade papers announcing that Paul Whiteman had signed a contract to record exclusively for Columbia. Included in one of these stories was a short biography of Paul Whiteman, sketching his remarkable career.

Copies of this biography were sent Columbia dealers for local use. The public was also informed as to the forthcoming broadcast. An unusual and striking streamer, tying up Paul Whiteman's trade-mark head, a microphone and the Columbia trade-mark, was distributed to dealers for use on their windows. On the day of the broadcast 140-line radio announcements were run in the morning and evening papers of every radio broadcasting high spot in the United States. The circulation of these papers alone totaled nearly twenty millions of copies. Thus the stage was set for the barrage laid down as it were for the big event.

Carefully Planned Radio Program

The radio program itself was carefully planned to give the listeners-in a maximum of enjoyment, and, at the same time, enable the Columbia dealer to cash in on the results to the very greatest extent possible. The hour opened and closed with the recording of Columbia's "Magic Notes." The numbers chosen for broadcasting, combining popular selections with those of what might be considered of a stand-

ard nature, gave Whiteman full opportunity to demonstrate his remarkable versatility and at the same time please all tastes. Many of these numbers he had just recorded for Columbia. The continuity announcing each selection was

The first five records, as well all subsequent ones, carried the Paul Whiteman label especially designed by Columbia in four colors for this artist. Each record was contained in record envelope also especially executed in four striking

colors, a novel departure in the phonograph business. These labels and envelopes were used to great advantage by thousands of dealers all over the country in dressing their windows and identifying their stores with the big advertising and publicity campaign. In the meantime dealers' selling aids of many kinds had been produced and forwarded to Columbia dealers for staging their own Paul Whiteman campaigns in their localities and in tying up and cashing in on the great national drive.

Advertising Tie-Up

The basis of these dealer advertising helps consisted of three newspaper advertisements—one column, two columns, and three columns—featuring Paul Whiteman's trade-mark head, and carrying straightforward copy, with the slogan, "Ask for a Columbia Record." These advertisements were made available to the dealer, in mat, electro and stereo form with the understanding that the dealer was to be permitted to use them under the terms of the liberal Columbia dealer co-operative advertising plan, by which the company pays for half the cost of the space. Each of these dealer advertisements listed the first five Whiteman records in such manner as to permit the substitution of new records as they are released.

Other Dealer Helps

In addition to the three dealer advertisements, four Paul Whiteman cuts were supplied Columbia dealers in mat, electro and stereo form for their use in local papers. These consisted of line cuts of Paul

Whiteman's trade-mark head in two sizes, and half-tones of a photograph of Paul Whiteman, also in two sizes. Among the helps furnished by the company for dealers' windows and stores were a special Paul Whiteman hanger featuring all five records; a window streamer, executed in attention-arresting colors, and a Paul Whiteman four-page folder presenting a biography of Paul Whiteman and playing up his first record release.

The regular monthly Columbia window display service, for which many Columbia dealers subscribe, featured a giant head of Paul Whiteman as the central panel. Four small cards depicting Whiteman in various poses, for use in the window or on the counter, and a large window streamer completed the display.

Paul Whiteman slides in colors for use by dealers in moving picture theatres rounded out a campaign which is the most pretentious ever staged by a phonograph company in exploiting a single artist. The volume of sales of the Columbia dealers who tied up with the campaign has already proven the results to be greater than anticipated.



Paul Whiteman

colorfully worded. The opening, closing and quarter-hour announcements wherein lies the advertising value to the advertiser and his dealers, laid special emphasis upon two points; first, that Paul Whiteman had signed a contract for a long term of years as an exclusive Columbia recording artist; second, that his first Columbia records were to go on sale the next day at the stores of all Columbia dealers. These two facts were impressed upon the radio audience; other advertising points, such as that of the new Columbia radio set, were subordinated. One of the quarter-hour announcements was devoted to a short biography of Paul Whiteman, thus tying up the program with previous press notices.

The Follow-Up

This radio program was immediately followed up the next day by the appearance of a big 1,200-line advertisement tying up with the broadcast and featuring the five Paul Whiteman records of ten selections just going on sale. This advertisement appeared in morning and evening papers in the high spots all over the country.

We now reveal to you the startling story of the New SONORA



These magnificent musical instruments will change completely your conception of musical reproduction; their selling plans and dealer policies will alter the profit picture to the true Music-Merchant * * * * *

THE new inventions, the new management, and the new millions have resulted in a new giant in the phonograph and radio field.

The trade and the public are now offered, under one name—Sonora—a complete range of musical instruments, artistically perfect, beautiful to the eye and to the ear!

The Glorious MELODON —alone or with Radio

The Melodon is a name you will see brilliantly advertised next month in nearly all the important magazines and in scores of great newspapers.

It stands for absolute perfection in electrical reproduction of sound, by record or in combination with radio.

There are four Melodons, one alone and three in combination with radio, which give you, for the first time, an instrument equally faithful for the resonance of the bass and the clarity of the treble. Here for the first time has the Eurythmic Principle of Sound



Waves been applied practically to the electrical reproduction of music.

You will agree with the leading dealers who already have heard laboratory models in New York that these marvelous instruments provide pure and faithful reproduction which is a new delight to the critical ear. And that is logical, for the Melodon and the Melodon with Radio are the highest developments in the application of electricity to the art of reproducing music.

The New SONORA RADIOS

By its radically new conceptions, Sonora has taken the radio out of the class of an electrical apparatus, and changed it to a musical instrument of surpassing fineness and beauty. The new Eurythmic Principle of musical

reproduction applies to every Sonora Radio and makes Sonora the year's outstanding performer in all classes from the smallest model to the finest 7-tube instrument.

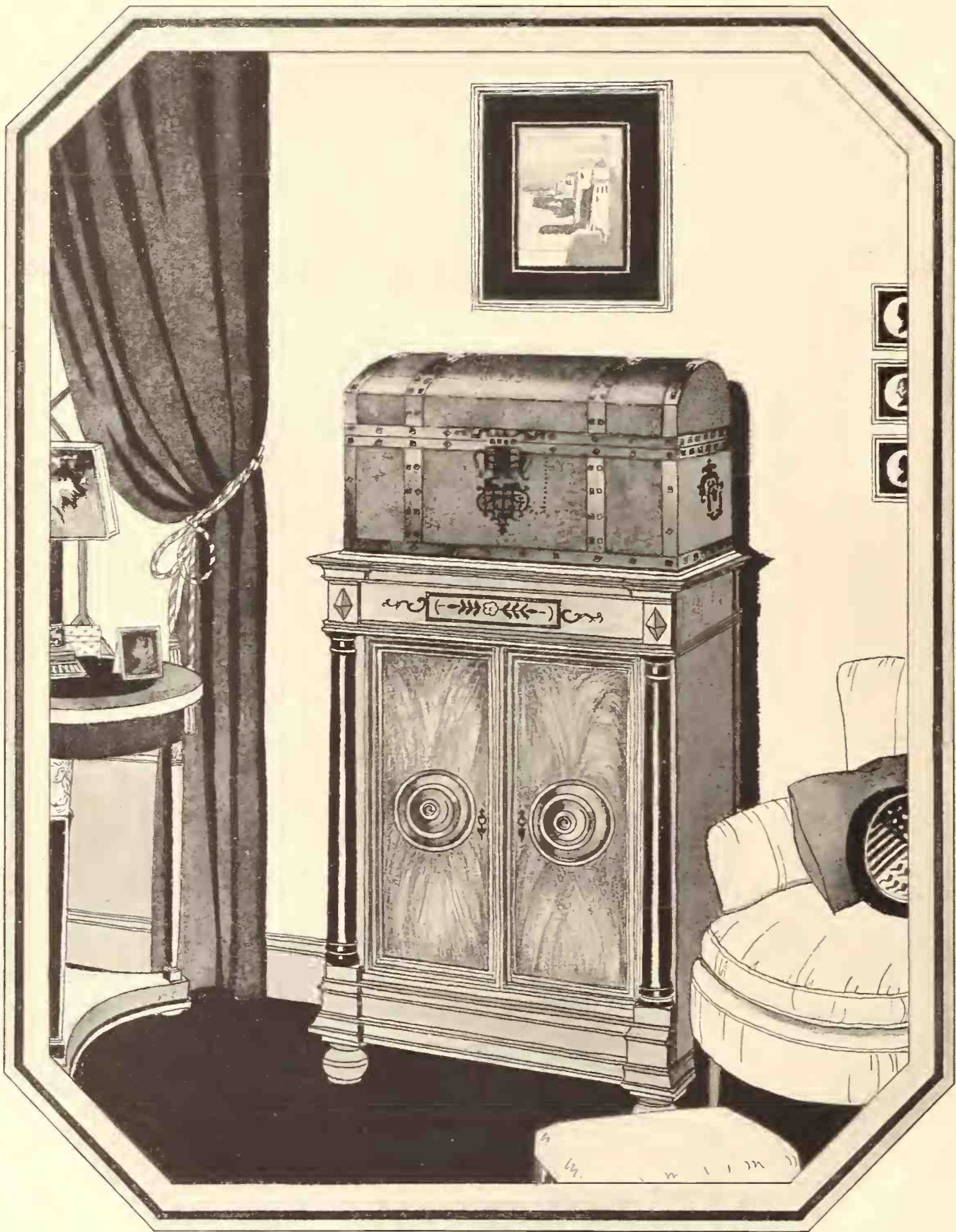
Two Acoustic PHONOGRAPHS

Sonora presents with pride, instruments that set new standards for acoustic reproduction. This and the beauty of their cabinets will on sight and sound establish these new Sonoras as leaders of their type.

Played with any record, but especially with the new electrically made Sonora records, soon to be put upon the market, the phonograph will reach a new height of expression.

Look carefully at the beauty of the cabinets, and note the many special Sonora features, as you study these pages and the 11 models of this important announcement. And be sure to read page 8—it will profit you well to get in early on the Sonora business to be done!

SONORA PRESENTS A COMPLETE NEW LINE OF MUSICAL INSTRUMENTS . . .



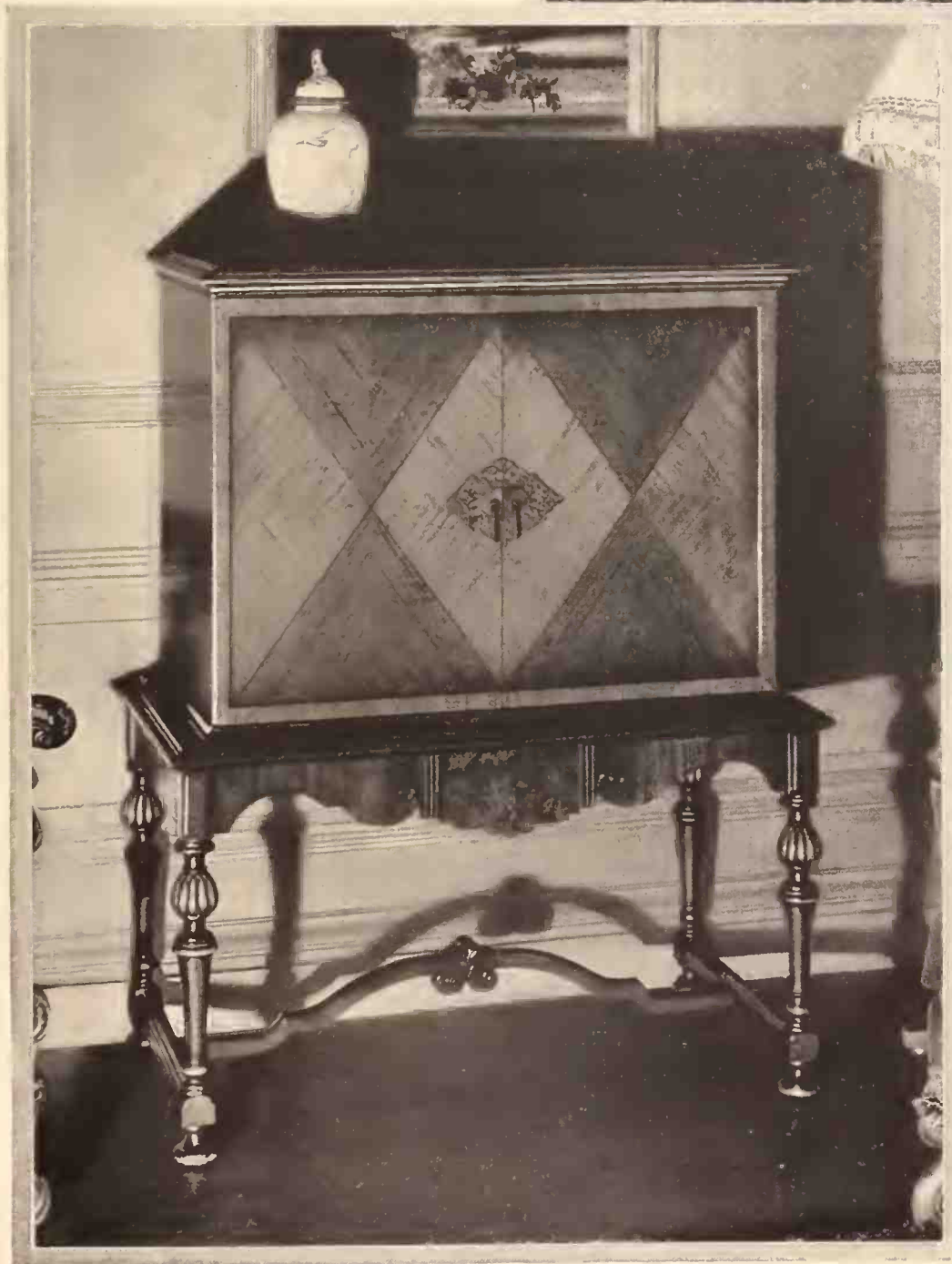
Model A-16. This beautiful instrument is the Sonora Melodion with Radio. It is a De Luxe Model—an electrical reproducing instrument for all records of lateral cut type—in combination with radio, that sets a new standard for glorious musical reproduction. Of the treasure chest type, one is offered a choice of richly toned, Spanish grained leather canopies and bases of various designs to form different combinations suiting individual tastes. A “7 tube” radio set employing a full complement of eleven tubes. It oper-

ates on 110 volt 60 cycle A-C. (also supplied for 25 cycle). Employs the high-voltage, long-life Sonora tubes, giving remarkable performance in both record and radio reproduction. Automatically starts and stops all records without pre-set and includes record albums of unique design. Embodying all latest and best developments, it is, in addition, designed for use with Sonora “long-playing” records—a forthcoming Sonora feature. Operates without antenna for local stations and on short, inside antenna for remote stations.

THE NEW SONORA MELODION WITH RADIO — GLORIOUS MUSIC “CLEAR AS A BELL”

THE MELODON, THE MELODON WITH RADIO, RADIOS, AND PHONOGRAPHS

Model A-44. This instrument—the Sonora Melodion with Radio—sets a new standard in the industry for good taste, in keeping with Sonora's reputation for beautiful cabinet work as well as leadership in musical reproduction. It is English Renaissance in character, with beautifully grained Butt Walnut panels blending with Crotch Walnut and Oak Burl overlays. The electrical apparatus and characteristics are exactly the same as in Model A-46. Provides decorated record albums—books of lovely design with illuminated covers. Like all other Sonora Radio and Combination instruments this model operates without antenna for local stations and on short, inside antenna for remote stations.



Model A-40. A Sonora Melodion with Radio. This instrument is designed to sell at a popular price and will quickly establish itself as a leader in the field. While it does not incorporate all of the features of the more expensive models, nevertheless it establishes new standards in performance regardless of price. Contains a "six tube" radio set which actually employs nine tubes. Operates on 110 volt, 60 cycle, A-C. (also supplied for 25 cycle). Employs the long-life, high-voltage Sonora tubes. Automatic start and stop non-preset device for all records. Decorated record albums. Cabinet of Hepplewhite design. Combining East India Satinwood, Australian Walnut and Zebra Wood, ornamented with hand carving, creating a cabinet in extremely good taste.



SONORA PRESENTS A COMPLETE NEW LINE OF MUSICAL INSTRUMENTS...



Model A-36. In this instrument we present a radio that represents the highest development in the art of musical reproduction. The tonal quality is such that it will be accorded an immediate acceptance as a true musical instrument while its beautiful cabinet will gain it a prominent position in the home. It operates on 110 volt, 60 cycle, A-C. (can be furnished

in 25 cycle also), is a "seven tube" set employing eleven tubes, including those of high-voltage long-life Sonora design. The cabinet upholds Sonora standards in exquisite furniture, and is William and Mary period. Recessed doors of Crotch Walnut, paneled in American Walnut. Operates without antenna for local stations and on short, inside antenna for remote stations.

FOR 18 YEARS SONORA INSTRUMENTS HAVE BEEN NOTED FOR GLORIOUS MUSIC

THE MELODON, THE MELODON WITH RADIO, RADIOS, AND PHONOGRAPHS



Model A-20. The new Sonora Melodion, full electric operation, for those who prefer a record playing instrument of the very highest type. It may also be used for radio reproduction in combination with radio sets. It operates on 110 volt, 60 cycle, A-C. (also furnished for 25 cycle), employs a total of six tubes (including the Sonora

high-voltage, long-life tubes), and is designed for use in connection with "long playing" records—a forthcoming Sonora feature. Equipped with automatic start and stop non-preset device. Cabinet, of new and distinct design, is early Renaissance, of Japanese Curly Ash, Butt Walnut and Striped Australian Walnut. Dull rubbed finish.

FOR 18 YEARS SONORA INSTRUMENTS HAVE BEEN NOTED FOR CABINET DESIGN

SONORA PRESENTS A COMPLETE NEW LINE OF MUSICAL INSTRUMENTS...

Model A-30. A popular priced, "six tube" radio set, actually employing nine tubes. The combination of Sonora high-voltage, long-life tubes, with a highly efficient circuit design, result in an instrument of marvelous performance. Used on 110 volt, 60 cycle, A-C. (also furnished for 25 cycle). Self contained loud speaker as in all other models. Cabinet of Australian Walnut, East Indian Satinwood and Rosewood overlay. An instrument as musically perfect as it is beautiful.



Model A-50. A marvelously perfect dynamic loud speaker, 10 inch cone, that brings out the very best in radio. The same speaker used in Sonora Radios. May be employed with standard design radio sets equipped with output transformer. Requires 110 volt, 25 or 60 cycle, A-C. external current supply.



Model A-32. The characteristics of this instrument are the same as those of Model A-30, the only difference being in the cabinet design. Here is a creation to please another taste—one which again exemplifies Sonora leadership in craftsmanship as in glorious musical reproduction.

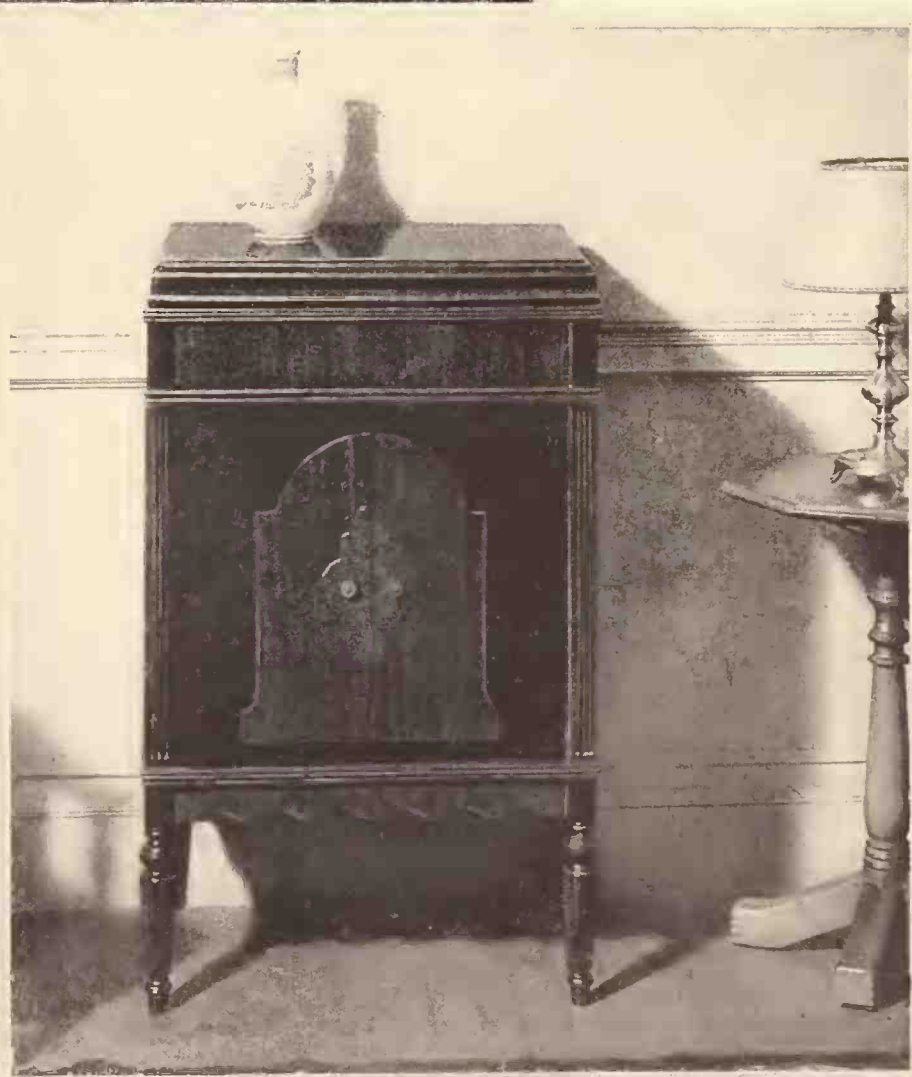
THE MELODON, THE MELODON WITH RADIO, RADIOS, AND PHONOGRAPHS

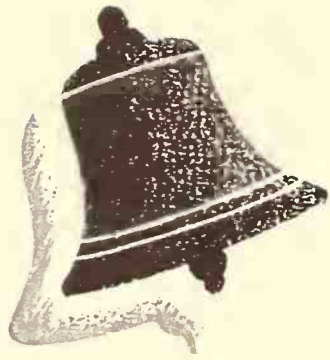


Models A-14 and A-12—
The characteristics of these two popular-priced acoustic phonographs are identical, the only difference being in cabinet design. Model A-14 is Hepplewhite, Model A-12 of conventional design. Both instruments represent the highest standard of acoustical reproduction and embody certain notable points. (1) non-preset, full automatic stop, operating on any standard lateral cut record. (2) Special Sonora double diaphragm reproducer. (3) Ball bearing, brass, tone arm. (4) Full exponential, air column tone chamber, Sonora design. (5) Long playing, heavy duty, double spring motor (supplied also with universal type electric motor if preferred).



The New Sonora Portable . . . New in shape and size, embodies all the wealth of volume and brilliance of tone of many expensive cabinet phonographs—yet it's as easy to carry and as luxurious in appearance as a smart overnight bag. Among its fourteen distinctive features are a Sonora bellows-type reproducer, 43-inch air column tone chamber completely air tight from sound box to flare, absolutely silent motor, and a special accordion-type record container. Furnished in deep blue or rich brown padded morrocolene cover.





Hear these

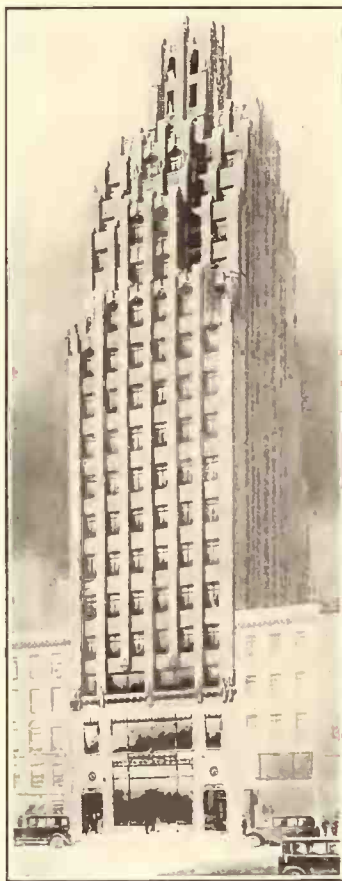
New SONORAS soon...

They will vitally affect your business

YOU have had a glimpse of what Sonora accomplished in presenting for the first time a complete and unified line of true musical instruments.

Delighted as you well may be with the splendid appearance of every model, you will be even more amazed when your ears tell you that Sonora engineers and Sonora inventions have created an instrument that defies the superlative.

Every music merchant in the land, Sonora dealer or not, will find his business directly affected by these instruments, for when the public sees them, and hears them, all previous standards of musical performance will for once and all be changed.



THE SONORA BUILDING

The prices will be almost as startling as the instruments themselves, well under what your first impression will lead you to expect. There is no competition you need fear with Sonora as your leader.

The unusual plans made in the interest of music merchants, the modern merchandising system, the trade helps, the financing plans, the national advertising, all prepared in your interest, certainly supply the very last inducements which any reasonable business man can ask.

Write today to the nearest Sonora District Office or Sonora Distributor whose name appears below. Ask them to arrange to show you these splendid Sonora instruments. Or see them at the shows!

SONORA DISTRICT OFFICES

(For direct distribution to the trade)

Sonora Building, 50 West 57th Street
New York City

64 East Jackson Boulevard
Chicago, Illinois

602 Statler Building
Boston, Mass.

63 Minna Street
San Francisco, Cal.

SONORA DISTRIBUTORS

(For the districts named)

Western Radio, Inc., 1224 Wall Street
Los Angeles, Cal.

H. C. Schultz, Inc., 442 East Lafayette St.
Detroit, Michigan

H. C. Schultz, Inc., 1700 Payne Ave.
Cleveland, Ohio

Moore-Bird & Co., 1720 Wazec Street
Denver, Colorado

Strevell-Paterson Hardware Co.
Salt Lake City, Utah

The Belmont Corp., 316 S. Third St.
Minneapolis, Minn.

Ozark Motor & Supply Co., 308 South Jefferson Avenue
Springfield, Missouri

For Export: C. A. Richards, Inc., 70 East 45th Street
New York City

SONORA PHONOGRAPH COMPANY, INC.

SONORA BUILDING, 50 WEST 57th STREET, NEW YORK CITY

St. Louis Radio Dealers Relate Methods of Handling Trade-ins

The Trade-in Radio Receiver Is Dangerous but Inevitable—St. Louis Radio Trades Association Members Tell of Individual Methods of Handling This Problem

At a recent meeting of the St. Louis Radio Trades Association an interesting discussion on the question of trade-ins was held and important facts regarding this trade problem were developed. Arthur Brandt, chairman of the meeting, introduced the subject by a statement in which he said that the trading in of a used radio sets was becoming a frequent happening and will become more frequent in the future. With this situation, he stated, the policy of the dealer on trade-ins must be a good one, or he will take a loss instead of a profit on the transaction where a trade-in is involved. To illustrate his remarks the chairman took as an example the sale of a radio set which amounts to \$150. Assuming that the dealer does not make over 10 per cent net on his gross sales the profit would be \$15. If a trade-in is involved and \$30 is allowed for the old instrument, the sale becomes one of \$120, 10 per cent of which would be \$12 less the cost of selling the trade-in instrument. Mr. Brandt stated that he found the average dealer sells the traded-in set for the same amount he allowed for it, and the cost of selling this set is as much as selling a new set. In his talk the chairman showed that the cost of doing business amounted to 30 per cent of the gross sales and should the dealer sell the traded-in set for the \$30 allowed on it the cost of selling would be \$9, which, deducted from the profit of \$12, leaves an ultimate profit to the dealer of \$3 instead of the \$15 which the sale of a new set would bring without a trade-in involved. If the dealer makes less than 10 per cent of his gross sales the profits are lessened and in many cases a loss is incurred.

After this outline was given by the chairman of the meeting a general discussion was indulged in by the members. J. E. Sampson was the first dealer called and the general trend of his remarks was that he discouraged trade-ins on anything but current models and that he would not allow in excess of one-half of what he was positive he could sell the traded-in set for.

Mr. Hoosier, of Scruggs, Vandervoort & Barney, said that his experience as a department store manager was that grief would come unless the trade-in situation is handled differently than the music business handled it in the

past. He stated that pianos traded in by his company were considered as a total loss until resold and until that time they were put in stock and valued at \$1. He stated that the mark-up from cost is double and that although the radio discount is 40 per cent and the piano discount is 50 per cent, still trade-ins have been a losing business for the music dealer.

Mr. Gross, of Famous & Barr, said his company would not offer for resale any old sets taken in trade, it being against the company policy to sell anything but absolutely new merchandise. He said they allowed 5 per cent of the total cost of the old equipment offered in trade and the new equipment purchased. In other words, old equipment costing \$200 and new equipment costing \$300, a total of \$500,

would secure a \$25 allowance for the customer.

Mr. Ermantraut, of the Ermantraut Music Co., stated that his set rule on trade-ins is to allow 10 per cent of the purchase price of the new equipment sold.

Ed Gross, of Gross Bros., followed the rule of allowing \$2 per tube, \$1 for old storage battery regardless of make or condition, \$4 for speaker, any type, and \$5 maximum on eliminator, any type. He said that he has been highly successful in the pursuit of this plan.

Mr. Baker, of the Baker Music Co., said his policy of accepting trade-in merchandise and the allowance on the same was measured by the condition of his stock of used equipment on hand. In other words, if his stock was overburdened he either refused to accept old equipment or did accept it at a figure practically the same as nothing in the way of an allowance. If his stock is low on used equipment he follows the policy of allowing 50 per cent of what he believes is the possible resale price of the old set.

Other dealers gave their views and several stated that the Trade-in Red Book of the Association was the best medium they had discovered as a guide to trade-in activities.

Colley-Minnich Co. Is Jensen Jobber

Will Distribute Jensen Dynamic Speakers in Tennessee, North and South Carolina, Georgia, Alabama, Florida, Mississippi and the Virginia Territory

The Colley-Minnich Co., Norris Building, Atlanta, Ga., has been appointed sales representative for the Jensen Radio Manufacturing Co., Chicago, dynamic speaker manufacturer, according to Thomas A. White, general sales manager of the Jensen organization. The Colley-Minnich Co. represents the Jensen organization in the States of Tennessee, North and South Carolina, Mississippi, Alabama, Virginia, Georgia and Florida.

In commenting on this latest appointment, which now completes the Jensen sales organization for the entire country, Mr. White said, "We feel particularly fortunate in having obtained the Colley-Minnich Co. to represent us in the South. Both J. E. Colley and W. F. Minnich have been identified for many years with the jobbing trade in the South, and while

their sales activities have been largely in the automotive field, they have recently entered the radio field also. An intensive sales campaign to round out the distribution of Jensen dynamic speakers through the jobbing and retail trade in the South is already under way through the Colley-Minnich organization."

H. T. Melhuish in New Post

H. T. Melhuish, formerly manager of sales administration of the Radio Corp. of America, has been elected vice-president of the General Contract Purchase Corp. in charge of its radio division. The election of Mr. Melhuish follows the recent acquisition by the Industrial Acceptance Corp. of the General Contract Purchase Corp. and its affiliated companies, heretofore owned and operated as installment financing subsidiaries of the General Electric Co.

S. Obsusin Resigns

S. Obsusin, who has been manager of the European Phonograph Co., New York City, recently resigned this post and states that after a brief vacation period he will re-enter the trade.

THE INSIDE BACK COVER

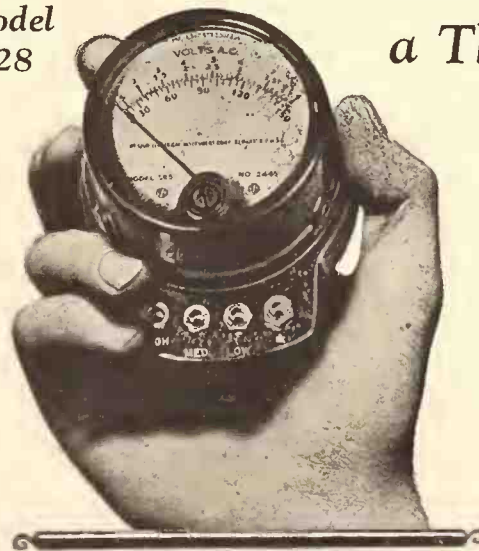
OF

This issue of
The WORLD

has a very important message for phonograph manufacturers and dealers.

Read it
Carefully

Model
528



For A. C. Receiver Testing
a Three-Range Voltmeter
150/8/4 Volts

Dealers will find a ready sale for this new Weston portable A. C. instrument.

A new design throughout—especially made for testing A. C. supply and tube voltages, yet suitable for any A. C. testing requirement within the range of the instrument.

A small, durable and inexpensive instrument, yet embodying most unusual electrical and mechanical features. Furnished with each instrument is a pair of special connecting cables.

WESTON
RADIO
INSTRUMENTS

WESTON ELECTRICAL INSTRUMENT CORPORATION

606 Frelinghuysen Ave. Newark, N. J.

TELLING *The* NATION *About*



See "The Saturday Evening Post", September 15, for the opening of the Freshman Campaign

Great National Magazines, reaching millions of radio lovers — big daily newspapers, read by yet other millions — carry to the American nation the new and immensely significant message of "Simplified Radio".

"Simplified Radio", as exemplified by the New Model Q, represents not merely minor improvements, but a basic advance in Radio Science.

Parts have been reduced in number and complexity. Points where trouble usually occurs in most other sets have been materially strengthened. The New UX222 "Shielded Grid" Tube gives seven times greater radio frequency amplification than any other tube used for that purpose today.

"SIMPLIFIED RADIO"

FRESHMAN
YOUR ULTIMATE RADIO

MODEL Q
All-electric Console
Using UX222 Shielded Grid Tube
(Less Tubes) \$129.00

MODEL Q—All-electric Table Model
Using UX222 Shielded Grid Tube
(Less Tubes) \$69.00

MODEL N-12
All-electric
With Dynamic Speaker
Using UX250 Power Tube
(Less Tubes) \$195.00

"An Immediate Sale is a Temporary Advantage, but a Satisfied Customer is a Permanent Asset"

"Simplified Radio" gives the dealer the most effective selling argument he could wish for. And this season—"Simplified Radio" is exclusively a *Freshman* selling argument.

"Simplified Radio", plus the Freshman policy of quality construction throughout, assures a dependability never before attained by any receiver—and *all* in the way of performance that can truthfully be claimed for radio today. Models list in price from \$69 to \$350.

Write for full particulars about the most valuable Franchise in Radio today.

CHAS. FRESHMAN CO., INC.
NEW YORK · CHICAGO · LOS ANGELES

Crosley Radio Corp. Prepares Direct Mail Plus Canvassing Plan

Sales Promotion Plan Devised by Crosley Co. Takes Burden From Shoulders of Dealers—Follow-up of Customers Should Prove Particularly Effective

In an endeavor to encourage its dealers to adopt an aggressive policy of selling this season, the Crosley Radio Corp., Cincinnati, O., maker of Crosley radio products, has prepared a comprehensive, workable, profit-building plan for the benefit of its authorized retail representatives. This plan is an interesting departure from former methods used, which in the main consisted of having the dealer purchase thousands of expensive pieces of direct-mail literature, mail them and trust that the prospects would visit the store. The Crosley plan abandons this method and suggests that small lists be compiled carefully and mailings be made on

a time-table schedule, after which a personal call by a salesman be made for the purpose of demonstrating the sets.

In the detailed explanation of the plan prepared by the Crosley organization it is estimated that a salesman working on part time on the proposition should average about fifteen calls a week. It is therefore suggested that the direct-mail plan and the follow-up plan be laid out in units of fifteen names for each salesman in the employ of the dealer.

The Crosley Co. has prepared three handsome mailing pieces, each with a different sales appeal stressed. These pieces are to be sent out

at intervals of one week, and after the third message has been sent the salesman should call at the home to make arrangements for a home demonstration or to seek to induce the customer to visit the store for a demonstration. The second week after this campaign is started mailing piece No. 1 is sent to a new list of names, and this is kept up until all prospects have been thoroughly covered.

In order to take as much of the burden as possible from the shoulders of the dealer, this plan is offered completely addressed and stamped, ready for mailing. All that remains for the dealer to do is to see that the pieces are mailed regularly, and to keep a record of mailings for follow-up by the salesmen.

A brochure recently sent dealers gives the entire plan in the greatest detail. The first advice is to make a list of prospects, and following this is a number of tried and proved methods of securing prospects. This is followed by the plan mentioned above with specimens of the three pieces of literature which are to be sent customers and prospects.

The Crosley Sales Promotion Plan does not end when the receiver is sold, and placed in the home of the customer. Realizing that a dealer's greatest asset is a list of satisfied customers who can be depended upon to give word-of-mouth advertising because of their satisfaction, the Crosley Radio Corp. has prepared a series of three postcards to be sent to set purchasers. The first of these is to be sent a few days after the set is delivered and installed. It merely thanks the customer for his order and gives the dealer's assurance that he is certain that the set will be liked. Owner follow-up No. 2 is to be mailed two weeks after the installation of the set. It reads: "Just wanted to make sure that your new Crosley is giving satisfaction. Remember we are always at your call. We want your Crosley to please you in every way." This continued interest in the customer, and the desire to be of service, is certain to please him and leads up to the sending of follow-up No. 3, which is in the form of a return card to be sent out three weeks after the installation of the receiver. This card asks for an expression as to the owner's reasons for satisfaction with his purchase and allows space for the names of three others who can be recommended as prospects.

The Biggest Advertising Support ever offered in CeCo History ~ ~ ~



There's a CeCo Tube for every Radio Need

MEMBER
RMA

NEVER in the CeCo history has greater support been offered phonograph, music and radio dealers to help them sell CeCo Tubes: and no greater sales and profit-making opportunity was ever offered. With the high quality and performance of CeCo Tubes and their generous dealer discount—backed up by advertising and broadcasting activity—the CeCo dealer proposition is one that no live dealer can afford to pass by without investigation.

Consumer Advertising

Publications such as *Popular Science Monthly*, *Radio News*, *Radio Broadcast*, *Radio Doings* and others will bring the CeCo sales message before not only the general public but the influential group of radio enthusiasts.

Leading newspapers throughout the country also will carry the CeCo message of tube quality and service regularly twice each week, establishing a consumer acceptance that is bound to result in real sales volume and worthwhile profits.

Chain Broadcasting

Starting Monday, September 17th, at 8 P.M. and for many Mondays thereafter, CeCo will broadcast an interesting and unusual musical program of high quality throughout the 18 stations of the Columbia Broadcasting System—entering millions of homes by invitation and providing a direct contact with 100% tube buying public. Every radio set owner—every radio listener—will become acquainted with CeCo Tubes—overcoming sales resistance and making the CeCo selling job a relatively easy one.

The stage is set for the biggest year in CeCo History. Get your share of the increased sales and greater profits. Write for full particulars. We do our full share to help you sell CeCo Tubes.

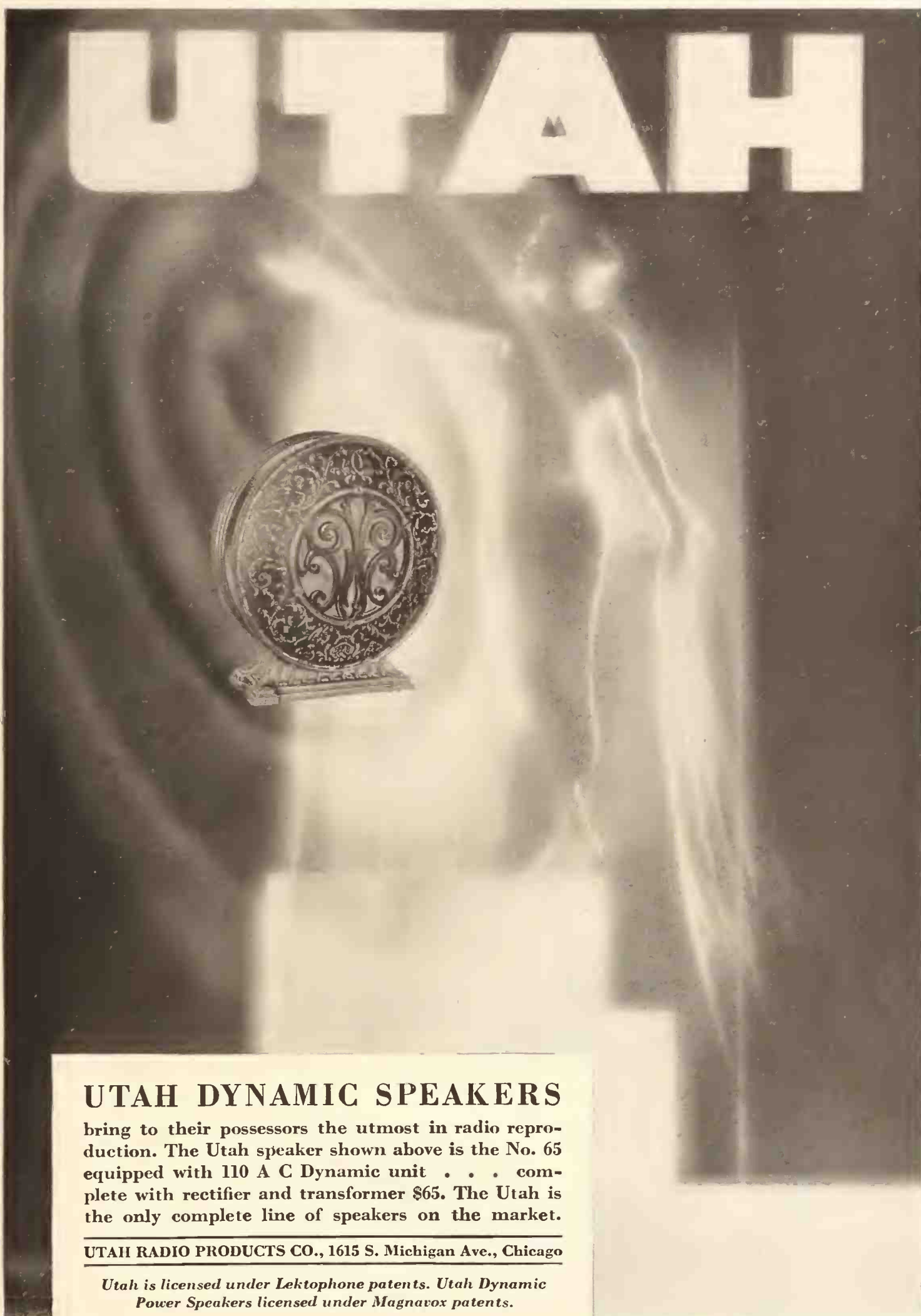
CeCo MANUFACTURING COMPANY, Inc.
702 EDDY STREET, PROVIDENCE, R. I.

Carroll Elec. Co. Holds Dealer Meets

The Carroll Electric Co., of Washington, D. C., and Baltimore, Md., distributor of the Freed-Eisemann line of receivers and speakers, is conducting very successful dealer meetings, according to reports to the Freed-Eisemann Radio Corp, Brooklyn, N. Y. Harold Berman, of the Freed-Eisemann sales promotion department, spoke on merchandising at both meetings and gave a technical description of the new developments and refinements incorporated in the latest model receivers.

Southern A. K. Dealers Hold Annual Convention

NASHVILLE, TENN., September 6.—The fourth annual convention of Atwater Kent dealers from central Tennessee, southern and western Kentucky and northern Alabama was recently held at the Andrew Jackson Hotel, this city, sponsored by the Braid Electric Co., Atwater Kent distributor. The gathering attracted about 200 prominent dealers and the three-day session concluded with a banquet presided over by George Hay. Among the principal speakers during the session were: E. L. Hollingsworth, J. H. McKee, J. S. Dagny, L. S. Still, G. M. Fischer and J. O. Smith. W. W. Bambill, head of the Braid Electric Co., presided over the business sessions of the convention.



UTAH DYNAMIC SPEAKERS
bring to their possessors the utmost in radio reproduction. The Utah speaker shown above is the No. 65 equipped with 110 A C Dynamic unit . . . complete with rectifier and transformer \$65. The Utah is the only complete line of speakers on the market.

UTAH RADIO PRODUCTS CO., 1615 S. Michigan Ave., Chicago

Utah is licensed under Lektophone patents. Utah Dynamic Power Speakers licensed under Magnavox patents.

Cleveland Sonora Jobber in New Home

Increase in Business and Anticipation of Demand for the New Sonora Products Lead to Move to New Quarters

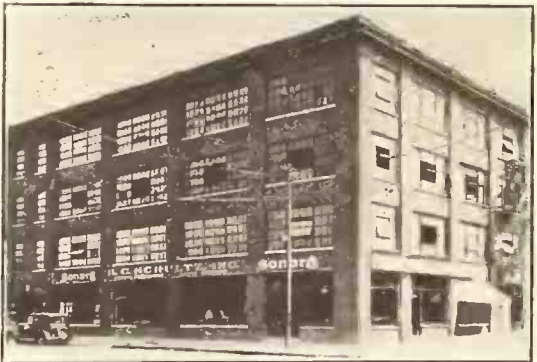
The Cleveland branch of H. C. Schultz, Inc., prominent wholesaler of musical instruments, and Sonora distributor for Michigan and parts



Sonora Display at H. C. Schultz, Inc.

of Ohio, has been moved to new quarters at East Seventeenth and Paynes avenues, in Cleveland. This move was necessitated by the new plans and forthcoming new Sonora products as well as an increase in the company's Ohio business of 1,000 per cent during the past year.

The new branch building is modern in every respect. Both warehouse and office furniture



New Home of H. C. Schultz, Inc.

and equipment are of the most up-to-date type of steel construction. The floor space is ten times that of the former establishment and includes warehouse, office and showrooms.

Ten years ago H. C. Schultz began his career in the field of musical merchandising by taking charge of the Cleveland sales of the Columbia Phonograph Co. In a short time he had become vice-president of the Kennedy-Schultz

Co., distributor of musical supplies, phonographs and records. When this business was sold to the Record Sales Co., of Cleveland, Mr. Schultz again joined the Columbia Co., and took charge of sales in Detroit. In 1925 he took over the sales of Sonora products in Michigan, at that time distributed by Yahr & Lange, Inc., of Milwaukee. In May, 1927, Mr. Schultz formed H. C. Schultz, Inc., and purchased the Michigan interests of Yahr & Lange and the Ohio interests of the Pennsylvania Phonograph Co. at Cleveland. At the same time he took over the distribution of Sonora products in both territories. Larger quarters were secured in Detroit, and on the first of June a small branch was opened in Cleveland.

Starting with less than 200 accounts of their predecessors the concern has built up a national reputation on musical merchandise, and now caters to nearly two thousand music dealers. A volume of business amounting to little less than a million dollars was done the first year, a remarkable showing, reflecting credit on the management of the firm.

Golden Sun Co. Perfects Process

LOUISVILLE, KY., September 5.—The Golden Sun Co., of this city, recently announced that it has perfected a new gold-finished processed aluminum to be used in the manufacture of the Willett patented diaphragm. This metal is the result of a long laboratory research, and is said to develop a powerful volume without blasting or the usual metallic shrill. The reproduction of the voice is said to be perfect and free from distortion. This new metal will be used exclusively in Sun phonograph reproducers and radio units. The retail price of the type M-28 will not be increased and dealers' discounts will remain the same as heretofore.

Answers Service Queries

A list of most frequently asked service questions and the proper answers thereto has been prepared by H. W. Holcombe, manager of the service department of Fada radio. The questions and answers are to a great extent typical of those in connection with sets used with batteries, power supply equipment, or AC receivers.

Edison Shop Features Carryola Displays

Dallas, Tex., Dealer Presents Products to Prospects in Attractive and Interesting Window and Interior Displays

DALLAS, TEX., September 6.—The Edison Shop, of this city, reports that it has secured a most satisfactory volume of sales of Carryola port-



Carryola Window at Edison Shop

able phonographs attributable directly to the attractive exterior and interior merchandising displays. The accompanying photographs give an indication of the manner in which this establishment presented the Carryola line to the residents of Dallas.

The hand-lettered poster conveys the vacation and outing idea to the passer-by, who can-



Interior View of Edison Shop—Note Carryolas not help but be attracted by the generous display of Carryola Master portables. This merchandise is displayed with other musical products that have their greatest appeal in the Summer months. The Carryola "Masters" are shown in five distinct colors with the beautiful bakelite tone arms corresponding.

Upon entering the store the first thing that greets the eye of the prospective purchaser is a long display comprising about seventy Carryola Master portables in one line, all open and ready to play—an impressive showing.

New Models Shown at Dealers' Meeting

A new departure in the study of radio merchandising was inaugurated by the Northwest Radio Trade Association at its meeting at the Lowry Hotel, St. Paul, in August. Poster Hannaford, of Noyes Bros. & Cutler, made a presentation and demonstration of the complete Fada line of receiving sets. Dealers expressed a great appreciation of this form of meeting occasionally in order to study the merchandise of some of the well-known manufacturers, not from the point of price comparison or selling methods or discounts, but from a standpoint of salable features incorporated in the equipment being offered to the public.

Art Gillham, exclusive Columbia recording artist, known to radio, record and theatre audiences as "The Whispering Pianist," recently started a lengthy tour of the Pantages circuit, having opened in Indianapolis on August 26.



for the
NEW EDISON



No. 35

Not just another equipment but a distinct improvement in tone reproduction as well as mechanical construction and finish. A perfectly balanced reproducer for playing records made by the electrical method. No other needle Edison equipment is quite so good in tone quality—and it has great volume.

JEWEL PHONOPARTS CO.
510 No. Dearborn St., Chicago, Ill.



Learn All About
Berkey & Gay Radio
Furniture

For full particulars write,
wire or phone the Radio
Allied Manufacturers
Corporation, 1340 South
Michigan Ave., Chicago,
Illinois—Radio Furniture
Sales Division of the
Berkey & Gay Furniture
Company.

**BUILD A BIGGER BUSINESS WITH
THE GREATEST NAME IN FURNITURE**

Here's an opportunity worth seizing. Be the first in your community to take on the new line of Berkey & Gay Radio Furniture.

The shrewdest furniture dealers everywhere admit that the Berkey & Gay name sells furniture faster, turns the stock more rapidly and yields a larger average profit than any other name. The same thing is true of Berkey & Gay Radio Furniture.

The remarkable beauty of this new line, the rare woods, exquisite designing, beautiful workmanship and finishing and tonal qualities, plus the famous Berkey & Gay Shop Mark inset in each piece—all at prices no higher than unknown makes. This is a combination that you can't afford to pass by.

BERKEY & GAY
Radio Furniture



Each month W. Braid White will suggest methods of stimulating retail sales of high-class music

Creating a Record Demand for Finest Music

Intelligent promotion of sales of good music means more substantial success for the retailer

Rachmaninoff's Second Symphony

NO better indication of present-day trends in the phonograph business could possibly be given than the action of the Brunswick Co. in bringing out Rachmaninoff's second symphony, a piece of work which stands out among the crowd of modern compositions in virtue of a dignity, a coherence and a sober magnificence which are all too rare to-day and all the more, therefore, to be welcomed.

A few years ago even one movement from a modern symphony, at least if its author were still living, would have been regarded as simply impossible from the commercial standpoint. Today we have complete works given us as recorded by musical ensembles of the very first class, nor is the taste or courage of the record publishers limited to a few supposedly "safe" classics. It is now becoming common to have recordings of works by living men, and the field of opportunity is thus being steadily widened for every music lover. I am frankly an enthusiast, but even such an enthusiast as I had not dared to hope for anything half so good as a Rachmaninoff symphony.

Well, it has come, and thanks are hereby publicly expressed to the Brunswick Co. They have done a noble piece of work. I sincerely hope that their dealers will now do their part in making this release a big success and so encouraging the company to go still deeper into the work.

Rachmaninoff is a name known to every piano student in the country and to a great host besides. His C sharp minor Prelude has been played, arranged, even jazzed all over the country for longer than one dares to think. The man himself has been living for eleven years in this country and so has become thoroughly identified with American musical and social life. He is so interesting a personality moreover and has done such an extraordinary amount of fine work in music that a few words about him here will be useful and very interesting.

Life

Sergei Vassilievich Rachmaninoff was born in the province of Novgorod, Russia, in 1873, and is therefore now in the fifty-sixth year of his age. He entered the famous Conservatory of Music of Moscow, a government institution, at the early age of nine years and studied with the best teachers, including his cousin, the famous pianist, Alexander Siloti, and the composers Taneiev and Arensky. The gold medal for piano playing was awarded to him ten years

later in 1892 when he was nineteen. During the same year he left the Conservatory. A long concert tour, through Russia followed, but meanwhile the young musician was composing and a one-act opera was presented by him the following year in a competition organized by the Conservatory. Composition continued to be his principal occupation for the next four years, after which for a season he practiced the conductor's art at the Private Opera of Moscow. For the next five years, again, he devoted himself mainly to composition, and then spent two years in Germany, mainly at Dresden. He was from the first extraordinarily talented, and rapidly became a remarkable pianist, vigorous and technically flawless, a competent conductor of orchestra and a most individual and interesting composer. The training so finely given at the Moscow Conservatoire enables almost any talent, no matter how modest, to express itself. A great talent or, even more, a great genius can ask nothing better than to be taught the elements at this place, which still survives after all the horrors and terrors of the past revolutionary ten years.

In 1899 Rachmaninoff came to London, and during the season 1909-10 he toured the United States as pianist, presenting mostly his own compositions, previously mentioned, which at that time were little known, with the marked exception of the prelude in C sharp minor, which in fact had suddenly sprung into popularity some years previously.

"The" Prelude

This famous piano piece which has been arranged for orchestra, for organ and for military band, as well as played innumerable times by innumerable piano students, is one of a group of five pieces for piano, two hands, published as opus 3. To the majority of us this piece identifies Rachmaninoff, just as another equally innocuous but, somehow, taking trifle has forever tied up the name of Antonin Dvorak with the name Humoresque. The E flat nocturne is all that millions know of Chopin's music, and to almost everybody Scharwenka and "Polish Dance" mean the same thing. Which is sad but so.

The Symphony

Rachmaninoff's second symphony was composed during 1906 and the first performance took place in Russia shortly afterwards. In 1909 it was played in London and in the same season the Russian Symphony Orchestra of

New York gave the work its first American presentation. I remember that concert very well. The music from the very start took my fancy. It struck me at once as both powerful and significant. It was the voice of a man who had something to say, who had a grasp upon his material, who was coherent, vigorous and yet restrained. There is about this music none of the wild nonsense which constantly tempts one, at hearing Stravinsky and some of the other ultra-moderns, to ask what it is all about and what on earth the composer is trying to say. Rachmaninoff writes music that anybody can understand whose musical understanding rises above the infantile. If I were asked to sum up in a few words my impressions of his music, I should say that it is much like the man himself, who is a giant in physical size and strength, a thinker and a scholar, an artist of tremendous mentality backed by equally vast technical powers and who combines profound passion with complete ability to hold his powers in restraint. Rachmaninoff is a true Russian, with all the brooding, passionate nature of his countrymen; but he never allows himself to lose his balance, never rushes to extremes, and possesses a command over his materials and an ability to control his handling of them at least equal to that which was possessed by his great compatriot Tchaikowsky, who died the year after the younger man left the Moscow Conservatory. There are superficial resemblances between Rachmaninoff and Tchaikowsky, but the latter's individuality is his own and although he is Russian he is never, so to speak, Cossack.

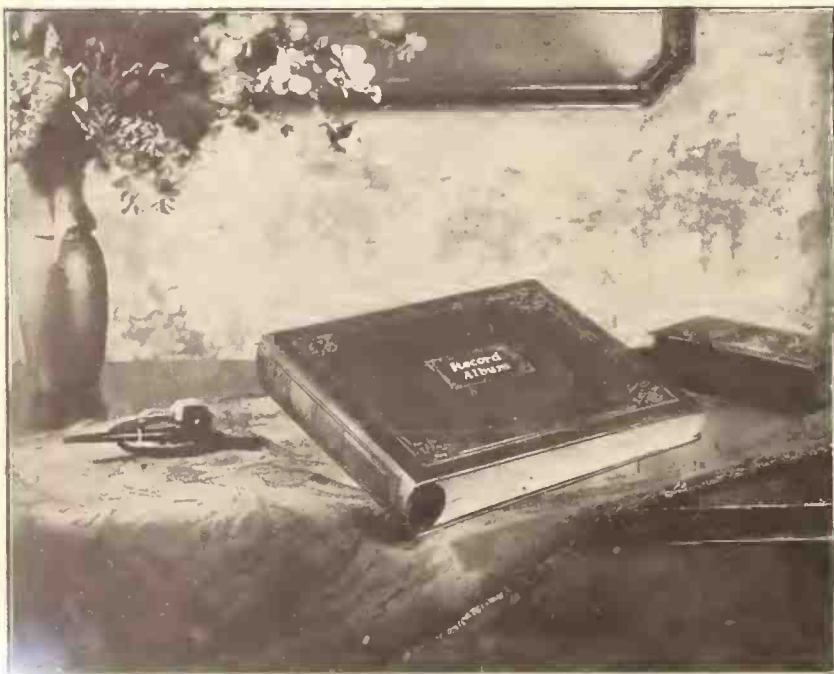
I think that this may be said even of such powerful and striking works as the second piano concerto which promises to become as popular as Grieg's or as Rachmaninoff's own C-sharp minor piano prelude.

No one need be afraid of Rachmaninoff's second symphony. It is logical and clearly expressed musical thought, deep feeling and deeper brooding presented with the firm hand of a master draughtsman. Rachmaninoff sticks to his thought closely. He never lets go of the thread of his ideas. So he is never too hard to follow, never too complex, never too involved.

Something More

I hope now that Brunswick will take another great step forward and give us Rachmaninoff's second piano concerto. As pure music indeed, I believe his third concerto to be superior, but the

(Continued on page 33)



Fall Trade Will Bring Increased Demands for
Records. Sell Albums to Protect Them.

The New National Loose Leaf Record Album

Beautiful in design.

Durable and flat-opening.

(Patent Applied For)

Write for descriptive list and prices.

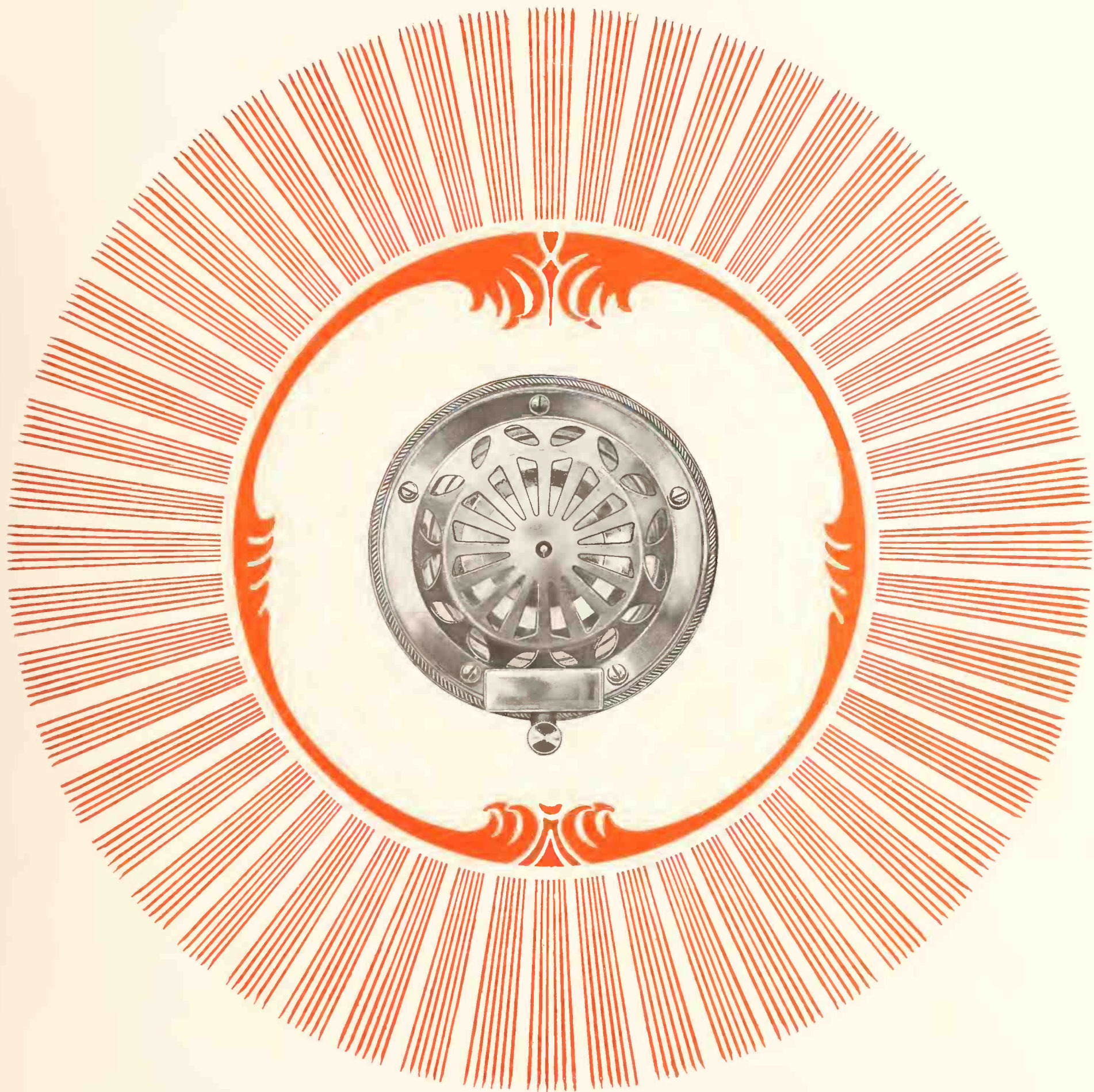
National Publishing Co.

Factory and Main Office
239-245 SO. AMERICAN ST.
Philadelphia, Pa.

Salesroom
225 FIFTH AVE.
New York City

Albums for Export Our Specialty

The Duophonic

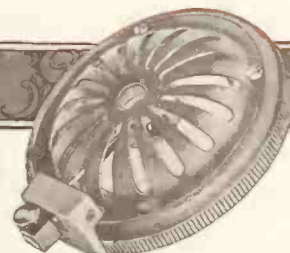


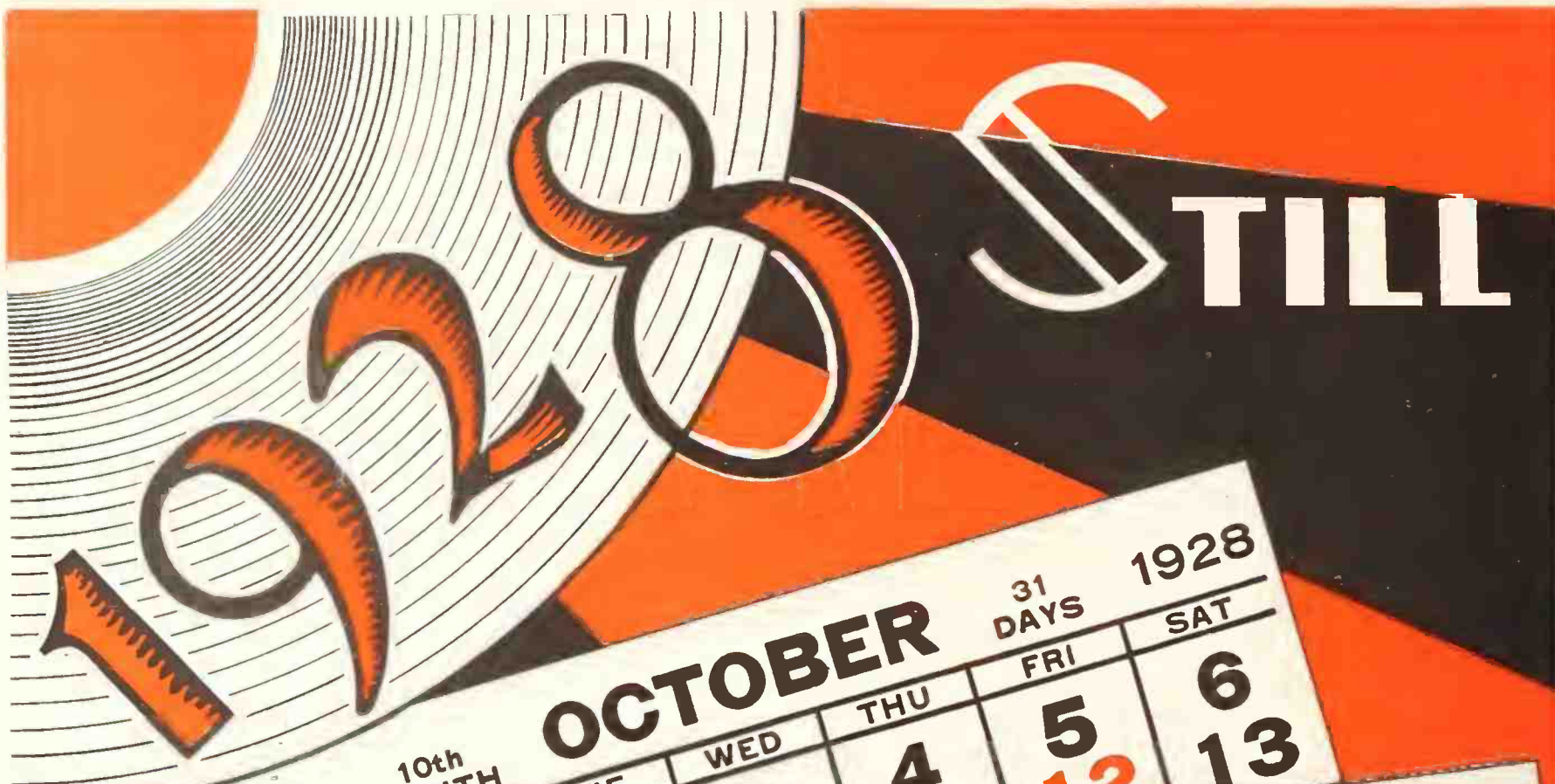
Produced by Valley Forge



J.A. FISCHER COMPANY

PHILADELPHIA · U.S.A.





OCTOBER 1928
31 DAYS

SUN	MON	TUE	WED	THU	FRI	SAT
		2	3	4	5	6
					12	13

10th MONTH

NOVEMBER 1928
30 DAYS

SUN	MON	TUE	THU	FRI	SAT
Last Q 6th					
7	New M 12th	First Q 20th			
14	5	6			
21	12	13			
	19	20			
	26	27			

11th MONTH

DECEMBER 1928
31 DAYS

SUN	MON	TUE	WED
	Last Q 3rd	New M 12th	First Q 19th
	3	4	5
2			
9			
16			
23			

12th MONTH



PLAZA MUSIC CO.,

HAS 3 MORE GOOD MONTHS for PAL DEALERS

SEPTEMBER 31 DAYS 1928

THU	FRI	SAT
Full M 26th		
6	7	
13	14	1
20	21	2
27	28	

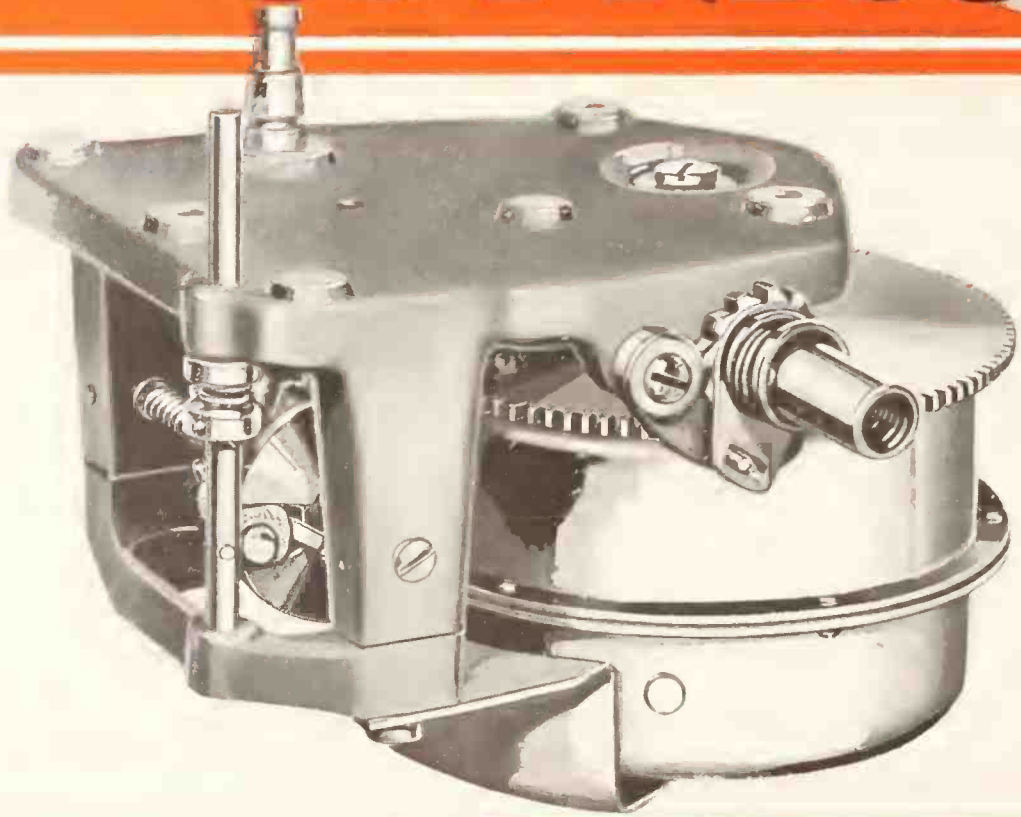


DURING the next few months a great many portable phonographs will be sold for use in the home—and the public will pay the strictest kind of attention to tone quality and appearance. They will be far more critical than when they buy instruments solely for outdoor use. At the same time low price will not be forgotten! With these facts in mind we invite you to compare PALS with any other portables on the market so that you can see for yourself the PAL dealer's advantage. Send for samples to your nearest jobber.

10 WEST 20TH ST., NEW YORK

More Motor

SMOOTHER SIX RECORDS



The Famous Motor No. 5
for Cabinets

The United Pick-Up

Equipped with our famous "Super-Magnet," the United Pick-Up brings electrical reproduction to any phonograph. . . with full volume and velvet tone! Complete with arm, cord, plug and volume control, it retails for only \$16.50—giving you a highly profitable business. Send for samples.



UNITED

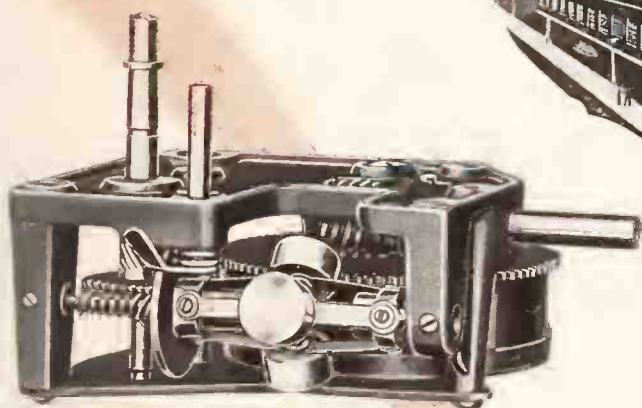
EXPORT OFFICES: 163 W. WASHINGTON STREET, CHICAGO, ILL.

UNITED AIR CLEANER COMPANY

for Your Money

QUIETER, STRONGER PULL WITH ONE WINDING

The Ideal Motor for Better Cabinet Jobs



The United No. 2 for Better Portables

The most modern of portable motors is the United No. 2. . . . A sturdy, silent, durable unit that is now stronger pulling than ever before. Includes all the exclusive United features which aid your selling so greatly!

Live Jobbers and Dealers everywhere are building business with these United quality products.

Wire or write for samples and quotations. . . to-day!



Never before has it been possible for you to equip your cabinet phonograph with such a high grade motor at so low a cost!

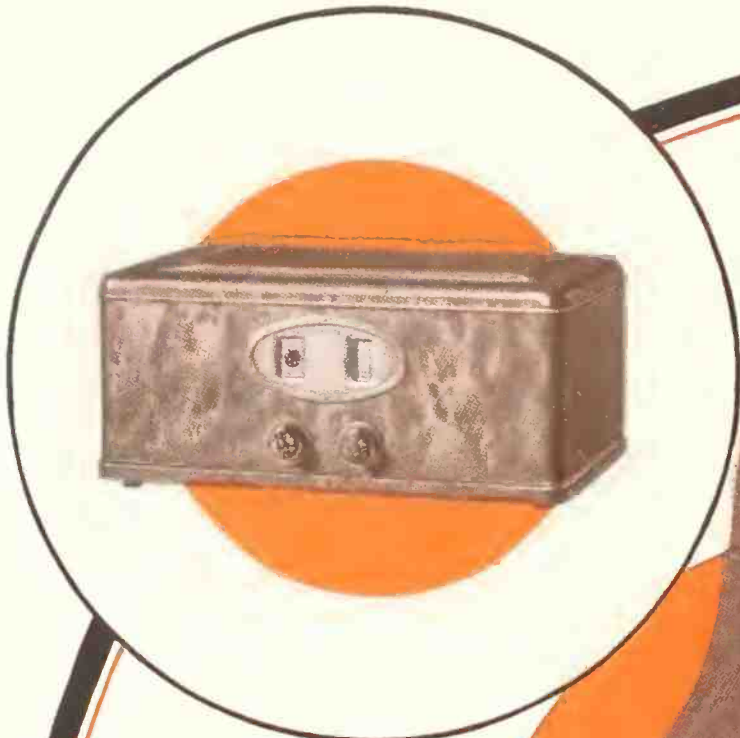
For the famous United No. 5 is now offered with a spring so powerful that it plays six records with ease . . . triple worm that insures quiet running . . . and sturdy governor construction that gives a matchless smoothness. With United you know that the heart of your phonograph will never miss a beat!

More than 150,000 cabinet machines used this superior motor in 1927 alone . . . And, now, it gives you more value for your money than ever before! *Guaranteed performance and complete public acceptance!*

MOTORS

(PHONOGRAPH DIVISION)

9705 Cottage Grove Avenue, Chicago, Illinois



Model 801 Series B
—same as 801-A Series B, but not equipped for attachable reproducer. Without tubes,

\$96

\$98.50 west of Rockies.

Model 806—Same general style as 801, but operated by battery or eliminator. Without tubes,

\$69

\$71.00 west of Rockies.



**All-Electric
A. C. Combination**

This combination of Model 801-A Series B Receiver, with Model 435-A Reproducer attached to the cover, is a completely self-contained radio. Seven receiving tubes. One rectifier tube. Push-pull power stage. FOUR tuned circuits. ONE dial control. Calibrated wave-length dial, illuminated. Built-in light socket aerial. Price of set, \$96, without tubes. Attachable reproducer, \$16. Price of combination, without tubes,

\$112

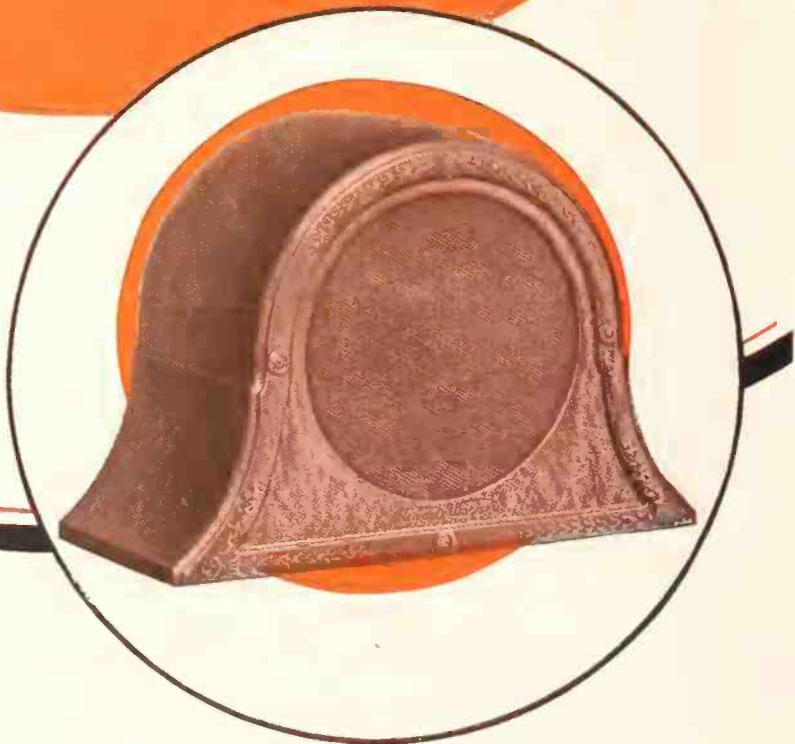
\$115 west of Rockies.

Model 435 Stewart-Warner Reproducer

\$16⁵⁰

\$17.25 west of Rockies

New type magnetic cone speaker with new tone depth and beauty.



REALISM in RADIO
THRU THE
Electric Ear
TRUE TONE BY TEST

STEWART

Sell this radio of

REALISM

STEWART-WARNER

All-Electric A.C. Radio

YOU, as a Stewart-Warner dealer, now can offer not only the year's outstanding radio value, but the year's greatest radio achievement—**REALISM in Tone Reproduction!** This set is perfected by the exclusive Stewart-Warner Electric Ear test, which records minutest sound vibrations of music as broadcast, and of the same music re-created by the radio set. Comparing the records, our engineers make adjustments which give to these sets a tone realism near perfection.

Stewart-Warner advertising will tell and re-tell this amazing achievement. **REALISM** will be the big buying

word in radio. Let it be your selling word in offering this super-selective set. Your big opportunity for money making and business-building—for radio leadership in your town.

Learn about the new Stewart-Warner Nation-Wide Acceptance Plan for Retail Sales. It opens to you a market vastly greater than the cash market. Yet every sale is virtually a cash sale for you.

Learn the full facts about our Franchise and our selling cooperation. Start now toward big success. Grasp this opportunity while you can. Territories closing fast. Write or wire today.

STEWART-WARNER SPEEDOMETER CORPORATION, Chicago

22 years in business—world-wide service—50 million dollars in resources
—4th successful radio year



No. 1
\$42.50



No. 2
\$52.50



No. 3
\$62.50



No. 4
\$72.50

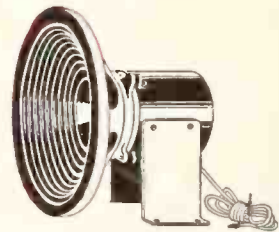
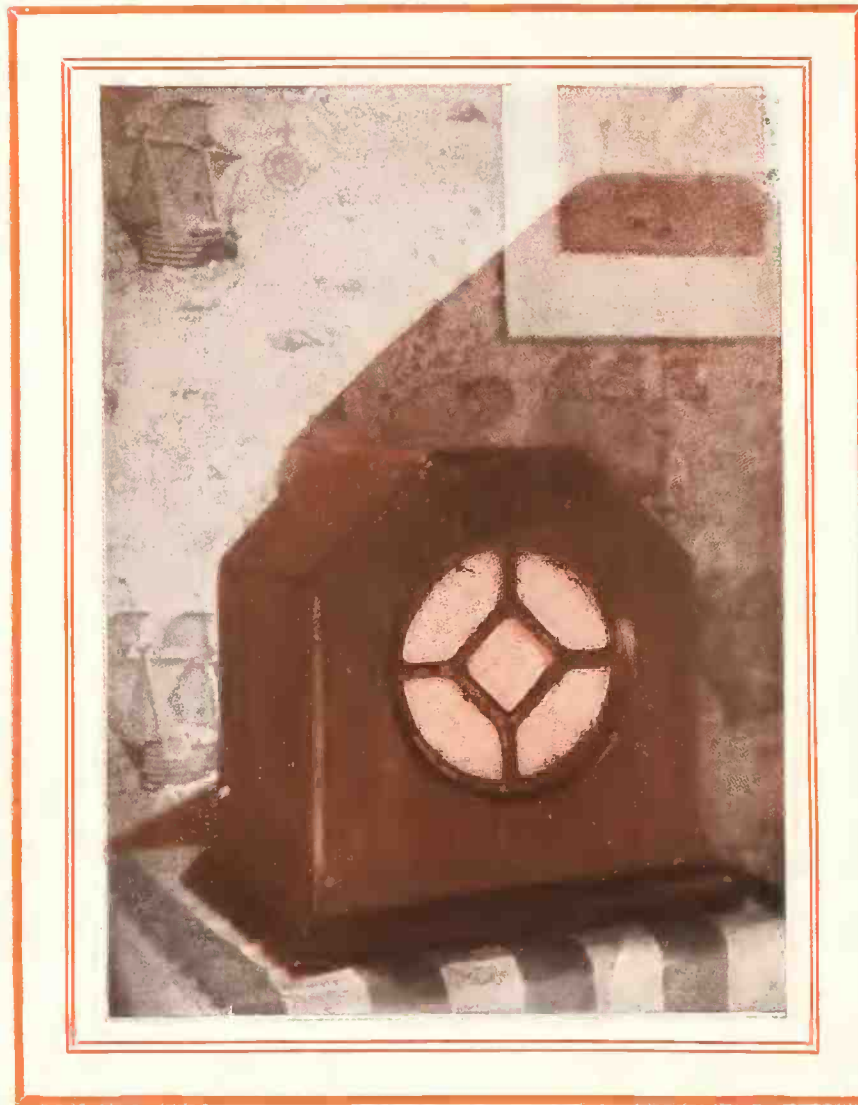


No. 5
\$87.50

Complete line of approved Console Cabinets, made exclusively for Stewart-Warner by Buckeye Manufacturing Co., Springfield, O. Consoles have built-in reproducers.

THE VOICE OF AUTHORITY IN RADIO

WARNER



**The MARCO
DYNAMIC CHASSIS**

For radio and phonograph installation; sold without case.
 Type DU-110 (110 v-60 cycles). List . . . \$50.
 Type DU-90 (110 volt D. C.). List . . . \$40.
 Type DU-6 (6 volt D. C.). List . . . \$35.

CREATED and designed for a discriminating clientele who can afford the luxury of satisfying its cultivated tastes, this New MARCO DYNAMIC REPRODUCER is probably the most expensive product of its kind yet developed.

Distinguished from the general run of speakers by its aristocratic contour, its dignified semi-lustrous finish, its very appearance foretells the quality of reproduction which may be expected.

Nor will the listener suffer even the slightest shade of disappointment, for the MARCO DYNAMIC CHASSIS actually does achieve

the full natural realism for which radio engineers have sought these many years.

Scientifically speaking, the response curve of the MARCO is practically "flat" over the entire broadcast band from 50 to 6,500 cycles. From the merest whisper to the mightiest blasts of the greatest pipe organ, this remarkable instrument renders a quality of reproduction which is genuinely astounding.

The New MARCO DYNAMIC is made in three models, which list at \$65.00, \$67.50 and \$75.00, respectively. Standard trade discounts. Literature sent upon request.

**MARCO
DYNAMIC
REPRODUCER**

"Superbly Beautiful"

MARTIN-COPELAND CO.
PROVIDENCE, R. I.



Radio Products
ESTABLISHED 1880

Last-Minute News of the Trade

Sonora Phonograph Co. Announces Complete New Line of Products

Line Consists of Acoustic and Melodion Electric Phonographs, Radios, Combination Radio-Phonographs, Loud Speakers and Sonora Vacuum Tubes

The name "Sonora" is well known in the music trades and has been for many years, but there are, however, many unusual and compelling facts about the new Sonora that the trade in general should know.

During the last year many important changes have taken place in the Sonora organization. New money, new blood, new thoughts and new ideals have been gathered together and brought forward to reorganize, redesign and renew Sonora plans and products.

In announcing the new line to representatives of the trade A. J. Kendrick, vice-president and general sales manager of the Sonora Co., said, "There are a good many reasons why the name 'Sonora' is on the tongues of hundreds of dealers this year. The news of the new Sonora has spread throughout the land. Every dealer, whether Sonora dealer or not, will find his Fall business affected by the remarkable Sonora instruments and our proposed tremendous advertising attack.

"Those behind Sonora intend to make this line the most representative and original in the field. It is created for distribution through the music trades. It offers the dealer with a real music department a broad spread of completeness and variety with a minimum number of items. This cannot but be of great help to dealers when you take into consideration the heavy stocks they have carried in an effort to show a representative line heretofore, a condition occasioned largely by rapid and radical changes of types, models, designs and apparatus, during the last few years.

"The new Sonora, coming into the field at this time, when stabilization has largely become a fact and not a promise, offers a new, complete and advanced line of products with the great advantage of limitation in number of styles and models, making for quick turnover and light inventory investment.

"The distribution of this new line will be
(Continued on page 134)

Electrical Research Labs. and Greene-Brown Co. Consolidate

New Company to Be Known as Erla Corp.—Electrical Research Labs. Pioneers in Manufacture of Recording Apparatus—Greene-Browne Power Units Well Known

CHICAGO, ILL., September 7.—Another important consolidation in radio was effected this week with the announcement of the merger of two prominent firms in the radio industry. Electrical Research Laboratories, Inc., pioneers in both the design and manufacturing of electrical reproducing apparatus used in combination radio-phonographs and in making radio parts and complete receiving sets, and the Greene-Brown Manufacturing Co., manufacturer of the Great Greene line of power units for radio apparatus. The new company will be known as the Erla Corp., with general offices at 2500 Cottage Grove avenue, Chicago, where a spacious plant and offices of the Electrical Research Labora-

tories have been located for a number of years.

The Electrical Research Laboratories were recently licensed by the Radio Corp. of America. Under this license the consolidated corporation is empowered to manufacture, besides certain types of radio receivers, both combination radio-phonographs and dynamic amplifiers under patents controlled by the Westinghouse Electric Mfg. Co., Western Electric Co., General Electric Co., American Telephone & Telegraph Co. and associated companies.

The merger of these two firms, following as it does the general trend toward consolidation, is expected to add materially to the already ex-
(Continued on page 130)

Metropolitan Retail Trade Views New Victor Instruments

Over 400 Dealers From New York, New Jersey, Pennsylvania and Connecticut Attend Luncheon Meeting at Which Complete New Victor Line Is Presented

Over four hundred dealers from New York, New Jersey, Pennsylvania and Connecticut gathered in the large ballroom of the Hotel Pennsylvania, New York, on Wednesday, September 5, for the first showing of the complete new line of instruments which the Victor Talking Machine Co. is presenting this Fall. The meeting was one of a series being held during the month in the largest cities of the country and was presented under the auspices of the following Victor wholesalers: C. Bruno & Son, Inc., Chas. H. Ditson & Co., Collings & Co., and the New York Talking Machine Co. William J. Haussler, president of C. Bruno &

Son, Inc., presided at the meeting, extending cordial welcome to the dealers in behalf of the Victor Talking Machine Co. and the jobbers and pointing out the tremendous sales possibilities for the new Victor products which comprise instruments appealing to every class of purchaser. Harry C. Grubbs, commercial vice-president of the Victor Talking Machine Co., gave a very interesting good-will message to the dealers which was received enthusiastically. Mr. Grubbs emphasized the fact that the Victor Talking Machine Co. is leaving nothing undone to give dealers throughout the country maxi-
(Continued on page 130)

H. B. Foster, Perryman Vice-President

General Manager of Perryman Electric Co. Wins Well-Deserved Promotion—Has Wide Merchandising Experience

H. B. Foster, for the past three years general manager of the Perryman Electric Co., New York, manufacturer of Perryman tubes, has



H. B. Foster

been elected vice-president of the company. Mr. Foster, who is widely known throughout the radio and phonograph industries, well deserves this promotion, for under his direction the Perryman Electric Co. has attained a foremost position among tube manufacturers. A considerable measure of his success may be attributed to the fact that Mr. Foster has been identified with important merchandising organizations during the past ten years, and thereby gained an experience which has enabled him to co-operate to splendid advantage with the distributors and retailers of Perryman tubes. The Perryman Electric Co. is now working to capacity, and at present it is a question of production rather than sales, with the sales volume far ahead of any year in the history of this successful organization.

Thomas A. Edison to Open Radio Fair

An interesting announcement in connection with the Radio World's Fair in New York is that it will be opened on Monday, September 17, by Thomas A. Edison in person. Mr. Edison's hesitancy about appearing in the limelight is generally known, but he was finally persuaded to start the Radio World's Fair on its way, which may be taken as reflecting the interest held by this noted inventor and pioneer in the electrical and phonograph field in the newest electrical development, the radio.

The third annual Akron, O., radio show will be held in the local armory, September 19, 20, 21 and 22, and will be the largest ever staged there. It is being sponsored by the Akron Times Press. Entertainment will be furnished by radio stars of station WTAM.



(Registered in the U. S. Patent Office)

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The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 420 Lexington Ave., New York

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.

ADVERTISEMENTS: \$6.50 per inch, single column, per insertion. Advertising pages \$172.00. On yearly contracts for display space a special discount is allowed.

REMITTANCES should be made payable to The Talking Machine World by check or Post Office Money Order.

Telephone: Lexington 1760-71

Cable: Elbill New York

Vol. 24

SEPTEMBER, 1928

No. 9

The Fifth Radio World's Fair

THE Fifth Annual Radio World's Fair will be held in Madison Square Garden, New York, next week, with some two hundred manufacturers of radio and phonograph apparatus, parts and accessories showing the latest products in their lines. This may be regarded as the last call to the trade and the public before the latest radio-phonograph products are presented for the Fall and Winter seasons. Although the trade is said to be stabilized, the fact remains that many new instruments, some of them quite revolutionary in type, are scheduled to make their official debut at the fair, and whatever the effect on the trade itself may be, the fact remains that there will be another opportunity offered to center public interest on radio-phonograph products. Coupled with the score of local radio fairs held in various cities and towns of the country, the show should prove a solid groundwork on which to build sales volume for some months to come.

Sound Discussion vs. Loose Talk

TRADE association meetings have developed to a point where interest lies in not how many speeches are to be made, but rather in what constructive discussions are to be held. The day of the long-winded talker, who has said nothing much of value after his remarks have been analyzed, is past, and we now look to the individual who can bring to the convention sessions some tangible and valuable business thought that may be taken away by those who attend. The various organizations in the music-radio trade, and particularly those having to do primarily with the latter product, have shown the effect of this new attitude. They talk not of conditions as they would like to have them, but of conditions as they really exist, and as a result generally get somewhere in their discussions. Plain hot air at conventions is rapidly finding its way into the discard and is being replaced by sensible discussion.

High Pressure Selling and the Dealer

HIGH pressure sales methods, although they often realize substantial returns for the manufacturer and the jobber, all too frequently serve to stampede the dealer who, confused by a flood of claims and promises, is likely to get considerably tangled up in his radio-phonograph line unless he keeps his feet solidly on the

ground and watches carefully before he leaps. The high pressure boys, most of them, have really worthwhile products to offer and the danger is not that he is likely to get an inferior line, but rather that he is in danger of stocking too many lines, which means a dangerous tying up of capital and an increase in selling difficulties. Even switching from one line to another is costly, for it means unloading the discontinued stock and rebuilding local public interest in the new line. The dealer who carefully selects a few good lines and sticks to them consistently is building for permanence.

The Growing Problem of Financing

IN the phonograph-radio field volume sales of instruments by retailers are the main objectives, with the new instruments manufactured and priced for the primary purpose of insuring rapid turnover of stock. To attain the desired end, a great bulk of the business is of necessity done on the instalment basis, and this fact brings with it a problem in financing that can in no sense be ignored. Not long ago, a prominent member of the industry declared that investigation had shown there were only about 600 music dealers in a position to carry their own instalment paper, which leaves some thousands of others who must be relieved of the burden of their paper in some form or another if they are to keep their capital sufficiently liquid and their business in good shape. How to finance this paper at a cost that will still leave sufficient profit for the retailer himself is the problem that should be considered by the trade as a whole. Various manufacturers and finance companies have gone a long way toward meeting the situation, but as the volume of business grows so will the problem and it cannot be left to chance for a complete solution. Hit-or-miss movements are likely to complicate rather than to clear up the situation.

The Question of Style Changes

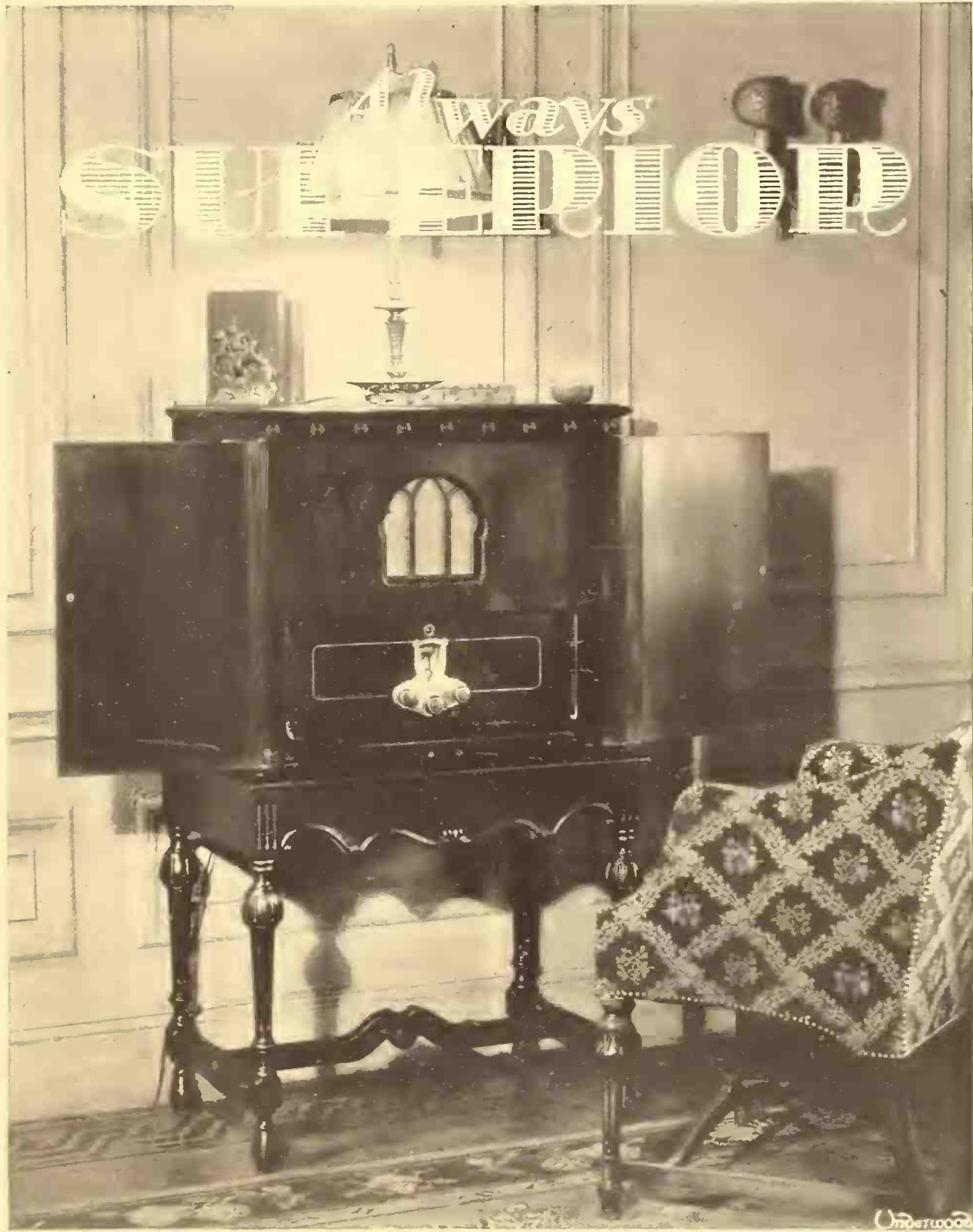
THE question of style changes, particularly in the radio line, is becoming increasingly serious. It has come to a point in many cases where the manufacturer has made some minor, even though worthwhile improvement in his product, incorporated in his regular line of machines, and designated those instruments with a new model letter or number. The result is that sales of other models in the line suffer. The public wants the latest and it is willing to pay more for the best. Despite the natural desire to keep ahead of the procession, it is strongly recommended that where new improvements are of a minor nature, they be incorporated in the product without any undue fanfare. Such a course will make for the stability of the line and reduce materially the amount of slow-moving stock. The situation has reached a point where it must be recognized and some remedy devised.

Creating Distinctive Advertising

THE radio-phonograph dealer who can devise some particular type of advertising that is distinctive and will be associated constantly with his establishment in the public mind, has gone a long way toward building up an advertising campaign that is going to pay him not only immediate but cumulative profits as well. The characteristic arrangement of copy, the adoption of a worthwhile slogan, the use of some particular design, all have a tendency to keep the public in touch with what the dealer is doing. A particularly fine instance of this type of characteristic advertising is found in the case of the Brunswick Shop, Phoenix, Ariz., whose "Melodie Mae" and her sayings have won wide recognition in that prosperous Western city.

The Rejuvenation of the Phonograph

WITH Brunswick-Balke-Collender stock reaching a new high level, Victor Talking Machine Co. stock bringing the highest price in its history, the Columbia Graphophone Co. of England declaring a 60 per cent cash dividend and 100 per cent stock dividend within a period of 15 months, and other companies in the phonograph field also showing genuine activity, there can be no question as to the come-back of the industry. If money talks, then it is doing some very satisfactory shouting in this trade at least.



TYPICAL

SUPERIOR Radio Cabinets make the ideal housing for the Receiver of the better type—embodying the finest in Cabinet design they are exquisitely finished to show the full beauty of the choicest woods.

The optional equipment of RCA 100A, Peerless or Peerless Dynamic, Speakers, mounted scientifically and acoustically to enhance the tone of these remarkable

speaker units aids greatly in ultimate sale to the consumer.

Through increased manufacturing facilities we are enabled to make prompt deliveries on all models.

Write for complete list with prices and when at the Radio World's Fair see the entire line on display in Booth 4, Section CC. Exposition floor.

SUPERIOR CABINET CORP.

206 BROADWAY



NEW YORK

Last-Minute News of the Trade

Newcombe-Hawley and United Reproducers Corp. in Merger

Consolidation of Two Important Loud Speaker Manufacturers Forms the United Reproducers' Corp.—Selden May Is President of New Company—Other Details

A consolidation of two of the important companies manufacturing loud speakers has been announced by Jess Hawley, former treasurer of Newcombe-Hawley, Inc., and now vice-president of the new company, United Reproducers Corp. The other unit in the consolidation is United Radio Corp. of Rochester, N. Y. The consolidation places United Reproducers Corp. in the front rank of loud speaker makers.

With the announcement of the formation of United Reproducers Corp. came details of the financing, which was handled by Thompson, Ross & Co., New York and Chicago bankers. There were issued 75,000 shares of preference and participating class A stock with one-fifth of a share bonus of class B stock. According to Ernst & Ernst, the combined net earnings of the predecessor companies for the year ending April 30, 1928, were \$513,603.12. Such earnings are over three times the annual requirements

for cumulative dividends on 75,000 shares of class A stock, and after deducting such dividends were equal to the amount required to pay additional participating dividends on such class A stock, and dividends on 150,000 shares of class B stock now to be outstanding at the rate of \$1.53 per share on both classes of stock.

Selden May, former president of United Radio Corp., heads United Reproducers Corp. The other officers are Jess Hawley, Albert Newcombe, former president of Newcombe-Hawley, Inc., and Arthur T. Haugh, formerly of United Radio Corp.

Part of Mr. Hawley's statement intimates the introduction of something new in radio speakers. He states that the company expects, in the near future, to start production, and also license the manufacture of a new electro-static type of radio reproducer to which it has a basic patent control.

Appointed Carryola Factory Agent in N. Y.

Edward Biel Will Represent Carryola Co. in Metropolitan District as Exclusive Factory Representative

Announcement was recently made that Edward J. Biel, manufacturer's representative, 11 West Forty-second street, New York City, has



Edward Biel

been appointed exclusive factory representative for the Carryola Corp. of America to cover the metropolitan territory which includes northern New Jersey, the lower Hudson Valley and several counties in Connecticut.

In addition to the regular line of Carryola portable phonographs, the Carryola Co. manufactures a "Porto-Pick-up" which embodies the popular Carryola electric pick-up and Carryola turntable and motor which enables any person having a radio receiver to play records through the loud speaker of the set. Mr. Biel states that Carryola products will be distributed in this territory through reputable jobbers and appointments will be announced in the very near future.

Kalman Berthold in Okeh Executive Post

Appointed Manager of Foreign Language Division of Okeh Phonograph Corp.—Long Connected With Trade

Kalman Berthold, associated with foreign language record activities for many years, has been appointed manager of the foreign language record division of the Okeh Phonograph Corp., New York City, succeeding W. A. Timm. For many years Mr. Berthold was connected with the Philadelphia branch of the Columbia Phonograph Co., specializing on the sale of foreign language records and attaining considerable success in this work. More recently he was identified with the Victor Talking Machine Co. in a similar capacity, and his intimate familiarity with all phases of the marketing and recording of foreign language records well qualifies him for his new post.

The annual meeting of the North Carolina Music Merchants' Association will be held at Raleigh, N. C., on September 21. C. J. Roberts and D. L. Loomis, president and secretary of the National Association will attend.

Grigsby-Grunow Stock in New High

Gains Fifteen Points in Day to Reach New High of 240—Report Gives Company's August Sales as \$3,750,000

The record-breaking rise on the Chicago exchange of Grigsby-Grunow Co. stock has created widespread interest in financial circles and throughout the radio industry. As this article is being written, Grigsby-Grunow jumped sixteen points to a new high of 240, closing at 239, a net gain of fifteen points for the day, September 6. On September 6, the Chicago Journal of Commerce devoted a considerable amount of news space to the Grigsby-Grunow stock rise, which read in part as follows:

"The statement on good authority that a split of the shares of the Grigsby-Grunow Co. may be regarded as a certainty was reflected in the action of the stock of that company on the Chicago Stock Exchange yesterday. Grigsby rose 25 points to a new all-time high record at 225 and closed only a point under that level.

"Another factor in the uprush of the stock yesterday was the statement in the same quarters that the company's sales during August aggregated approximately \$3,750,000 and that current business indicates sales of around \$4,500,000 for this month. Sales of this volume for August and September would represent decided improvement over estimates for these months by B. J. Grigsby, president of the company, some time ago when it was stated that the production schedule called for \$2,900,000 in sales for August and \$3,600,000 in September. This figure also compares with sales of \$2,200,000 in June and \$2,600,000 in July, which months turned in an estimated net profit of approximately \$8 a share on about 70,000 shares of stock outstanding.

"While no authoritative information is available as to the basis upon which the stock would be split, general gossip in financial circles seems to regard a four-for-one split as most probable. Based on 85,050 shares outstanding at present this would necessitate an increase in the authorized capitalization to at least 350,000 shares. There are 100,000 shares authorized at this

time. Early action on the split-up is anticipated.

"Grigsby-Grunow Co. recently offered stockholders rights to subscribe to one share of additional stock for each five shares held. The rights were offered to stockholders of record August 14 and expired August 24.

"Since the stock purchase rights were announced on August 2, Grigsby's shares have had an appreciation in market value of slightly more than \$95 a share."

George Gordon With Thos. A. Edison, Inc.

George Gordon, a radio man of long and wide experience, has been appointed chief of the service department of Thos. A. Edison, Inc., and is already engaged in organizing a staff to look after the servicing of the new Edison radio. It is the plan of the company to have a specially trained service man at each of the distributing points by the time the new instruments are placed in the hands of the dealers, and Mr. Gordon will see to it that this is accomplished.

He will make his headquarters in Orange, but will visit the distributing branches at intervals. At the present time he is engaged in preparing a comprehensive book of instructions on the regulation and repair of the Edison radio, well illustrated, and at the same time both intelligible and comprehensive.

In the early days Mr. Gordon was associated with the DeForest Radio Corp., and for some years past has been retained as consulting engineer for various radio companies.

New Freshman Radio Line

Refinements designed to produce the maximum efficiency, ruggedness, simplicity and reliability were embodied by the research and engineering departments of the Charles Freshman Co., Inc., New York, in the new Freshman line of radio receivers, details of which were announced as this edition of The World went to press. The new receivers will be fully described and illustrated in the Newest in Radio section in the October of The World.

ENGINEERING REPORT


Speakers

Frequency Range — 40 to 5000

Distortion — Absent.

Response — Extreme Sensitivity

Cabinetry — Carved Walnut



TONE
QUALITY

CABINETRY

PRICE

STAMINA

COMPANY
BACK OF
PRODUCT

RANGE

High Score on Every Test

The richly carved grilles, revealing the choice grain of the genuine walnut, set a new standard in speaker design and finish.

Sterling Speakers

Sell by Eye and Ear Appeal

EXCELLING on every engineering test—awarded first honors by some twenty musicians and orators who, from a group of the world's best reproducers, selected the one Speaker that appealed most to the ear—chosen for their artistic craftsmanship by women, who love and appreciate beautiful furnishings—

STERLING SPEAKERS have completely fulfilled the expectations of their engineers and cabinet designers whose aim was to produce speakers with irresistible sales appeal.

In the store Speakers by Sterling outstrip competition by their impressive appeal to the eye and ear. The various models in Dynamic and Vari-Tone types, comprise an assortment that finds ready acceptance among customers in all walks of life—for all kinds of receivers.

Sterling's simple request is: COMPARE! Ask to be shown Sterling Quality in Sterling Speakers.

THE STERLING MANUFACTURING CO.

2831-53 Prospect Avenue - Cleveland, Ohio - U. S. A.

NOTE! This is to be the season of set-improvement by present radio owners—improvement and refinement provided by Sterling Power Units and the Screen Grid Preamplifier as well as with Sterling Speakers.



R-8

Dynamic Table Model
Encased in an elaborate walnut cabinet of unusually distinctive lines. An instrument of rare beauty.
Height, 12½", width, 15"; depth, 9"



R-5

Dynamic Floor Console
Dignified in design and finish this Sterling Dynamic Console is a thing of distinctive beauty. Choice walnut grain. Mechanically and artistically the leader of all dynamics.
Height, 38"; width, 17½"; depth, 11½"

VARI-TONE MODELS
The Vari-tone control is employed for varying the tone to compensate for differences in radio sets—may also be used to give sharp, incisive reproduction for oratory or depth of tone for musical renditions.



R-2

R-2 Vari-Tone
Moderate in design. The color scheme is deep, rich brown, with shaded gold on the grille structure. The metal cabinet is purposely made heavy to avoid false vibrations within itself.
Height, 11"; width, 11"; depth, 5½"



R-4

R-4 Vari-Tone
Masterfully designed and executed in genuine walnut. The entire speaker is an exact replica of a hand-carved model with the beautiful grain of the wood retained even in the grille.
Height, 11½"; width, 10"; depth, 5½"

23 YEARS
of Precision Manufacturing
back of
STERLING
Power Units for A.C. and D.C. Tubes

Testing Devices for
Stores, Servicemen and the home

Panel and Pocket Meters
Voltage Stabilizers, Etc.

Sterling

DYNAMIC & VARI-TONE
SPEAKERS

The mark of the —



MODEL TWENTY
(Metal Horn)

A truly outstanding value in its price class, having a long air column metal horn (as shown above) producing true tone quality and abundance of volume — nickel plated hardware — two record spring motor — metal tone arm — sensitive Duro aluminum metal diaphragm — made in three colors of genuine DuPont fabrikoid in black, blue or brown with inside linings to match — plush covered turn tables to harmonize — wood album holds 15 records. Measurements 7½ inches high, 12 inches wide and 14¾ inches long, weight 12 pounds.

Retail at \$16.00



MODEL THIRTY
(Metal Horn)

The most remarkable value in portables today. 50 inch air column metal horn (as shown above) constructed according to the exponential curve theory, a product of our own laboratory. Heavy nickel plated hardware — large motor plays three records with one winding — patented Bakelite tone arm — beautiful Bakelite reproducer with patented tripod diaphragm — special patented lock catches — exclusive DuPont fabrikoid in 5 colors black, blue, green, brown and red, with linings to match — plush covered turn tables. Measurements 8½ inches high, 12½ inches wide and 16 inches long — weight 19 pounds.

Retails at \$25.00

Dealers!

WRITE FOR ADDRESS OF YOUR
NEAREST DISTRIBUTOR NOW!

THE CARRYOLA COMPANY OF AMERICA

WORLD'S LARGEST MANUFACTURERS

World's finest portable

Carryola

New metal long air column horns astound music trades.



MODEL FORTY
(Metal Horn)

A wonder portable for appearance, tone quality and volume. 60 inch air column metal horn, (as shown above) our own laboratory product made according to the exponential curve theory. Heavy gold plated hardware—special spring motor plays three records—automatic stop—Bakelite tone arm—Bakelite reproducer with patented tripod diaphragm—plush covered turn table, patented automatic album holder and lid support—lacquered wood finish inside—outside covering extra heavy fabrikoid in two colors, brown or black. Measurements 9 1/4 inches high, 13 1/4 inches wide, 17 1/4 inches long, weight 23 pounds.

Retails at \$35.00



CARRYOLA PORTO PICKUP plays records through your Radio and loud speaker by placing cord tips to one prong of the detector tube and ground post of your Radio set. Records played through loud speaker with increased volume and rich tone. Volume control built in. Fabrikoid case. \$30.00 with spring motor; \$38.50 with electric motor. AC or DC form.



CARRYOLA ELECTRIC PICKUP can be used with any Radio set and phonograph. Simply replace the reproducer with the pickup furnished and attach cord tips to prong of the detector tube and to round post of radio set. Records reproduced electrically through Radio speaker. Volume control built in. \$7.50 list. AC or DC form.

MILWAUKEE ~ ~ ~ WISCONSIN

OF PORTABLE PHONOGRAPHS

EXTRA PROFITS FOR YOU

HERE at last is a Loud Speaker which people in the select homes and women of taste have long sought—a Speaker that will harmonize with the furnishings of any room, and be a real decoration. No longer does Milady have to wonder where she can hide the Loud Speaker. Now she can place it upon the dressing table, in the dining room, library or bedroom, and feel confident that it is adding rather than detracting from her decorative scheme.

The popularity of Radio reception upstairs as well as downstairs is spreading throughout the country. Le Minilux is just the Speaker to fill this ever-increasing demand.

Le Minilux Speakers do not conflict with any line that you now handle and, moreover, every Radio set owner present or future is a prospect for one or more.

Le Minilux, a beautiful miniature speaker, is only 5½" in height. There are color combinations and designs to harmonize with any type of furnishings. It has a delightfully clear, soft tone which will not blast, but will flood the room with music and add immeasurably to the pleasure of Radio reception.

LE Minilux Speakers are just starting to sweep the country. Our salesmen are just beginning to cover their territories now. Such leading stores as Wanamaker's, Stern's, Hahne's in Newark and Loeser's in Brooklyn are now featuring them, as well as a large number of music houses. Right now is the time for you to get on the "band wagon" and start reaping YOUR EXTRA PROFITS. Remember, there is no competition. Take advantage of this opportunity—TODAY.

You will have your first opportunity to see this petite and decorative Speaker at this year's Radio World's Fair in New York—and later at the Radio Show in Chicago.

Le Minilux is entirely made by hand in a style typically Parisian. There are 15 different color combinations and designs. List prices: \$20.00, \$22.50 and \$25.00. Regular dealer's and distributor's discounts. Write today for full information.

Visit our showroom when in New York City.

MINILUX SALES

Le Minilux Speaker



Fifteen Different
Color Combinations

Photo is actual
size of speaker

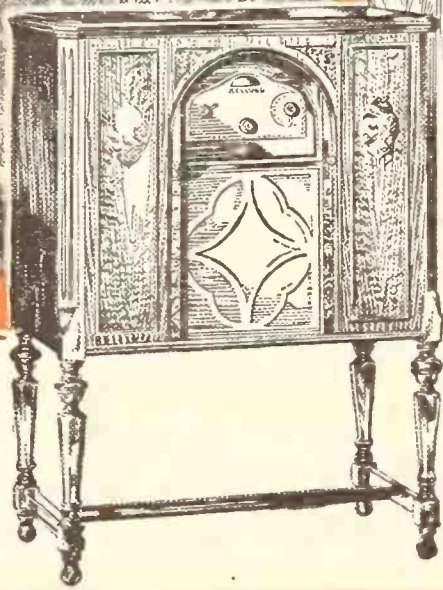
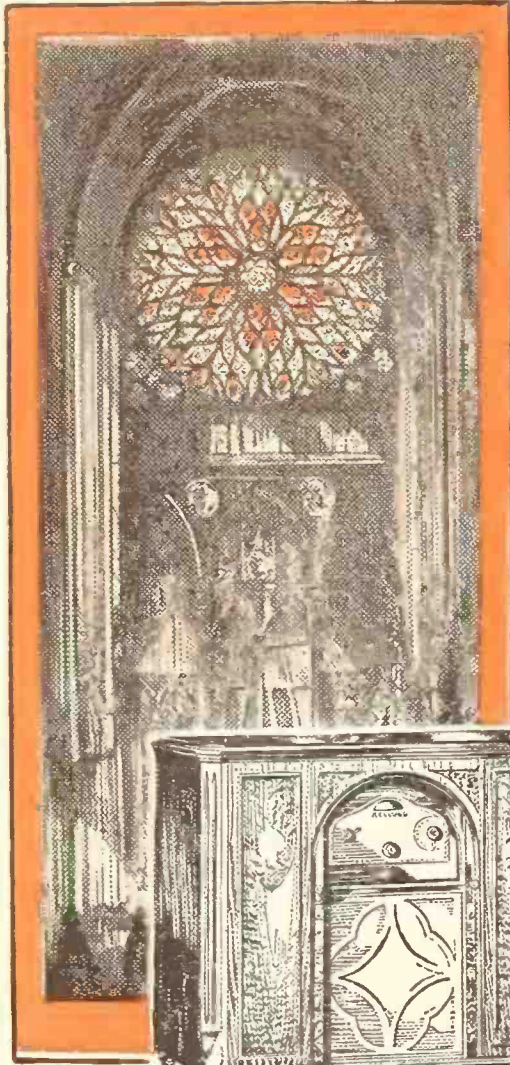
**SEE OUR
EXHIBIT**

AT THE

RADIO WORLD'S FAIR

Madison Square Garden, New York City, September
17th to 22nd inclusive, Booth No. 6 Section E. E.,
Exposition Floor—also at the Chicago Show, Coliseum,
Chicago; Illinois, Booths Nos. 3 and 4 Section B. B.

CORPORATION



Model 519
With "B"
Chassis and
built-in speaker
\$275

Model 516
With "A"
Chassis and
built-in speaker
\$375

Other models priced
complete with Kel-
logg A-C Tubes,
ranging from \$169.50
to \$775

KELLOGG

The RADIO with the Cathedral Tone

To hear music over the radio is the common lot of millions.

To be deeply moved and thrilled by the very SOUL of some musical masterpiece is a joy reserved only for those who possess a great radio!

Sweet, hushed melody or rich, sonorous burst of harmony—every note distinct, true—every instrument brought out clearly and unmistakably—that's music as it is brought to you by the new Kellogg Radio.

It reminds you of the soft and clear and sweetly blended chimes—exultant notes of a deep, resonant organ—tones of golden-voiced choristers—evening sunlight shining through rose windows. The Kellogg is majestic.

Are You Tone Conscious?

Committee Chairmen Appointed at RMA Directors' Meeting

First Meeting of New Board Held at Buffalo—Will Issue Statements on Television—
Phonograph Manufacturers Invited to Exhibit at Future Shows

WIDER and new services for the radio public and industry by the Radio Manufacturers' Association are under way. The RMA Board of Directors, at their first meeting of the 1928-1929 year at Buffalo in August, prepared for expansion of activities.

A new and immediate enterprise of the RMA is to give the radio industry and the public exact facts regarding the development of television. On motion of former President C. C. Colby, of the RMA, a special committee was directed to make a thorough survey of television and formulate a carefully digested statement for the public and the industry. President Frost appointed on this committee as chairman H. B. Richmond, of Cambridge, Mass., director of engineering of the RMA, together with B. G. Erskine, of Emporium, Pa.; A. J. Carter, of Chicago, Ill., and M. F. Burns, of New York, all of whom are identified with television development.

Support and development of broadcasting, co-operative radio advertising, and other inter-industry activities were planned by the RMA board, together with the extension of RMA service for individual members. The plan for interchange of radio patents, recently approved by the RMA membership at the annual meeting in Chicago, is to be developed, with continued up-to-the-minute information for members of the association.

Many proposals for increased industry and member service were made at the round-table discussion of the directors, who received reports on the highly successful show season of

last year, and of the prospects for the coming radio events, including the Fall shows at New York and Chicago, and the Fifth Annual Radio Industries Banquet, September 18, at the Hotel Astor in New York. With the space at the Madison Square Garden World's Fair, opening September 17, reported over 92 per cent sold by G. Clayton Irwin, of the Radio Manufacturers' Show Association, the RMA board decided to open up the Fall public shows in New York and Chicago to the exhibition of phonographs.

Planning the third annual trade show for next Spring, the RMA show committee, now headed by Morris Metcalf, of Springfield, Mass., was directed to secure information regarding facilities and accommodations in a larger number of Eastern and Middle Western cities. Steps also were taken by the RMA board to secure more reliable statistics regarding the radio industry than now are available.

In lining up the RMA for the 1928-29 year, the Association's fiscal year beginning August 1, President Frost appointed the following as chairmen of the various RMA committees:

Broadcasting Committee—B. G. Erskine.
Contact Committee—A. T. Haugh.
Credit Committee—T. Sheldon.
Distribution of Publications Committee—L. E. Parker.
Engineering Division—H. B. Richmond.
Fair Trade Practice Committee—W. L. Jacoby.
Finance Committee—John C. Tully.
Foreign Trades Committee—G. H. Kiley.
Legislative Committee—C. C. Colby.
Membership Committee—H. H. Eby.
Merchandising Committee—L. E. Noble.
Patent Committee—Fred D. Williams.
Public Relations & Educational Committee—J. B. Hawley.

Resolutions Committee—T. K. Webster, Jr.
Show Committee—Morris Metcalf.
Statistics Committee—L. A. Hammarlund.
Traffic Committee—Wm. Sparks.

Attending the Buffalo meeting were four new RMA directors, George H. Kiley, of Brooklyn; B. G. Erskine, of Emporium, Pa.; N. P. Bloom, of Louisville, Ky., and L. A. Hammarlund, of New York.

The board also reappointed the following executive officers: Bond P. Geddes, executive vice-president; M. F. Flanagan, executive secretary; John W. Van Allen, of Buffalo, legal counsel, and Frank D. Scott, of Washington, legislative counsel. The next RMA board of directors' meeting will be held in New York during the period of the Madison Square Garden show in September.

Speak-O-Phone Has New Record Device

A new device for personal voice records has been perfected by Speak-O-Phone, Inc., New York, and will shortly be announced to the trade. S. Popper, executive head of the Speak-O-Phone organization, described it as "instant photography of the voice on a record." The features of these records, according to Mr. Popper, are that they are non-breakable, mailable and permanent.

"This invention opens a broad field," said Mr. Popper. "Records of this type are particularly adaptable for special events, birthday and holiday gifts, and as family records, making the market a most attractive one."

Handles Cary Advertising

The Cary Cabinet Corp., of Springfield, Mo., manufacturer of radio furniture, recently announced the placing of the advertising account with Brockland & Moore, Inc., of St. Louis.

Great Advertising for a Great Product!

A Powerful Combination! Insuring a Profitable Business Attracting Good Dealers Everywhere

"Are you Tone-Conscious?" ... "Hear Kellogg—the Radio with the Cathedral Tone, and your tone-consciousness will prompt you to select Kellogg above all others."

This is the theme of the most unique and powerful advertising that has ever been sprung on a public, hungry for better quality in radio reproduction.

This advertising will appear in newspapers—concentrating its tremendous pulling power in every section where good Kellogg dealers are selling.

Ask us for the plan that will put it in YOUR local paper—over your own name. Advance proofs are ready. Would you like to see them?

KELLOGG SWITCHBOARD & SUPPLY CO.
Dept. 25-96 CHICAGO

Imports and Exports of Talking Machines

Figures on Exports and Imports of Talking Machines and Records for June—General Increase Over the Year Previous

WASHINGTON, D. C., September 4.—In the summary of exports and imports of the Commerce of the United States for the month of June, 1928, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during June, 1928, amounted in value to \$58,265, as compared with \$58,263 worth which were imported during the same period of 1927. The six months' total ended June, 1928, showed importations valued at \$252,536; in the same period of 1927, \$316,236, a substantial decrease.

Talking machines to the number of 18,388, valued at \$617,636, were exported in June, 1928, as compared with 9,460 talking machines valued at \$376,617, sent abroad in the same period of 1927. The six months' total showed that we exported 75,288 talking machines, valued at \$3,053,138, as against 62,291 talking machines, valued at \$2,310,087, in 1927.

The total exports of records and supplies for June, 1928, were valued at \$306,474, as compared with \$227,958 in June, 1927. The six months ending June, 1928, show records and accessories exported valued at \$1,747,429.

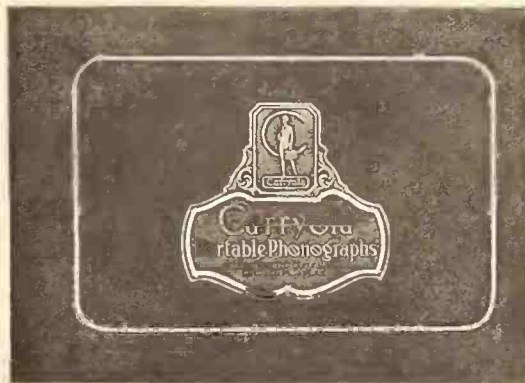
The countries to which these machines were sent during June, and their values follow:

Europe, \$28,434; Canada, \$33,698; Central America, \$30,714; Mexico, \$70,367; Cuba, \$54,899; Argentina, \$79,534; Brazil, \$73,237; Chile, \$22,289; Colombia, \$54,575; Peru, \$8,692; other South America, \$51,933; British India, \$413; China, Hong Kong and Kwantung, \$27,060; Philippine Islands, \$23,289; Australia, \$15,188; New Zealand, \$5,049; British South Africa, \$1,893; other countries, \$36,102.

Carryola Prepares Brochure for Jobbers

Entire Line of Ten Different Models Illustrated and Described—Is Contained in Embossed Fabrikoid Cover

Carryola Co. of America, the manufacturer of Carryola portable phonographs, located in Milwaukee, Wis., announces to distributors



Cover of Carryola Brochure

delivery of a beautiful brochure showing the entire Carryola line for the coming season.

This brochure is handsomely embossed on a brown fabrikoid cover with the embossing in gold. It contains a loose-leaf arrangement picturing individual models of the Carryola line.

At the present time ten different models are shown and more of these will be added from time to time showing to the distributors the issuance of new Carryola products. This brochure will be furnished to distributors and their salesmen over the entire country.

Artists on Tour

Paul Whiteman's Rhythm Boys have signed a contract with the Keith-Albee circuit for a tour that will cover the mid-West.

Research Results in Improved Reception

Statement of RCA Officials' Connection With Announcement of New Line Emphasizes Progress of the Industry

Pointing out that years of intense research and constant development have served to confirm the soundness of basic principles represented in the super-heterodyne circuit, officials of the Radio Corp. of America stated recently that with the application of AC tubes to the super-heterodyne circuit, following the example set with the improved tuned radio-frequency circuit, broadcast reception has taken another step forward toward the ultimate of perfection. This comment was made in connection with the announcement of the new line of RCA Radiolas, with self-enclosed loud speakers of the dynamic type, and a new speaker of artistic design. Several unique and advanced features are included in the new RCA models, which are illustrated and described in the "Newest in Radio" section of this issue of The World.

Radiola 16, battery operated, and Radiola 18, AC operated, have been retained in the RCA 1928-1929 line as well as loud speaker 100A. New principles are embodied in this speaker.

"With every consideration of purse, location and operation adequately met," the RCA announcement states, "the new apparatus represents the culmination of eight years of unremitting research, engineering and production since the first radio program was placed on the air."

Opens Radio Store

A new radio store has been opened in the Park Plaza apartment building, Larchmont, N. Y., by R. L. Durrell.

Capehart Appoints District Managers

Five New District Managers Appointed to Represent the Orchestrope in Field—All Have Had Wide Experience

HUNTINGTON, IND., September 5.—Ever since the Capehart Automatic Phonograph Corp. introduced the Orchestrope, automatic phonograph

eight years has been connected with the Brunswick Co., who will make his headquarters at Minneapolis, Minn.; J. A. Holland, new district manager at Memphis, Tenn., was formerly sales manager for the Deca-Disc Corp. and later district manager for the Holcomb & Hoke Mfg. Co.; E. H. Witbeck, now in charge of the Atlanta, Ga., territory, was formerly a district representative for the F. M. Hoyt Co.; E. R. Decker, formerly branch manager for the Fisk Rubber Co., has assumed the duties of district manager at Indianapolis, Ind., and J. W.

by the Grigsby-Grunow Co., manufacturer of Majestic electric receivers, as a result of its broadcasting program recently on the Columbia Broadcasting Chain from Station WOR, featuring Moran and Mack. These two irresistible Black Crows are receiving the highest salary that has ever been paid any team for broadcasting. This Majestic program goes on the air every Sunday evening from 9.30 to 10 through the Columbia Broadcasting System.

The Majestic radio manufacturer has signed the two Black Crows for an extensive contract to cover an indefinite period, giving a new comedy twist to their dialogue every week.

Latest Phonograph and Radio Patents

AUTOMATIC PHONOGRAPH. Frank J. Seabold, Schenectady, N. Y., assignor to the Phonograph Company, of Delaware. Patent No. 1,679,054.

ELECTRICAL PHONOGRAPH REPRODUCER. Carl F. Goudy, Flushing, N. Y. Patent No. 1,681,897.

RADIO WAVE SWITCH. Jesse S. Wheeland, San Francisco, Cal. Patent No. 1,679,192.

RADIO RECEIVING APPARATUS. Eugene A. Widmann, Brooklyn, N. Y., and Frank D. Lewis, West Orange, N. J., assignors to the Pathe Phonograph & Radio Corp., New York. Patent No. 1,679,194.

RADIO RECEIVING APPARATUS. Alexander B. Kupsche, Chicago, Ill. Patent No. 1,679,533.

RADIO RECEIVING CIRCUIT. Thomas H. Berkland, Chicago, Ill. Patent No. 1,679,597.

RADIO RECEIVING APPARATUS. Albert M. Harding, Boston, Mass. Patent No. 1,680,042.

RADIO POWER SUPPLY UNIT. Philip E. Edelman, Chicago, Ill. Patent No. 1,680,370.

RADIO SLOT MACHINE. Joseph Pinto, Philadelphia, Pa. Patent No. 1,680,634.

CONSTRUCTION FOR RADIO RECEIVING INDUCTANCES. Thomas H. Brennan, Chicago, Ill. Patent No. 1,680,851.

RADIO TUNING MECHANISM. George R. Fremont, Richmond, Va. Patent No. 1,681,529.

RADIO GROUND ANTENNA. William S. Maple, Los Angeles, Cal. Patent No. 1,681,644.

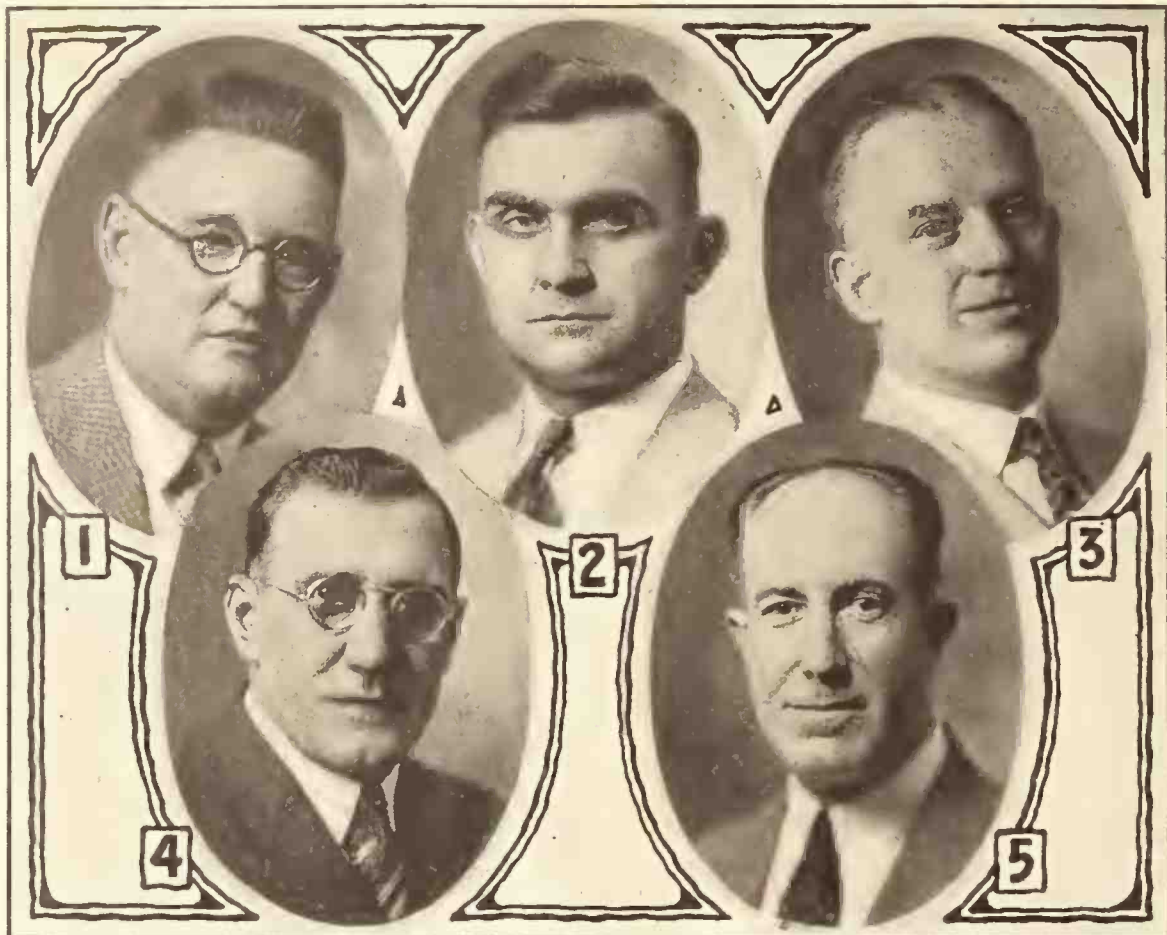
PREVENTION OF INTERFERENCE IN RADIO RECEPTION. Frederick K. Vreeland, Montclair, N. J. Patent No. 1,682,026.

COMBINATION INDICATING AND ADJUSTING DEVICE FOR RADIO CIRCUITS. Otto Henze, Brooklyn, N. Y. Patent No. 1,682,376.

RADIO TUBE SOCKET. Edward B. Nowosielski, Bloomfield, N. J., assignor to the Splittorf Electrical Co., same place. Patent No. 1,682,408.

RADIO BATTERY ELIMINATOR. Philip E. Edelman, Chicago, Ill. Patent No. 1,682,492.

RADIO APPARATUS. Donald G. Little, Edgewood, Pa., assignor to the Radio Corporation of America of New York. Patent No. 1,682,703.



(1) E. R. Decker, Indianapolis; (2) J. W. Moore Columbus; (3) W. C. Mossbarger Minneapolis; (4) E. H. Witbeck, Atlanta; (5) J. A. Holland, Memphis

playing both sides of twenty-eight records, the latter part of March this year, dealer interest has increased until at the present time the Orchestrope retail representation reaches from coast to coast and from the Canadian to the Mexican border.

In order to render the most efficient service to Orchestrope dealers the Capehart organization recently appointed five new district managers who left for their respective territories. They are W. C. Mossbarger, who for the past

Moore, formerly sales manager of the Columbus Anvil & Forging Co., has undertaken the duties of district manager at Columbus, O.

Majestic Broadcasts Please the Public

Thousands of enthusiastic letters were received from radio listeners all over the country

An ASTON Masterpiece



By those who are seeking the utmost in cabinet craftsmanship, this great Aston achievement will be heartily welcomed. The entire face of matched butt walnut, 100% figure, is richly embellished with heavy carving, which intensifies the beauty of the natural wood. Grille polychromed.

Read more about this great Aston in our catalog, which describes the whole Aston line. Write today.

ASTON CABINET MANUFACTURERS

Distinctive Originality in Design of High Grade Radio Cabinets

1223-1229 W. Lake St., CHICAGO, ILL.

Resigns Post with Miller Rubber Co.

F. C. Millhoff, former general sales manager of the Miller Rubber Co. for sixteen years, and more recently manager of car and truck manufacturers' sales, to-day announced his resignation from the company to take a long-needed rest before announcing his new plans. W. F. Pfeiffer, general manager, indicates that it is with deep regret to himself and his associates.

Mr. Millhoff leaves Miller with the highest regard of the entire organization and the trade. It was his pride to see the company grow to sixth place in the industry.

M. Udco & Co. Expanding

M. Udco & Co., 224 Flatbush avenue, Brooklyn, N. Y., recently secured a larger warehouse for stock. This establishment carries the complete Victor talking machine line and the Atwater Kent and Radiola radio lines.

IT is easy to reason why Farrand can give you more and charge you less. For every Farrand Speaker is ALL Farrand—built in its entirety in the vast Farrand plant, largest in the speaker industry. No “assembling”—to add to costs. No foreign-made parts—to lessen efficiency or uniformity.



At upper right—

Model 70—Farrand Gothic
DYNAMIC . . . \$50

Same cabinet—Model 60
—Balanced Armature type
\$27.50

At lower left—

Model 74—Farrand Tiffany
Table DYNAMIC \$75

*Eight other models—
ranging from \$16.50 to \$110*



On this same basis it is easy to reason why Farrand outsells all other quality speakers — why the present Farrand line, more than ever excelling in performance and value — will again break all selling records. Get in touch with your nearest Farrand distributor at once—and place your order NOW!

Farrand

FARRAND MFG. CO., INC., LONG ISLAND CITY, NEW YORK

Money-Making Suggestions for Ambitious Merchants

School Business Is Good Business—Take Advantage of the Public's Interest During the Radio Shows — Have You Gotten in Touch With the Returning Vacationers?
Tying Up With Films Brings Profits—Use the Manufacturers' Help

The school season has opened and the progressive talking machine-radio dealer is mapping out his campaign to reach this market and interest the school authorities in the purchase of these instruments as part of the regular school equipment. During the past year radio sets have been received in the school systems of various cities with great enthusiasm, and some cities have inaugurated regular lecture courses to be broadcast to certain grades at certain times. Other schools have purchased radio receivers to be installed in the school auditorium so that the pupils can listen in to events of historical interest, such as the inauguration of the President, etc. Talking machines have for years been recognized as almost necessary instruments to help in the instruction of music appreciation. Last month the Victor Talking Machine Co. placed a new school Orthophonic Victrola on the market which in addition to the usual features of the Orthophonic instrument contains a number of adjuncts especially designed for school use. Dealers should use every opportunity of realizing the immediate sales possibilities of this and similar type instruments because of the added sales which accrue through the instruments being placed in the schools. The millions of present-day pupils will be the instrument purchasers of to-morrow, and the dealer who sells the schools to-day is building on a firm foundation for the future.

While Interest Is High

On September 17 the Radio World's Fair opens at Madison Square Garden, New York City, and thousands upon thousands of the buying public will have an opportunity to view the latest models of radio products. During the past month and for some months to come similar expositions will take place in practically every section of the country. Naturally, with the local newspapers devoting columns upon columns of space to the happenings at the radio shows, the public is radio-conscious, and it is up to the dealer to take every advantage to demonstrate his merchandise and close sales. Check up the list of customers to whom you

sold battery-operated receivers two or three years ago; send them literature illustrating and describing the new models and try and arrange a home or store demonstration. Look over the list of prospects who have not as yet purchased. Make another effort to secure their names upon the dotted line. Strike while the iron is hot and while the people are still impressed with the exhibits they have seen or read about.

Comes the Fall

With the opening of the schools the homeward march from the country and seashore resorts has commenced, and the time is ripe for the aggressive radio dealer to establish contact with members of families who have been out of town for the past few months. Radio receivers which have not been used for months will need inspection, and in many cases new accessories. Suggest a thorough inspection by an expert radio service man to all set owners. Many heads of families who contemplate buying a set or exchanging their present set for a more modern model have waited until the Fall to take this step. Go after them now. Use a series of direct-mail letters planned to reach all classes of prospects, set owners and non-owners, emphasize the appeal of the new models and the interesting broadcast programs to take place this Fall and Winter and see if your sales are not greatly stimulated.

Re: Theme Songs

During the past six or seven months music-radio dealers have been "sold" on the opportunity of effecting tie-ups with motion pictures that have a theme song. Using the appearance of the film at a local theatre to stimulate the sales of talking machine records and sheet music through co-operation with the theatre owner and by window displays has resulted in a considerable increase in sales of these items. Talking machine manufacturers and distributors as well as sheet music publishers have performed yeoman service in causing dealers to effect such tie-ups by the dissemination of tie-up material and other means. At the present

time the following songs are the themes of feature films which are being shown throughout the country, and dealers who have failed to cash in on picture tie-ups should do so when the opportunity presents:

Song	Film
"Ramona"	"Ramona"
"Laugh, Clown Laugh!"	"Laugh, Clown, Laugh!"
"Neapolitan Nights"	"Fazil"
"Jeannine, I Dream of Lilac Time"	"Lilac Time"
"Flower of Love"	"White Shadows"
"Wings"	"Wings"
"Some Day—Somewhere"	"The Red Dance"
"Angela Mia"	"Street Angel"
"I Loved You Then as I Love You Now"	"Dancing Daughters"
"Little Mother"	"Four Sons"
"Speedy Boy"	"Speedy"
"Revenge"	"Revenge"
"Out of the Dawn"	"Warming Up"
"Sunrise and You"	"Sunrise"
"Mother Machree"	"Mother Machree"

These are some of the themes of feature pictures which afford every record and sheet music dealer an opportunity of increased sales. New ones are being announced regularly. Watch the announcements for coming film presentations and feature the theme songs in your advertising and window displays.

Dealers' Aids

As the Fall season opens dealers representing different lines of radio receivers and other products have undoubtedly received literature and portfolios from manufacturers containing sales plans for the dealer's use. Naturally the retailer knows his own territory best, and if he is alive and aggressive he may perhaps formulate selling campaigns which would prove more effective than any prepared for him. However, no dealer can afford to lose sight of the fact that the manufacturer in laying out a sales promotion plan secures the expert advice of merchandising counselors, and at great expense prepares material which will be best suited for the entire retail representation. In some instances which necessitate direct-mail material be sent to prospective customers the manufacturer has organized a department which takes all the burden of details from the shoulders of the dealer and at small cost does everything but make the demonstration and close the sale. This material is designed for the trade and merits the close attention of every dealer. It should be carefully studied before being consigned to the trash basket. Remember that the plans as formulated have been selected by experts as being best fitted to promote the sales of the merchandise you are carrying and in practically all cases have been tried and proved worthy.



No. 51. Console. Genuine burl walnut finish. Two spring motor plays six selections with one winding. Latest type tone arm and reproducer. Large amplifying chamber assures great volume and fidelity of tone.



**PRESENTS THREE
NEW MODELS**



No. 95. Equipment same as No. 51. Beautiful genuine burl walnut finish. Supplied only with electric motor.



No. 50. Combination Radio Phonograph. Beautiful Genuine burl walnut cabinet. Phonograph equipped with electric pick-up and Peerless speaker. Radio panel opening 7"x18". Ample space for radio power supply and records. Furnished with either electric or spring motor.

Excel Phonograph Manufacturing Co.
402-414 West Erie St., Chicago, Illinois

Write for Descriptive Bulletin Covering Our Complete Line of Radio Cabinets and Phonographs.

You will wonder
at the

MARTI

AUTOMATIC
METER SELECTOR

SEE IT!

Booth # 2 Section C.C.

Madison Square Garden

Sept - 17th to 22nd

One of the many
exclusive features of the

MARTI ELECTRIC RADIO

"THE RADIO OF THE FUTURE"

Manufactured and Guaranteed by

MARTI ELECTRIC RADIO COMPANY, Inc.

Under Patent No. 1,567,562
Other Patents Applied For

WEST ORANGE, N. J., U. S. A.

TELEPHONE
ORANGE 10055

MAKE NEW FRIENDS WITH QUALITY-BUILT

the ALLEN No. 6 PORTABLE



Built-in, long air column horn . . . more volume, fuller rounded tone. A feature of the Allen No. 6.



The finest reproducer ever to grace a portable—perfect performance. A feature of the Allen No. 6.

An instrument that stands alone in true tonal quality, extreme musical range and full, rich volume. Equipped with long air column Horn, superior Reproducer, and even running, noiseless Motor that plays three to four records. Genuine Allen excellence, plus exclusive selling features!

THE IDEAL TEST PORTABLE

QUICKER PROFITS ALLEN PORTABLES

NEVER before have portables sold so fast—made so many friends . . . such quick profits for dealers!

Built for better service, and priced for rapid turnover, the new Allen portables comprise the greatest selling line ever offered the trade.

Sensational new features make them a joy to demonstrate . . . 3½- to 4-record motor, Long Air Column Horn, Remarkable Reproducer, Beautiful Oil Painted Album (five colors), Cushioned Tops of Velvety Padding—Fabrikoid covered case . . . Allen dependable quality throughout . . . Something finer to offer your trade!

Call the nearest Allen Distributor for samples and merchandising helps. Or write direct for complete catalog and local Jobber's address . . . Cash in on these ready profits . . . without delay!

ALLEN PORTABLES

ALLEN-HOUGH MANUFACTURING COMPANY

Racine

Wisconsin

FACTORIES—RACINE and NEW YORK

THE ALLEN PORTABLE No. 5

The most popular portable on the American market. Now priced even more favorably to increase your sales volume.



THE ALLEN PORTABLE No. 20.

Imagine a portable in this price class with a long air column horn, a padded top, a ducoed record album and motor board—That's the Allen 20—a sure seller in a big way!

The market is created for you by consistent advertising in THE SATURDAY EVENING POST reaching over 3,000,000 homes!

LINE EVER CREATED

THE 1929 PHONO-LINK IS HERE

\$7.50
list price

Make every phonograph in your community an Electric Reproducer for only \$7.50. Extremely liberal profit margin for jobbers and dealers.

The 1929 Phono-Link may also be had in aristocratic Gold-Plated Finish, at \$1.00 additional list. It's a beauty . . . fast sales . . . quick profits!



Cash Business and How It Sells!

IT'S new! It's different! Greater volume. . . . Clearer tone. . . . Improved construction. . . . Beautiful double nickel-plate finish. . . . Longer cord. . . . All for the same low price, made to give you a liberal margin and quick turnover at \$7.50 list!

This 1929 Phono-Link is made in two models. One for use with the plug-in jacket with which more sets are now equipped. The other for use through the detector tube. Simple to attach and operate, the Phono-Link is complete and ready to link any phonograph with any radio. Light in weight and scientifically designed, it gives greatest volume, clearest tone, with least wear on the records.

Just show it to sell it! Everyone now wants electrical reproduction of favorite selections. Take your profits now, while the time is ripe! Wire or write your nearest jobber for Merchandising Plan and samples. Or write us for his address and details . . . to-day!



**This Attractive Display
Makes Selling Easy!**

Phono-Link

PATENTS PENDING

Allen-Hough Manufacturing Co.
Racine, Wisconsin

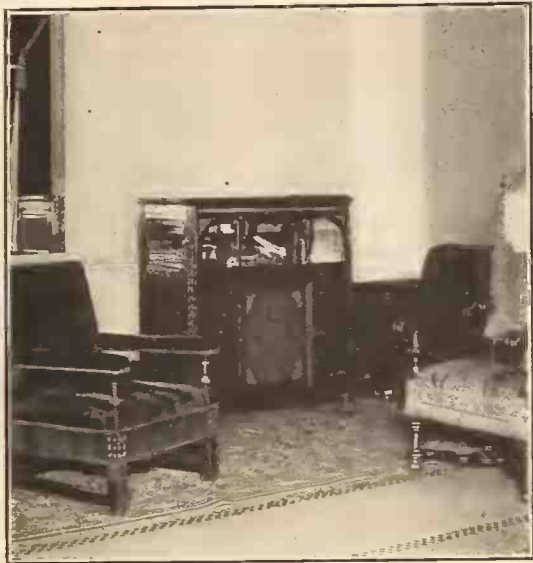
FACTORIES:
NEW YORK AND RACINE

Makers of the famous
Allen Portables

Clark Music Co. Sells Orchestropes to Leading Local Hotels

Syracuse Music House Finds Establishments Other Than Homes Likely Prospects for the Automatic Phonograph—Broadened Market Presents Many Opportunities

The introduction of new and improved models of talking machines has had the effect of widening the market for these instruments to a degree that is little realized by a great



Orchestrape in Hotel Syracuse

many dealers. Particularly in the case of the automatic phonograph is this true. Whereas in years past the home was the logical objective for the dealer, at the present time there is scarcely any establishment that caters to the public to which the automatic phonograph cannot be sold. Restaurants, hotels, ice cream parlors, roadside refreshment stands, all of these and many more places of a similar nature have been sold instruments of this type by live, aggressive dealers.

It does not require any great stretch of imagination to see the benefits which accrue to the proprietor of a restaurant or of a hotel from the installation of an automatic instrument. The guests are entertained by a continuous program of music by the greatest artists of the world with a program the variety of which can be made endless. The initial expense of the purchase price and the upkeep represented by the purchase of new recordings are mere pittance when compared with the expense to which the establishment would be

put if an orchestra were to be engaged for but a few hours every week. The selling arguments that can be presented by the music salesman are many, and the dealer who has overlooked this market should lose no time in remedying his neglect and starting a campaign to install automatics in every hotel and restaurant of the better type in his vicinity.

That some dealers are bringing in the profits by selling the hotels and similar establishments is evidenced by the fact that the Clark Music Co., of Syracuse, recently sold and installed Orchestropes in the Hotel Syracuse, Syracuse, N. Y., and the Powers Hotel, Rochester, N. Y., both of which are under the same management. The Orchestrape, which is manufactured by the Capehart Automatic Phonograph Co., of Huntington, Ind., plays twenty-eight records on both



Orchestrape in Powers Hotel

sides and takes four hours to render the full program.

Both of the hotels which have installed the instruments cater to a high class of trade, and since the instruments were placed in operation both are daily receiving scores of favorable comments from patrons. In each instance the Orchestropes were placed in the public lounge, illustrations of which are reproduced herewith. In the Hotel Syracuse a regular Sunday evening concert is given in the main dining-room

from 5 p. m. to 9.30 p. m., and the hotel issues cards to patrons calling attention to the Orchestrape Sunday evening music. The Powers Hotel uses its instrument also to entertain its cafeteria patrons by Orchestrape music made possible through the use of a speaker installed in the cafeteria.

With the opening of the Fall season go after this class of business. Prepare a prospect list of the hotels, restaurants and similar establishments which would be benefited by the installation of an automatic. Include in your sales talk the fact that the purchase on their part is a profitable investment.

Dr. Kolster Predicts Unlimited Progress

The Radio industry will double its past record in point of sales and new scientific improvements during the next few years, according to Dr. F. A. Kolster, in charge of the radio research laboratory of the Kolster Radio Corp. With this anticipated rapid progress to be made by the industry generally. Dr. Kolster predicts that the Kolster organization will grow into a gigantic industrial unit.

"The progress which our company may accomplish in the future is practically unlimited," Dr. Kolster said. "Its patents in the majority of cases are basic. As a matter of fact the company at the present time can manufacture a receiving set capable of projecting a small-sized vision of any particular scene which might be broadcast, but inasmuch as this branch of radio is not yet extensively developed it is not likely that Kolster will immediately manufacture any television sets. However, the company can compete successfully with other companies in this branch of radio."

Books Heavy Orders on Trip

Splendid buying activity and enthusiastic dealers and jobbers were reported by Leo Freed, of the Freed-Eisemann Radio Corp., Brooklyn, New York, who recently returned to his desk from a five weeks' tour of the East, Middle West and Canada. Mr. Freed visited Buffalo, Syracuse, Rochester, Toronto, Ottawa, Pittsburgh, Akron, Youngstown, Toledo, Detroit, Kalamazoo and Chicago.

"The amount of business booked on my trip was a record," said Mr. Freed, "and very satisfactory reports were made by jobbers and dealers on the new Freed-Eisemann receivers."

Phono Radio Furniture of Beauty and Quality

Excello Combination Console meets every demand

This attractive model, the hit of the RMA Trade Show, accommodates any radio set up to 24 inches long and switches instantly from radio to phonograph reproduction.

Comes completely equipped with G E Electric Phonograph Motor, electric pickup, tone arm, automatic shut off, volume control, etc. Also Cone or Dynamic speaker.

Cabinet work of true Excello quality.

Catalogue of complete line on request. Write today.



Model R 44
Closed



Model R 44
Open

EXCELLO PRODUCTS CORP. 4824 W. 16th St., Cicero, Ill.
(Suburb of Chicago)

Finds Pacific Coast Radio Outlook Good

Kenneth E. Reed, Federal Radio Corp. Sales Manager, Reviews Conditions on the Coast and in Canadian Cities

The radio business outlook on the Pacific Coast and in western Canadian provinces was never more promising than at this time, according to Kenneth E. Reed, sales manager of the Federal Radio Corp., Buffalo, N. Y., who recently returned to his desk from a month's study of conditions in those sections.

"Conditions in California are excellent, and



Kenneth E. Reed

the radio trade there has an advantage over Eastern markets in that it has no particular radio season," said Mr. Reed. "Reception there is apparently not impaired by conditions similar to those of the Summer months here. I found the Spokane trade exceedingly optimistic, and due to the improvement in broadcast entertainment there is a tremendous radio business in store for the aggressive dealer in that thriving territory. Crops in Minnesota and the Dakotas are good, and farmers are spending money more freely. There is a wonderful market there for battery-operated sets.

"Conditions in Saskatchewan, Canada, have

never been better. The wheat crop is said to be the best in six years, and I understand that a total of more than 80,000 men came into that territory for the harvest season. Mining and lumbering operations in British Columbia are very active, and this section is quite prosperous. The Vancouver shipping industry has never been greater, I was informed. At present talking machines are in their prime in western Canada, but with improved radio reception, promised by the Canadian broadcasting chain, I predict a phenomenal radio season there."

Mr. Reed stated that the Radio Automotive Equipment Co., Federal wholesaler in Manitoba, is preparing for a most active season. He stated that the demand in Alberta and Saskatchewan for battery-operated receivers is about 70 per cent.

The new Federal G-10 was introduced to the trade en route by Mr. Reed, who reports that this receiver met with a fine reception, bringing in programs from distant stations with clarity and volume.

Martwel Corp. Adds Radio Cabinet Line

A line of radio cabinets has been announced as an addition to the products being merchandised by the Martwel Corp., New York, recently organized by Martin Zatulove and Paul S. Weil. The Martwel organization will serve a mid-Western furniture manufacturer as exclusive sales representative throughout the United States in a manner similar to the way in which they are now handling the national distribution of Magnatron tubes. Mr. Weil announced that a licensed AC set will also be taken on soon.

Large Zenith Earnings

The Zenith Radio Corporation reports earnings in July at \$155,936 after deductions for royalties, depreciation and other charges, but before Federal taxes. Its combined earnings for July and the preceding month (June) were \$323,018, which is equivalent to \$3.23 a share on one hundred thousand capital shares outstanding. The company is paying at the rate of \$3.60 per annum on its common stock and earned almost that amount in the two months, June and July, just referred to.

Trade Mourns Death of A. K. Executives

H. R. Carlisle and R. C. Bohl, Popular Atwater Kent Executives, Succumb to Injuries Resulting From Automobile Collision in Philadelphia

Harry Reed Carlisle and Robert C. Bohl, both connected with the merchandising and sales promotion division of the sales department of the Atwater Kent Mfg. Co., met death through a collision between an automobile in which they were riding and a trolley car at Germantown, Philadelphia, on the night of August 13. They were the only occupants of



H. R. Carlisle



R. C. Bohl

the car and both died shortly after being taken to the Germantown Hospital.

Harry Reed Carlisle was one of the oldest employes of the Atwater Kent Mfg. Co., he having entered Mr. Kent's employ as a boy. Excepting for a short interval when he entered other fields Mr. Carlisle was for twenty years identified with Atwater Kent activities, chiefly in the sales division.

During the greater part of the company's history in the radio business Mr. Carlisle devoted his time to trade publicity work and dealer bulletins. He was closely identified with all the activities of the sales promotional work of the company, and particularly supervised inside details connected with that work. Mr. Carlisle was forty-three years old, and is survived by a widow and young daughter.

The funeral took place on August 18, and it included Masonic services, of which order Mr. Carlisle was an active member. V. W. Collamore, general sales manager of the Atwater Kent Mfg. Co., and other prominent members of the sales staff acted as pallbearers. A wealth of floral tokens attested Mr. Carlisle's widespread popularity in the trade with which he was so long connected and in his social life.

Robert C. Bohl had been with the Atwater Kent Mfg. Co. less than a year, but during that time he traveled widely as a member of the outside staff of the merchandising division of the sales department. He achieved a notable success in sales research work and general sales promotion. Mr. Bohl was thirty years old and leaves a widow and a seven-year-old son. The funeral occurred on August 17, and members of the merchandising division of the Atwater Kent Co. were his pallbearers.

Arcturus Featured in Window Display

An unusual window display was recently created in a New York store to demonstrate the quick heating qualities of Arcturus AC tubes, manufactured by the Arcturus Radio Co., Newark, N. J. The display was in the futuristic style, with a girl demonstrator, against an astronomical background. A mammoth AC shield grid tube and a large clock reading in seconds and the demonstrator attracted attention. As the girl placed an Arcturus 127 tube into a socket the hand of the clock ticked off the seconds between the turning on of the current and the actual reproduction of music.

Set Sales Are Easy

WITH



SELF-CONTAINED

7 TUBE ELECTRICS CHASSIS OR CABINET

A demonstration of Pierce-Airo Cabinet Model A-C 172 proves it to be the best radio today regardless of price.

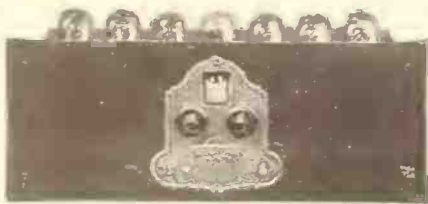
If your prospect desires a console the Pierce-Airo Chassis Model A-C 171 fits into any standard console, thus enabling the customer to make his own choice as to price and style.

Write for circular giving complete specifications, prices or discounts or order a sample Pierce-Airo for a tryout in your store.

See Our Exhibit at the
FIFTH ANNUAL RADIO WORLD'S FAIR
New Madison Square Garden, New York,
September 17th to the 22nd, incl.

Booth No. 1 Section Z

PIERCE-AIRO, Inc. 123 Fourth Avenue
New York City



Chassis Model A-C 171

Chassis of heavy gauge, drawn and welded steel housing all parts, including power supply. Illuminated single drum control. One stage of audio with one stage of power push-pull amplifying transformers insures great volume without any sacrifice in tone. Chassis finished in highest grade bronze Duco lacquer; panel in natural grain burl walnut.



Cabinet Model A-C 172

This distinctive two-tone russet bronze metal cabinet houses the famous 7-tube PIERCE-AIRO Chassis described above.

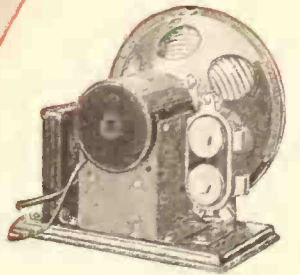
OPERADIO

THE LINE COMPLETE!
Dynamic and Air Column
SPEAKERS
\$15⁰⁰~to~\$275⁰⁰



The Bloc Type Tone Chamber

Designed to give accurate reproduction. The tone chamber is an exponential air column cast in a solid monolithic bloc of a new light weight material, "Vocalite" which is absolutely inert, non-vibrating and unaffected by any climatic conditions. Air columns 30 to 84 inches.



The Operadio Dynamic Unit

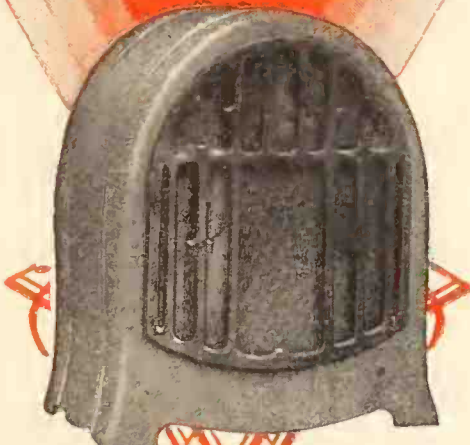
Incorporates decisive improvements in power reproduction. Manufactured under special Operadio designs to handle the output of the largest sets built regardless of the stages of power amplification used, without trace of distortion, blasting or rattling.
 5 Volt D. C. \$35
 110 Volt D. C. \$40 100 Volt A. C. \$50



The Junior
\$15.00

The Senior
\$25.00

The New Senior is last year's most popular model, improved in performance with many refinements of design and finish. Either will deliver satisfactorily the output of any set up to and including five and six tube neutrodynes, superhetrodynes, etc. using the 201-A type tubes. Great volume, range and sensitivity. The Junior has a 30 inch air column, Senior a 54 inch air column.



The WESTMINSTER

The newest and finest of the Operadio Air Column Speakers. May be connected to any set and will handle the output of any standard amplifier system up to and including the 171 tube. Has a 61 inch air column. PRICE, \$35.00



The Geneva

A table model Dynamic Speaker, scientifically constructed with a sounding board giving maximum baffle effect. Beautiful in design and finished in rich walnut. Furnished with Dynamic Unit.
 6 Volt D. C. \$55;
 110 Volt D. C. \$60 110 Volt A. C. \$70



The Barcelona

A very attractive speaker table of spanish design equipped with a 54 inch air column. A beautiful cabinet that is also designed to accommodate any standard radio set.
 Price, \$42.50

Manufacturer

OPERADIO MFG. CO.

St. Charles, Illinois
 GREATER CHICAGO DISTRICT



The Bel Canto

Obtainable with an 84 in. air column or Dynamic Unit, 6 Volt D. C. or 110 Volt D. C. or A. C. [with or without an Operadio 4 or 5 tube amplifier]. Amplifier may be used in combination with either air column or Dynamic Units. Price Range, \$80 to \$275
 —Pacific Coast prices slightly higher



The St. Charles

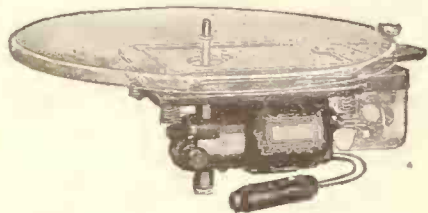
A beautiful cabinet model Dynamic Speaker which will handle and give tremendous volume with undistorted tone fidelity. Recommended for sets employing power tubes or equipped with separate amplifiers using power tubes.
 6 Volt D. C. \$70
 110 Volt D. C. \$80 110 Volt A. C. \$90

Sales Department

The ZINKE COMPANY

1323-25 S. Michigan Ave.
 CHICAGO, ILLINOIS

BODINE Developments that are Big Sellers

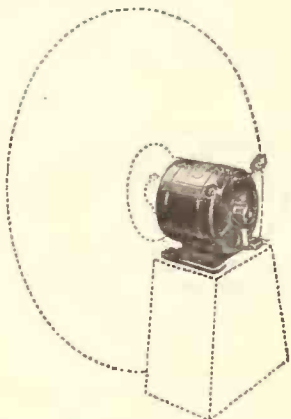


Bodine Type RC-10
Electric Turntable

Dealers everywhere are cashing in on the big demand for this ideal electric turntable for phonographs and radio-phonograph combinations. The Bodine Type RC-10 Electric Turntable is driven by a high-torque, spring-supported Bodine Induction Motor. There are no commutators or brushes to spark and cause hum or scratching noises in the loud speaker. A reliable and easily adjusted governor permits the record to be played at any speed and maintains this speed regardless of line voltage fluctuations. Easily installed. Unit construction. No exposed rotating parts to gather dust. Mail the coupon for latest price sheet.

To Radio and Radio- Phonograph Manufacturers

These units utilize a standard industrial motor representing a substantial design that will appeal to the best trade. Supplied with or without turntables. Sample units will be furnished for inspection and test. Write today!



Bodine Television Motors

The rapidly increasing interest in television has created a demand by experimenters for a special motor for driving television scanning discs. Bodine Television Motors are designed especially to meet these requirements. Unusual stability of speed is assured, and yet with a suitable rheostat the speed may be varied 25% above or below synchronizing speed. These motors are made for 18, 20 and 24-inch discs. A special winding permits the motor to be run either as an alternating or direct current motor. Write for complete details.

Bodine DeLuxe Loop

An exceedingly popular and attractive loop. Its remarkable efficiency brings in distant stations with great volume, and the extraordinary tuning characteristics greatly increase the selectivity of any superheterodyne or T. R. F. receiver.

The Bodine DeLuxe Loop is constructed of the finest walnut, with a beautiful hand-rubbed finish which will harmonize with any furnishings. This loop is used extensively in apartments and in congested broadcasting districts to eliminate interference.

Dealers will find the Bodine DeLuxe Loop an added source of profit.



Mail this Coupon

Bodine Electric Company,
2270 W. Ohio Street, Chicago, Ill.

Please send information and prices on the items checked below.

- Bodine Television Motors
 Bodine Type RC-10 Electric Turntable
 Bodine DeLuxe Loop

Name.....

Address.....

BODINE

American Reproducer Corp. Has Wide Line

Recently Reorganized Co. Now in Production on Line of Magnetic and Dynamic Speakers—Wide Price Range

Following a reorganization of the company, the American Reproducer Corp., Jersey City, N. J., formerly the Pal Radio Co., is now in production on various models of magnetic and dynamic speakers in chassis form as well as cabinets and phonograph reproducers in their enlarged plant affording 6,700 square feet of manufacturing space. Pointing out that the list price range of \$9 to \$75 provides a speaker for every purse, G. M. Barcey, vice-president in charge of sales, stated that plans are well under way to establish the American Reproducer Corp. as an important factor in the radio industry. Mr. Barcey said that contracts have been signed with several radio manufacturers for their built-in speaker requirements.

It is announced that Richard C. Boehler, well known throughout the industry, has been appointed general sales manager with headquarters in New York City. Mr. Boehler was formerly with the Manhattan Electrical Supply Co. An export office has been established at The Hague, Holland. Mr. Barcey stated that his company's new line of speakers is the result of many years of research in the organization's laboratories and each model has been designed with an eye to beauty of appearance as well as reproduction efficiency.

Trade Activities in the Memphis Field

MEMPHIS, TENN., September 6.—The Radio Sales Co., South Main street, a few blocks north from the Grand Central depot, is wholesale distributor for the Columbia New Process records, Columbia phonographs and Atwater Kent radio. Its studios and demonstration rooms have been rebuilt this Summer and in addition to the city trade it covers with travelers portions of several adjacent States.

J. E. Dilworth Co., 493 South Main street, is now wholesale distributor in the tri-States for the Majestic electric radio and this line has recently been placed on sale in many of the large furniture and department stores in Memphis and neighboring cities.

The Radio Co., 182 Union avenue, George W. Baker, president, has two stores in Memphis, the other being located at 1316 Madison avenue. It deals in Zenith, Crosley, Steinite radio products in Memphis and neighboring counties of the tri-States.

Osburn-Abston Co., Monroe avenue, wholesale, had a largely attended dealers' conference a few days ago in Memphis and many fine salesmanship talks were given. About 200 people attended the meeting.

During the late Summer the New Bry's, a department store with upward of 125 departments, occupying the six-story structure at Main and Jefferson, has moved its phonograph department from upstairs to the main floor annex. Here a large floor space is occupied with talking machines, cabinet and portable models; Freshman, Atwater Kent, Majestic and other radios and Victor, Brunswick, Columbia and Okeh records.

The Mutual Furniture Co., headed by D. Frank, has moved from its location of years at Beale avenue and South Third street to 209 South Main street, just south of the new Orpheum Theatre. It devotes conspicuous attention to phonographs, cabinets and portables and on the main floor devotes almost one side of the store to fine booth and record sections. This is a fine, modern establishment.

Kellogg Institutes New Display Service

Engages Experienced Window Display Designer, O. N. Mecum, to Prepare Model Window Every Month

The Kellogg Switchboard & Supply Co., Chicago, is giving its dealers a new window display service which is offered to Kellogg retailers without charge. O. N. Mecum, an ex-



Window Prepared by Kellogg Display Service
 experienced window display man and designer, who has been added to the Kellogg staff, will prepare a model window each month and have it photographed.

Mr. Mecum has a reputation for originating especially attractive windows carrying real selling appeal. This new service will enable Kellogg dealers, regardless of their window trimming ability or experience, to install model windows with a minimum amount of labor. Starting with the August issue the Kellogg dealer help bulletin, the Kellogram, will contain an illustration and instructions for trimming this window. An instruction sheet and special booklet on window display will be sent to dealers who have requested this monthly display service. Any Kellogg dealer may receive this window display service by writing to the Kellogg headquarters in Chicago.

Two Victor Releases of Theme "Jeannine"

The Victor Talking Machine Co. in a recent letter to dealers urged them to make every effort to tie-up with the showing of the film "Lilac Time" to stimulate sales of Victor recordings of the theme song, "Jeannine, I Dream of Lilac Time." This film is a sound picture known as a "Firatone" and the sound was synchronized by Nat Shilkret, Victor musical director, who directed the orchestra and who composed the theme song.

The Victor Co. is issuing special releases of two recordings of "Jeannine," a vocal by Gene Austin and an orchestral dance arrangement on which Nat Shilkret directs his own composition. First National Pictures, Inc., has prepared an advertising poster containing pictures of Austin, Colleen Moore, star of the film, and Shilkret, which has been sent to dealers.

In its letter the Victor Co. suggests window displays, theatre lobby and stage presentations, direct mailings, utilization of film company material and other methods of stimulating sales.

S. H. Graubard in New Post

W. C. Marquardt, general manager of the Splitdorf Electrical Co., Newark, N. J., one of the Splitdorf-Bethlehem Electrical Co. subsidiaries, has announced the appointment of S. H. Graubard to take charge of condenser sales for the Splitdorf Electrical Co.

Dealers, your chance to make Real Money!

ELECTRAMUSE Has Attractive Discount Plan for You!

"It is a Fine Investment"

Boonville, N. Y.
Holcomb & Hoke Mfg. Co.
Indianapolis, Ind.
The Electramuse I purchased from you has been a fine success. It is a splendid attraction to my restaurant. My receipts from the instrument last month amounted to \$86.00. I am satisfied the Electramuse will pay for itself here within a year which I consider a fine investment.

By Blade and Longway

"My Business Has Increased due to Electramuse"

Corsicana, Texas
Holcomb & Hoke Mfg. Co.
Indianapolis, Ind.
I am very pleased with my ELECTRAMUSE because my business has increased lately. Having it about six months in operation my books show that I have taken in \$451.00, while all my expenses including the deposit that I paid down, all my notes, record service, postage for exchanging records, etc. amounts to \$292.10. I think it is one of the best investments I have ever made.

SANITARY CAFE, by S. N. Georgas

Takes in \$452.00 in 3 Months

Jasper, Texas
Holcomb & Hoke Mfg. Co.
Indianapolis, Ind.
My Electramuse was installed Oct. 1st, 1927, and at this date the total amount is \$452.00 for less than three months. I would not be without one under any circumstances as it has increased my business and provides first-class entertainment for my customers.

YEARY'S SANDWICH SHOP
By P. M. Yeary

"Would Advise Any Hotel not to Delay Buying an Electramuse"

Knoxville, Tenn.
Holcomb & Hoke Mfg. Co.
Indianapolis, Ind.
Our Electramuse has more than taken the place of all other music that I have ever had in my Hotel. Therefore, I am well pleased with the service I have had and also with the record service and the late up-to-date music. Would advise any Hotel or place of business not to delay buying and increase their volume, entertainment and profits.

CENTRAL HOTEL
by Mrs. J. D. Anderson

FOR MANY MONTHS retail merchants by the score have been making the big profits with ELECTRAMUSE, the coin-controlled, continuous-playing phonograph. This music marvel has been earning from \$2.50 to \$7.00 per day for them.

Remember, this machine has been an overwhelming success for small merchants and large merchants, in big cities and in small towns, in side streets and on main streets! Every place it's installed, it goes over big!

And don't overlook this fact—ELECTRAMUSE has a greater earning power than any other coin-operated musical instrument!

And now the immense money-making advantages of this wonderful musical instrument are offered to you. Our Special Discount Plan to Dealers gives you the same money-making opportunity. You can make big money, too. You can't deny real evidence! Then read the voluntary testimonials on this page. They tell a real story of real profits.

Takes in \$6.00 Per Day—and Increases Business

Richmond, Va.
Holcomb & Hoke Mfg. Co.
Indianapolis, Ind.
No doubt you will be interested to know that my receipts from the ELECTRAMUSE have been on an average of \$6.00 a day. Our business has also shown a steady increase which we attribute solely to the installation of the instrument.

SUBLETT'S INN, by V. H. Vaughan

"Averages \$25.00 to \$30.00 Per Week!"

Mascoutah, Illinois
Holcomb & Hoke Mfg. Co.
Indianapolis, Ind.
Your instrument replaced a coin-operated piano, and our patrons were quick to appreciate the difference, for our weekly receipts are more than double the old instrument's income. Our weekly average has been between \$25.00 and \$30.00 per week. The Electramuse has not cost our restaurant one dollar of investment for our patrons quickly paid for it.

A & P CAFE, by Walter Ayers

"Receipts from Coin Boxes Have Exceeded Our Expectations"

Nashville, Tenn.
Holcomb & Hoke Mfg. Co.
Indianapolis, Ind.
The music of our Electramuse made an instantaneous hit. The tone is wonderful and all our patrons are delighted with the class of music the machine produces. The machine itself is a work of art and is a credit to any establishment. The receipts from the coin boxes have exceeded our expectations.

With best regards and best wishes, I always want to be known as

Your best booster,
BOWLING INN, by J. M. Shawhan, Mgr.

User Advises Friend to Buy ELECTRAMUSE

Dallas, Texas
Holcomb & Hoke Mfg. Co.
Indianapolis, Ind.
Our Electramuse gets the money. We enjoy a return in nickels of \$90.00 to \$150.00 a month. Tell your Fort Worth man to see Mr. Newland of the Como Cafe over there. He saw mine and wants one like it. You can tell him I said he would do the best day's work he ever did when he buys one.

R. and D. CAFE
by Roy Knott

The letters reproduced above are but a few out of hundreds in our files. Note that they all say the same thing; "ELECTRAMUSE is making good daily profits for us".

What better evidence do you want to prove that here is a most unusual opportunity for you for making money? Many places right around you are logical prospects for sales of ELECTRAMUSE. Hotels, restaurants, drug stores, department stores, billiard parlors, soft drink places, road houses and night clubs offer plenty of sales opportunities.

Fill in and mail the coupon at the right. It may mean a flying start toward Profits-ville.



**A Product of
HOLCOMB & HOKE MFG. CO.**

World's Largest Manufacturers of Money-Making Equipment

\$\$\$ Indianapolis, Ind. \$\$\$

HOLCOMB & HOKE MFG. CO.
Indianapolis, Ind.
Without obligating me in any way, please send me full data on your new Electramuse Dealer Discount Plan.

Name _____
Street _____
City _____
State _____

Dept. 3-W

OkeH
ELECTRIC

A
Complete List
of

OkeH
ELECTRIC

RECORD

Distributors

THE ARTOPHONE CORPORATION
1624 Pine St., St. Louis, Mo.

THE ARTOPHONE CORPORATION
McCall Building
Memphis, Tennessee

THE ARTOPHONE CORPORATION
203 Central Exchange Building,
804 Grand Avenue, Kansas City, Mo.

GEORGE CAMPE
611 Howard Street, San Francisco, Cal.

CONSOLIDATED TALKING MA-
CHINE COMPANY
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MA-
CHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

CONSOLIDATED TALKING MA-
CHINE COMPANY
1424 Washington Ave. So.,
Minneapolis, Minn.

GROSSMAN BROS. MUSIC
COMPANY
2144 E. 2nd Street, Cleveland, Ohio

JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.

HAWAII MUSIC COMPANY
1021 Fort Street, Honolulu, Hawaii

L. D. HEATER
469½ Washington St., Portland, Ore.

IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.

OKEH PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

PACIFIC WHOLESALE, INC.
433 E. Twelfth, Cor. Wall Street,
Los Angeles, Cal.

JAMES K. POLK, INC.
217 Whitehall St., S. W., Atlanta, Ga.

JAMES K. POLK, INC.
1315 Young St., Dallas, Texas

JAMES K. POLK, INC.
803-05 West Broad St., Richmond, Va.

THE Q. R. S. MUSIC CO.
1017 Sansom St.
Philadelphia, Pa.

STERLING ROLL & RECORD
COMPANY
322 Race Street, Cincinnati, Ohio

OkeH
ELECTRIC

Zenith Automatic Has Effective Debut

"National Zenith Automatic Week" Pro-
vides Introduction of Zenith Automatic
Tuning to Radio Buying Public

The Zenith Radio Corp., Chicago, has set the stage with its distributors and dealers throughout the country for a gigantic sales campaign on the new Zenith automatic receivers, featuring "automatic tuning." Since its premier demonstration to the press by E. F. McDonald, president of the Zenith Radio Corp., last Spring, automatic tuning, on which Zenith now owns and controls sole patent rights, aroused immediate public interest. With automatic tuning incorporated on many of its new 1929 models, Zenith planned and announced a "National Zenith Automatic Week" September 10 to 15, inclusive, for a smashing and effective introduction of Zenith automatic tuning to the radio buying public.

In connection with this national drive an extensive advertising campaign was outlined in an attractive portfolio headed "Radio's Biggest Week," containing advertising and exploitation ideas for a national sales drive with the new Zenith automatic. Included in the advertising material were life-size cut-outs in natural colors, attractive window display cards and window streamers, cloth banners lithographed in colors, demonstration cards and electric window signs, attention-commanding twenty-four-sheet posters, two direct-by-mail campaigns and twenty-four distinctive newspaper ads from full-page to two-column size.

A window demonstration, national in scope, was one of the outstanding advertising features, employing the use of a live-model girl demonstrator. A fully detailed series of unique exploitation ideas was also included in the campaign, the use of which enabled each distributor and dealer to attract public attention to Zenith automatic tuning and his particular store.

Zenith's array of 1929 receivers, listing in price from \$100 to \$2,500, comprises thirty different models, in cabinets of various period-design furniture, including two combination radio-phonograph models. Zenith's last season's sales are predicted to be surpassed more than threefold with the inauguration of "National Zenith Automatic Week" and the introduction of the new automatic models.

W. H. McElroy to Represent Jensen

PITTSBURGH, PA., September 6.—William H. McElroy, Chamber of Commerce Building, has been appointed sales representative for the territory comprising western Pennsylvania and West Virginia for the Jensen Radio Mfg. Co., with manufacturing plants at Chicago, Ill., and Oakland, Cal.

Mr. McElroy was selected to represent the Jensen organization by Thomas A. White, general sales manager for the dynamic speaker manufacturer. Mr. White and Mr. McElroy have been business and personal friends for a number of years, their acquaintance dating back to the days when Mr. White was calling on the radio jobbing trade in the East.

Trade Views New A. K. Sets

The new Atwater Kent DC electric sets were presented to the New York trade by Hayes Clark, New York district manager of the Atwater Kent Mfg. Co., Philadelphia, Pa., at a special exhibit held recently at the Park Central Hotel. These electric sets, operating on direct current, are produced especially for sale in New York City, Philadelphia, Chicago and other cities where DC power is supplied.

MICA DIAPHRAGMS

Immediate delivery—all sizes
Send for free samples and prices
All Mica Products

INTERNATIONAL MICA CO.
Phone 636 PHILADELPHIA, PA. Cable Filasec. Phila.

Richman and Williams Record "Scandals" Hit

Stars of George White's Musical Revue
Make Recording of "What D' Ya Say"
for the Brunswick Record Catalog

Brunswick record buyers who have not seen the recent edition of George White's "Scandals" which has scored such a big hit on Broadway will have the opportunity of hearing at least one



Frances Williams and Harry Richman

of the "hits" of the production exactly as it is rendered on the stage. Harry Richman and Frances Williams, two of the stars of the revue, recently spent a strenuous afternoon at the Brunswick Co.'s laboratories in New York City, recording "What D' Ya Say" exactly as they sing the number in the production. A glance at the accompanying photograph of Mr. Richman and Miss Williams is ample evidence that recording can be hot work.

R. C. Ackerman Returns From South American Trip

R. C. Ackerman, export manager for F. A. D. Andrea, Inc., recently returned to his desk at the Long Island City headquarters from an extensive and successful South American trip in the interests of Fada Radio. Mr. Ackerman reports that the monthly fee system for owners of radio receivers may be abandoned in Venezuela.

Furniture Association Elects

P. E. Kroehler, president of the Kroehler Manufacturing Co., Chicago, was recently elected president of the newly formed National Association of Furniture Manufacturers. Other officers are: W. J. Wallace, of the Berkey & Gay Furniture Co., Grand Rapids, Mich., vice-president; George Petrie, St. John's Table Co., Cadillac, Mich., secretary; O. E. Landstrom, Consolidated Industries, of Rockford, Ill., treasurer, and H. C. Sorden, assistant secretary. The first convention of the association will take place in October at Atlantic City.



Samples Now Ready

Write us to-day



Reg. U.S. Pat. Off.

During the last four years this trade mark has been used on hundreds of thousands of our portable phonographs, shipped to nearly every country in the world!

The sterling qualities of Artone Portables have been proven by their phenomenal success and by the fact that complaints or returns for any cause whatever have been negligible.

The eye value and performance of our portables have always been a step ahead of the crowd.

Our new line, now ready, continues to justify these claims. You will be amazed that such fine portables can be produced at such reasonable prices.

The above facts are important for portable buyers to consider

Berg A. T. & S. Co., Inc.
Long Island City, N. Y.

New! — designs

New! — motors

New! — horns

New! — performance

New! — values



Graybar Electric Co. Radio Products Ready for Market

Graybar Radio Receivers and Speakers to Be in Dealers' Hands on September 15—Five Models of Radio Receivers Covering Wide Price Range Feature the Line

Innovations in radio receiving set merchandising were promised by the Graybar Electric Co., New York, sales subsidiary of the Western Electric Co., in making formal announcement of the new line of Graybar receivers and speakers which has just been placed upon the market. The new radio products will be handled by Graybar's network of seventy wholesale distributing houses in principal cities of the United States, said to be doing a business in electrical merchandising equipment of over \$70,000,000 a year. The Graybar Co. has the largest electrical merchandising distributing organization in the world, and is expected to

take a position of prominence in the radio industry, with receivers and speakers supplementing its present line of equipment, such as Western Electric broadcasting sets, speakers, amplifiers and head sets.

The new radio receivers and speakers are illustrated and described in the "Newest in Radio" section of this issue of The World, and the first of the new models is expected to be in dealers' hands by September 15. List prices range from \$72.25 up to \$375. Six- and eight-tube sets comprise the line, available in cabinet and table combinations with built-in dynamic and magnetic speakers. The incorporation of

the super-heterodyne circuit with AC tubes was said by Graybar officials to be one of the outstanding advances made in broadcasting reception in recent years.

The five new Graybar receivers meet every consideration of purse, location and operation, according to George E. Cullinan, vice-president and general sales manager of the company, who stated that Graybar radio will be made available to selected dealers in every branch of the market.

"As is generally known, the Graybar name is one of the great national trade-marks in American history," said Mr. Cullinan. "It dates back to the time of Gray and Barton, two of the early pioneers in the development and manufacture of electrical equipment. Graybar was one of the first to distribute radio products, including the Western Electric cone speaker, and has been active in the more technical aspects of radio in the installation of broadcasting stations, public address systems and music reproducers. As we sell solely through our own branch houses located in seventy cities throughout the country, every appointment of a Graybar radio dealer will have with it a scrupulous franchise of definite goodwill value." Mr. Cullinan stated that the Graybar Co. will not engage in the manufacture of radio tubes, although it will act as distributor for such equipment.

In discussing the Graybar Co.'s entry into the radio receiving set business, Herbert Metz, advertising and sales promotion manager, pointed out that since 1926, when it took the name of Graybar, the company has been a large national advertiser, and has gained an acceptance in the American home through the marketing of a complete line of Graybar house-keeping appliances. "We are entering radio conservatively with what we believe is the best possible background," said Mr. Metz. "Graybar products embrace so wide a variety of electrical utensils, from toasters and fans to washing machines, that the dealer will have a substantial collateral business in domestic appliances under the Graybar name open to him. At the present time we are working out a comprehensive plan and method for presenting Graybar radio receivers within the shortest possible time."

Sparton Dealers Convene at Syracuse

Morris Auto Supply Co. Sponsors Gathering at Hotel Syracuse—New Equasonne Models Demonstrated and Displayed Before Members of the Trade

SYRACUSE, N. Y., September 5.—More than 200 Sparton radio dealers from the Southern Tier and central New York attended a convention held at the Hotel Syracuse, this city, last month, under the sponsorship of the Morris Auto Supply Co., this city and Binghamton, Sparton radio distributor. The feature of the convention was the display and demonstration of various models of the Sparton Equasonne line of receivers.

C. M. Ackley, Syracuse branch manager, presided at the business sessions. The speakers included Morris Horowitch, proprietor of the Morris Auto Supply Co.; E. T. Hutchinson, assistant sales manager of the Sparks-Withington Co., manufacturer of Sparton radio receivers; G. L. Goodsell, Sparton district manager, and Grant W. Ernst, business manager of the Syracuse Post Standard. The convention concluded with a banquet attended by dealers and their wives. An excellent program of entertainment was provided.

Wilkening, Inc., radio distributors of Philadelphia, Pa., recently held a three-day exhibit of the Crosley and Amrad lines of radio, and Showers Bros. line of cabinets at the DuPont Hotel in Wilmington, Del.

3 Link Perfection
in
The SEEBURG
Automatic
Phonograph

Repeat Selective Continuous

Twenty-one years of catering to the coin-operated field has taught us how to build a product that will withstand the strenuous requirements of the industry.

Send for folder:
"A Newer Sensation"

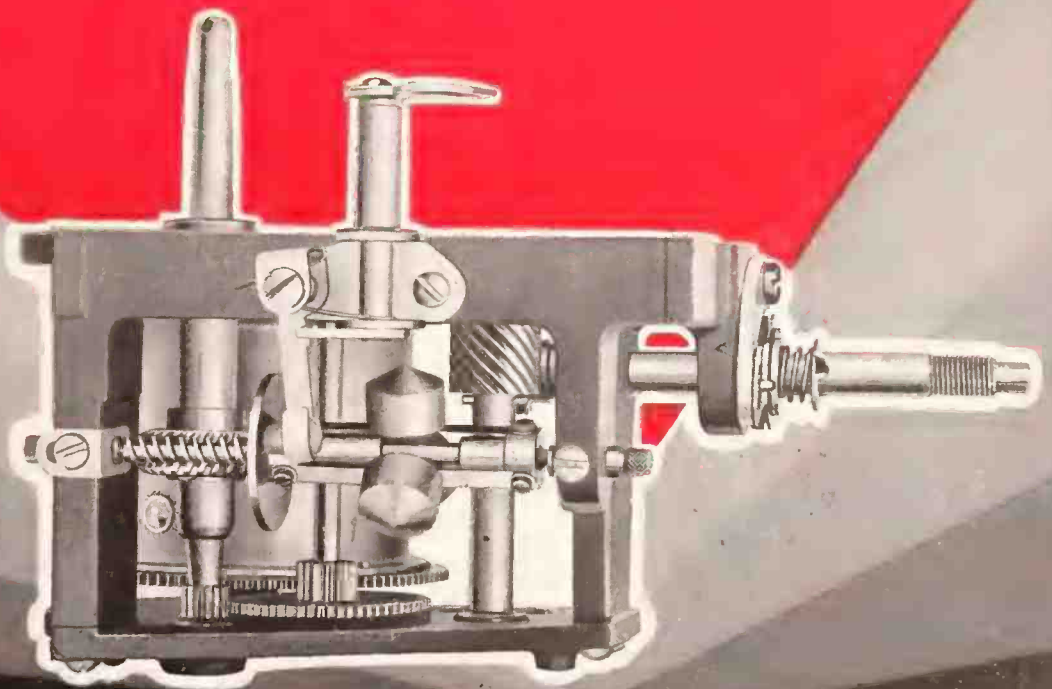
J. P. SEEBURG PIANO CO.
World's-Leading Manufacturers of Automatic Musical Instruments
1310 DAYTON ST., Dept. R, CHICAGO, ILL.

HEINEMAN MOTOR

No. 40

AT A LOW PRICE.....
with the pulling Power of the famous
Heineman No. 77.
The marvel of it....
starts immediately at high momentum...
After four full 10 inch selections it
finishes with....
EXCESS POWER

This is the **"4+Motor"** **PPPP**
The Motor of Power and Perfection.



SOLE SALES AGENTS
OKEH PHONOGRAPH CORPORATION, 25 West 45th Street, New York
OTTO HEINEMAN, President and General Manager

Concert
41083



Record
75c

WAS IT A DREAM? Parts I-II

DORSEY BROTHERS and their Concert Orchestra



**We are proud of our Okeh recording of
... "WAS IT A DREAM" ...
once a popular tune—now it
may be heard in a pattern
of semi-classical
grandeur.**

MIFF MOLE and HIS LITTLE MOLERS

41098 { CRAZY RHYTHM.....Fox Trot
10 in. {
75c { YOU TOOK ADVANTAGE OF ME.....Fox Trot



Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

DR. WEISSMANN conducts

the celebrated . . .

A Major Concerto

Second Concerto for
Piano and Orchestra

played by . . .

PROF. JOSEF PEMBAUR
at the Piano



Dr. Weissmann conducting
the Orchestra of the State
Opera House, Berlin.

DAJOS BELA and His Orchestra
are playing

3228
12-inch
\$1.00

Merry Widow Waltz (Lehar)
Wiener Blut (Joh. Strauss)

5147
12-inch
\$1.50

A Major Concerto, Second Con-
certo, for Piano and Orchestra
(Liszt) Parts 1 and 2

5148
12-inch
\$1.50

Parts 3 and 4

3227
12-inch
\$1.00

Luxemburg Waltz (Lehar)
Gipsy Love Waltz (Lehar)

5149
12-inch
\$1.50

Parts 5 and 6

FAMOUS **ODEON** RECORDS
ELECTRIC

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

POINTS

We have put to work the best
steel . . . the result is a
perfected needle . . . a
needle that keeps
faith with
music.

Okeh and Truetone Needles

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

C. A. Craig, Sonora Promotion Manager

New Executive of Sonora Phonograph Co., Inc., Has Had Fifteen Years of Sales and Sales Promotion Experience

The Sonora Phonograph Co., Inc., has appointed C. A. Craig as sales promotion manager. Mr. Craig has had fifteen years of sales



C. A. Craig

and sales promotion experience, which makes him particularly fitted for this position.

For the last nine years Mr. Craig has been sales manager for companies whose activities have required an unusual amount of dealer cooperation. He has made it a practice, wherever possible, to make personal contacts with deal-

ers and distributors and to study sales problems from their point of view as well as his own. He has worked out many successful sales promotion campaigns.

Mr. Craig goes to the Sonora Phonograph Co. from the Liberty Electric Co., of Stamford, Conn., where he has been sales manager for the past five years. The Acoustic Products Co., in behalf of the Sonora Co., recently took over the Liberty Electric Co. plant to accommodate their need for greater manufacturing facilities.

In view of the extensive new line of products which Sonora will have on the market in September Mr. Craig will have a very active position. The Sonora Co. is preparing an extensive sales promotion campaign in conjunction with its sales and advertising activities. This campaign will be directed not only to dealers but also to the public, acquainting them with the many new and highly improved features which will appear with every instrument of the Sonora line.

Issues Television Bulletins

Recent bulletins issued by the engineering staff of the Raytheon Mfg. Co., Cambridge, Mass., have been devoted to the subject of television technic. Bulletin TS-10 deals with practical television reception and Raytheon Technical Bulletin Vol. 1, No. 3, covers useful facts about the Raytheon Kino Lamp. D. E. Replogle, of the engineering staff, has also issued an interesting and instructive article entitled, "Television Operating Notes."

Foreign Radio Demand Good

A large and increasing demand for American-made radio parts and accessories in Europe and South America is reported by Nat Greene, vice-president of the Polymet Mfg. Corp. The quality of the parts demanded is also becoming higher, according to Mr. Greene.

Zenith Enlarges Advertising Department

William J. Pohlman Appointed Manager of Newly Organized Exploitation Department—Has Had Wide Experience

CHICAGO, ILL., September 6.—C. J. Callahan, advertising manager for the Zenith Radio Corp. of Chicago, announces the addition of an exploitation and publicity department, with the



W. J. Pohlman

appointment of William J. Pohlman as manager. Mr. Pohlman is well known in exploitation and publicity circles, having been previously connected with the Karzas Enterprises of Chicago for the past five years.

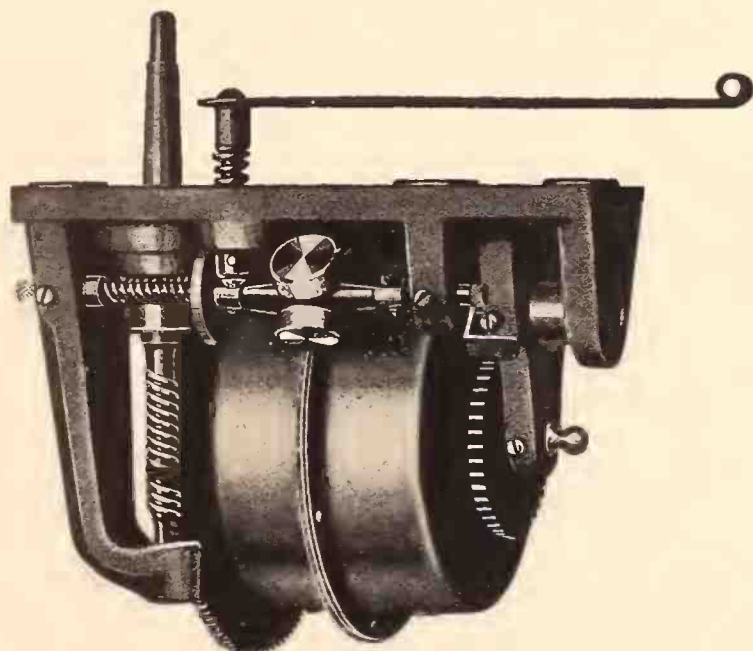
At present he is devoting his entire time to the exploitation of "National Zenith Automatic Week," September 9 to 15. His past work has created national comment, and from the advance progress of Zenith's mammoth "Automatic Week" campaign, it seems that he is due to repeat his previous remarkably successful exploitation work.



"Helycon"



Write
for Complete
Catalogue

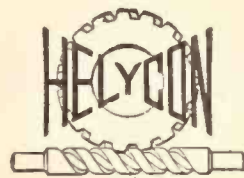


Motor No. 102

A Quality Line
of
Motors
Tone-arms and
Reproducers



POLLOCK-WELKER, Limited
Kitchener, Ontario, Canada



Cable Address: Polwel, Kitchener Established 1907 Code: A. B. C., 5th Edition, Bentley's

Urges International Radio Conference

Louis G. Pacent Upon Return From Abroad States That Conference Would Further Advance Radio as an Art

Advocating an international radio conference year for the discussion of radio problems, Louis G. Pacent, president of the Pacent Electric Co.



Louis G. Pacent

and the Pacent Radio Corp., New York, who recently returned from a six weeks' visit to England, stated that such a conference in his opinion would tend to advance radio as an art.

"After investigating the radio business from every angle, I find that it has greatly improved during the past few years," said Mr. Pacent. "Radio manufacturers are enthusiastic about the future. I visited the Igranic Electric Co., manufacturing licensee of the Pacent Electric Co., and arranged with them to put into immediate production several of the new Pacent items, including the Phonovox, Electrovox, Phonotrol, Pacent speaker and numerous other radio essentials now made by our company.

"Broadcasting in England is behind the United States, but the situation is improving. British engineers are obtaining a higher overall efficiency from sets requiring less tubes than the sets produced in America. This is due

to a tax of about \$3 a socket, which must be paid to the owners of radio patents, plus a Government tax of \$2.50 a year. They are using regeneration to get sensitivity and, therefore, quality suffers. A large number of portable sets are used in England. Good work is being done on short-wave transmission and reception, and excellent work is being done on aircraft radio. Numerous commercial aircraft lines radiating to all parts of the Continent are equipped with radio phones, and the position of every plane in flight is reported every ten minutes.

"I have had conferences with Senator Marconi and other prominent figures in the radio world, as well as many radio manufacturers who admired the remarkable progress of radio in the United States."

Rowerdink Is Named Kellogg Distributor

ROCHESTER, N. Y., September 5.—Henry J. Rowerdink, head of the radio distributing concern bearing his name recently returned from a three-day conference to the factory of the Kellogg Switchboard & Supply Co., Chicago, Ill., where he secured the distributing rights for Kellogg radio products for Rochester and several surrounding counties. Mr. Rowerdink is enthusiastic over the prospects for Kellogg receivers in the coming season, and is planning a vigorous campaign. Mr. Rowerdink is a pioneer in the wholesale radio field and has a charter membership in the Rochester Radio Trades Association.

Red Lion Cabinet Co. Is Now in Phonograph Field

RED LION, PA., September 6.—The Red Lion Cabinet Co., of this city, maker of authorized furniture for all Atwater Kent radio sets, has now entered the phonograph field through the production of a new combination phonograph and radio cabinet which is described and illustrated in the "Newest in Radio" section of this month's issue of The World.

A new music store, known as the Blaylock-Raney Music Co., was recently opened at Clarendon, Ark. Orthophonic Victrolas and leading makes of radio receivers are carried.

Two New Bellphonic Portables Marketed

New Features Embodied in Models No. 7 and '11 Manufactured by the Lifton Mfg. Co.—Trade Voices Approval of Line

Two new models, No. 7 and No. 11, have recently been added to the Bellphonic line of portable phonographs manufactured by the Lifton Mfg. Co., New York. These models embody several new features, and are proving very popular with the trade throughout the country,



Lifton Portable Model 7

according to Maurice Lifton, executive head of the company.

Model 7 has a concealed tone chamber of three-ply veneer, fully enclosed, and a nickel polish metal grill covering the outlet. It is said that this tone chamber is of violin construction, and combined with a serpentine, ball-bearing tone arm and harmonizing reproducer gives remarkably faithful renditions. This tone



Lifton Portable Model 11

chamber is manufactured entirely within the Lifton plant. Model 7 plays three selections at one winding and is manufactured in black, blue, brown and red, covered in two-tone fabrikoid to match the colors. It lists at \$25.

Model 11, listing at \$15, has an acoustically constructed tone chamber. The top and album are designed in two color combinations. It plays two records at one winding and has a nickel polish, brass, s-shaped, throw back tone arm. It is covered in steer grain fabric leather.

The Lifton factory is now working at full capacity, and demand is gaining steadily.

A-C Neon Corp. Organized

The A-C Neon Corp., New York, has been organized by W. H. Bullock and James Waters, who were respectively manager of the McCullough Sales Co., and sales manager of Cathedral speakers. The new firm plans to increase the line of McCullough tubes and to add various Neon gas products such as those used in television experiments. S. I. Godley has been appointed director of downtown sales in New York for the A-C Neon line.

Majestic
—ELECTRIC RADIO—
[Grigsby-Grunow Company, Exclusive Mfrs.]

Everybody wonders:

"How can it be done?"

Majestic
is doing it!

GRIGSBY-GRUNOW COMPANY

5801 Dickens Ave.

CHICAGO



An organization that can really save you money!

TODAY the big appeal of any product is "savings." In packing and shipping, great savings have been made by H&D for manufacturers and shippers all over the country. Anyone can talk savings but it takes a completely co-ordinated organization like H&D to insure actual deposits in your bank—not merely figures on a salesman's pad.

There can be but *one* best method of packing and shipping your product. To discover this method requires the services of a highly trained expert. Over fifty H&D Package Engineers are daily rendering a valuable packaging service to industry—free.

After the ideal box has been designed and tested, prompt reliable deliveries are assured by the strategical location of 21 H&D Mills and Factories—with minimum freight costs.

Be sure! Send for a Package Engineer today and get all the facts about packaging your product—there is no charge.

THE HINDE & DAUCH PAPER CO. • 280 Decatur St., Sandusky, Ohio



The Corrugated Box Industry is one in which **SIZE** is essential to **SERVICE**—and—Hinde & Dauch are the largest producers of Corrugated Fibre Shipping Boxes and packaging materials in the world.

*"The New
Voice of the
Skies!"*



Model R-2. Radio with Dynamic Speaker.

Simplicity brought to a new perfection. The cabinet is in blended walnut finish, relieved with burl maple panels. A graceful piece of furniture which reflects credit on the good taste of any householder.

Size 42½" x 22" x 16"

List Price, including Dynamic Speaker, less tubes: \$260.



Model R-1. Radio with Dynamic Speaker

Charmingly compact it adjusts itself ideally to the modern home. . . . Blended walnut finish and panels of burl maple attest its handsome quality, in perfect keeping with controls of inlaid maple and trimming of statuary bronze. The doors fold back flat against the sides.

Size 46" x 22½" x 18"

List Price, including Dynamic Speaker, less tubes: \$315.

The EDISON RADIO

The new voice of the skies has spoken! It has been heard. Never was success more genuine! Never was acclaim more spontaneous. The world expected much, but was given more!

The Edison Radio is notably advanced in design. It is strikingly beautiful to the eye. It is richly gratifying to the ear. In fact, it has everything—gets everything—does everything.

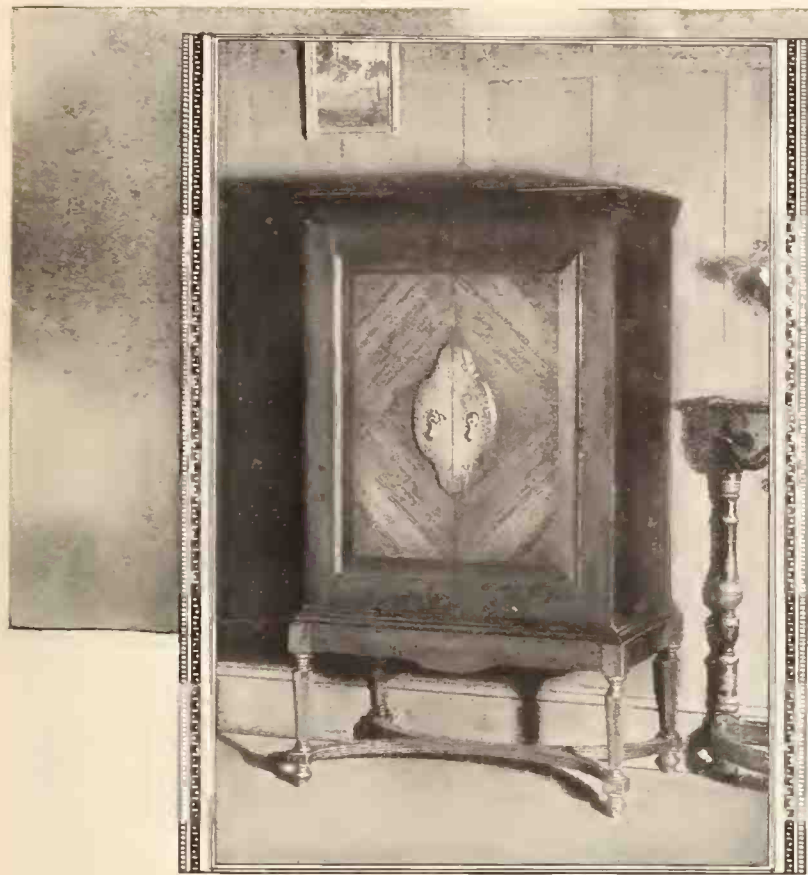
For local stations, the Edison Radio is a tuned radio frequency receiver of super-selectivity.

It is the best receiver that could be designed for local work exclusively. At the turn of a switch its whole character changes. A new power is unleashed. It becomes a receiver of keenest sensitivity, a champion distance-getter. The Edison is truly the "Local and Long Distance" receiver.

The Edison Radio has a super-power amplifier, using the new RCA "250" tube. It also has an inbuilt, new-type, extra size Peerless Dynamic Speaker. As a result, the Edison gives superb quality at all degrees of volume, with a startling response on bass notes. It



See the Edison Portable Phonograph



Model C-2. Radio and Electric Phonograph.

Completely electrified. The cabinet of blended walnut finish, with its ornamental panels of burl maple, fits pleasingly into any interior, harmonizing with other furniture. Its doors fold inconspicuously back, flat along the sides, revealing four gold-embossed record albums.

Size 48½" x 28¼" x 18"

List Price, including Dynamic Speaker, less tubes: \$495.

*"The New
Voice of the
Skies!"*



Model C-1. Radio and Electric Phonograph.

An exact reproduction of an Italian Credenza, handsomely carved from solid walnut, with rich polychrome motifs. Built-in record containers. Special super-power amplifier using two "250" tubes and two Dynamic Speakers. This model is the acme of sound reproduction.

Size 48¾" x 43" x 20"

List Price, including two Dynamic Speakers, less tubes: \$1,100.

and **RADIO-PHONOGRAPH COMBINATIONS**

can be tuned down to a whisper or tuned up to full orchestral volume. Indeed, the Edison way of using and controlling the Dynamic Speaker accomplishes amazing results.

All models are for A.C. operation, using 3 stages of radio frequency, a detector, and super-power amplifier. All have single dial control and concealed phonograph jack, with change-over switch (from radio to phonograph) on the front panel. Throughout, the Edison Radio is a notable example of advanced design and electrical efficiency.

The Edison Radio faces a ready-made and nation-wide demand. It is the most asked-for Radio in America. To you, as a dealer, this fact is significant. For in a day when so many sets of questionable quality flood the market, it is reassuring to know that here, at last, is a line of dependable sets offered by a company whose very name is a guarantee of fair dealing, of stability and worth.

Deliveries start in September. Thomas A. Edison, Inc., Orange, N. J.

Thomas A Edison



Advertisement on Back Cover of this issue

Koerber-Brenner Co. Sponsors St. Louis Victor Dealers' Meet

Latest Models of Victor Products Introduced to Trade at Meeting at Coronado Hotel
—Dinner and Theatre Party Follow Interesting Business Sessions

St. Louis, Mo., September 6.—One of the largest and most extensive dealer meetings ever conducted in the Middle West was held at the Coronado Hotel here on Friday, August 31 by the Victor Talking Machine Co. in conjunction with the Koerber-Brenner Co., local Victor distributing organization.

Designed for the purpose of formally introducing to the trade the new Fall and Winter Victor lines, the meeting elicited widespread interest among retailers and nearly every dealer in St. Louis, as well as many from southern Illinois, Missouri, Arkansas, Tennessee and Kentucky were represented.

E. C. Rauth, vice-president and secretary of the Koerber-Brenner Co., presided, and in a brief address of welcome contrasted the present day merchandising problems with those of former years. He was followed by E. C. Kupp, of Chicago, special Victor representative, who discussed the company's national advertising program and its particular value to the dealer; K. McInnis, formerly of Cincinnati and now assistant district sales manager of the Victor Chicago branch; W. H. Norvell, of Cleveland, who dwelt upon sales and merchandising problems, and Arthur W. Deas, who introduced the new Fall and Winter lines.

"In a little while the instruments that have been presented here today will be in your own stores," Mr. Norvell declared in his address. He said: "These and other splendid models that make up the Victor line of 1928 will be leaving Camden by train loads. From that point on, the problem becomes essentially yours.

"We fully realize that the task of retailing our products is a serious one and rests squarely on the shoulders of its many dealers throughout the country. The Victor Co., however, does not consider its sales obligations fully discharged until the instruments and records it manufac-

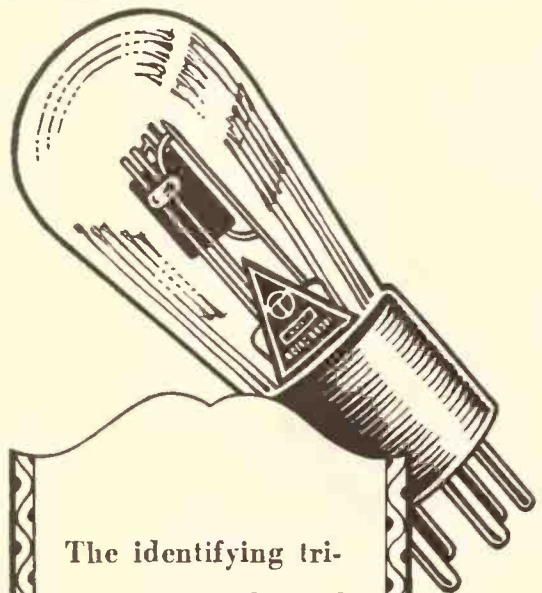
tures are in the homes of the ultimate customer. We make no effort whatever to influence or interfere with any dealer in the conduct of his business, but there are no reasonable limits to which we will not go to assist the dealers in merchandising Victor products.

"People bought more than 8,000,000 old type Victrolas, and approximately 1,000,000 new instruments have now been sold. Your own community surely must share its proportion of this vast untouched market; a market already at one time talking machine conscious. Find out where the homes are that as yet do not have the new instrument.

"People are naturally interested in music. Radio and the splendid movie orchestras have made the public more and more conscious of music, and the necessity of having music and entertainment in the home. Do not forget the wonderful work the music appreciation departments in the public schools are doing—teaching children an understanding and appreciation of music. Record business was never better than it is today. Think what it will be when every one of the 9,000,000 owners of old talking machines has the new instrument.

"Demonstrate the new Victrolas in the home. A side-by-side comparison with their old instruments will prove in a few minutes what hours of arguing may fail to do."

Following the educational session, the dealers were guests of the Koerber-Brenner Co. at a dinner at the Coronado after which the entire party was entertained at a presentation of "Lilac Time" at the New Grand Central Theatre here. The meeting was one of the most successful and enthusiastic ever held here.



The identifying triangle on Televocal Tubes stands for velvet-like tone and longer life. Fans are looking for this symbol of tube quality. Sell Televocals—all standard types.

Write for full
description and
prices

**Televocal
Corporation**

Televocal Building
Dept. G-4, 588 12th Street
West New York, N. J.

Televocal
Quality Tubes

Lektophone License Granted Jensen Co.

Licenses Held by Jensen Radio Manufacturing Co. Place It in Strong Position in Dynamic Speaker Field

CHICAGO, ILL., August 6.—The Jensen Radio Manufacturing Co., manufacturer of Jensen dynamic speakers, with plants located here and at Oakland, Cal., has been licensed under the patents of the Lektophone Corp., Jersey City, N. J., according to a statement issued by Thomas A. White, general sales manager of the speaker manufacturer.

This license, according to Mr. White, coupled with the license the company already holds under the electro-dynamic patents of which Peter L. Jensen is named as co-inventor and patents already issued and others pending in the name of the Jensen Radio Manufacturing Co., place this company in a strong position.

The principal and most important features of design incorporated in the current Jensen models of the company are fully covered by patents which have already been issued to the Jensen organization or are pending at this time. This condition, in addition to the two license agreements which the company now holds, is considered ample assurance against any possible patent litigation which might involve the Jensen Radio Manufacturing Co. or its distributors or dealers. Court action which has been anticipated for some time past against a number of the dynamic speaker manufacturers has culminated in at least one suit up to this time; the action started last week on the Pacific Coast against a radio jobber who is distributing to the trade a dynamic speaker alleged to infringe the Jensen-Pridham dynamic patents.

Joins Hanff-Metzger, Inc.

Basil W. Matthews, formerly vice-president of the Redfield Advertising Agency, New York, has resigned to join the advertising agency of Hanff-Metzger, Inc., in an executive capacity. Mr. Matthews is well known in the music-radio industry.

D. M. Compton Tele- phones From Paris

All-American Mohawk Corp. Director Talks to Parents and Company Officials—Engineers Make Head-Set Hook-up

D. M. Compton, a director of the All-American Mohawk Corp., Chicago, who is in Europe investigating radio patents for his company,



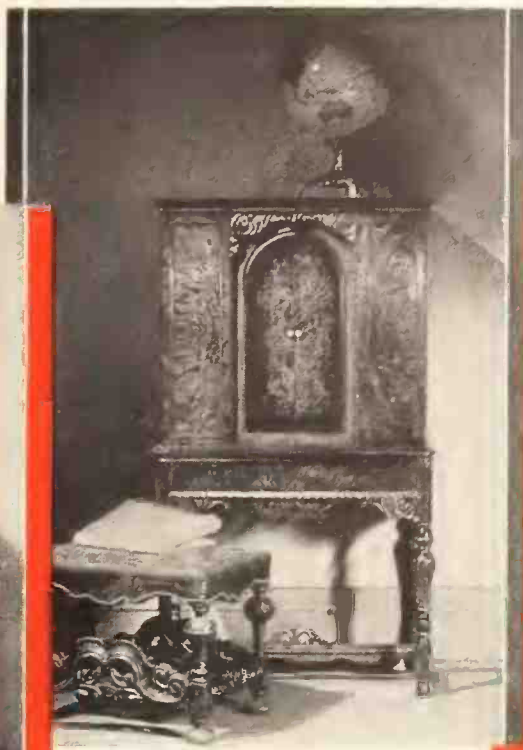
Listening in on Paris

talked to his father, who was in Chicago, over long-distance telephone on August 22. The call came through at 3 o'clock Chicago time (9 o'clock Paris time). The extension hook-up of head sets and amplifier was made by engineers of the All-American Mohawk Corp., by special permission of the telephone inspectors. This enabled four persons to listen in. Left to right: Donald MacGregor, secretary and treasurer; Mrs. E. F. Compton, E. F. Compton and E. N. Rauland, president of the corporation.

Battery Set Stocks Decline

A recent report of the Department of Commerce states that stocks of battery-operated radio receiving sets in the hands of 5,737 dealers who made reports totaled 28,311 for the July 1 quarterly survey as compared with 49,682 battery-operated sets reported by 8,289 dealers in the April 1 quarterly survey. The same dealers reported 24,566 AC-operated receivers on July 1, as compared with 31,069 AC sets in hands of 8,289 dealers on April 1.

Bosch Radio Model 28—110 volt AC. Seven AC tubes and power tube. Single tuning, lighted dial. Solid mahogany cabinet. Price \$132.50 less tubes



Authorized Bosch Radio Dealers are now showing the console Model 29B, specially designed for them with super-dynamic speaker and special high-power speaker supply. Console has sliding doors, beautiful craftsmanship and selected woods. Bosch Radio Dealers are offering this console 29B with super-dynamic speaker and special high-power speaker supply with Bosch Radio Model 28 Receiver for \$295.00.

Authorized Bosch Radio Dealers are now showing specially designed console illustrated, with its fine selected and patterned woods, rich carvings and beautiful finish and are offering this console 28-A with Standard Bosch Radio Speaker and the Model 28 Bosch Radio Receiver for \$197.50. Model 28-C, a similar model, with Dynamic Speaker is \$237.50.



BOSCH RADIO

1928



As the season advances the profit advantages of the Bosch Dealer contract and the quality position of Bosch Radio are becoming more and more pronounced.

The Bosch franchise is without precedent in radio history for soundness, for dealer protection, for inventory flexibility, for selling range and strong price position.

The new Bosch Radio Receivers are an outstanding success wherever demonstrated and Bosch advertising is greater in size and spread and more profitable to the dealer than ever before.

It will pay you to know the details of Bosch selling plans and to be included in them. Write us or our nearest branch today.

Prices slightly higher west of Rockies and in Canada—Bosch Radio is licensed under patents and applications of R. C. A., R. F. L. and Lektophon.

AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD, MASS. Branches: New York, Chicago, San Francisco

L. E. Hilduser Named Sonora Field Manager

Appointed Field Sales Manager for Pennsylvania Territory—Has Had Experience in Music Field for Years

L. E. Hilduser has been appointed field sales manager for the Pennsylvania territory of the Sonora Phonograph Co. The territory will include the States of Pennsylvania and Dela-



L. E. Hilduser

ware, New Jersey as far north as and including Trenton, and a few counties in Ohio and West Virginia.

Mr. Hilduser is a native of Philadelphia. He entered the music field in 1923 as a representative of the Columbia Phonograph Co., in Philadelphia. After a year he resigned to take over the managership of the Pennsylvania Phonograph Distributing Co., of Philadelphia, Sonora distributor. On August 1, 1927, he went to New York City as metropolitan branch manager of the Okeh Phonograph Corp. On August first of this year he rejoined the Sonora Phonograph Co.

The present plan calls for several Sonora sales representatives to work under Mr. Hilduser, W. G. Cochrane having already been appointed as Pittsburgh representative. His territory will take in all the section around the

western part of Pennsylvania, including several counties of Ohio and West Virginia, and going as far east as Johnstown.

"There can be no question of the success of the new Sonora line," said Mr. Hilduser. "Each instrument is outstanding in its particular field, and the greatest enthusiasm has been displayed by dealers attending the pre-season Sonora showings."

Judges for the AK Radio Audition

Schumann-Heink, Louise Homer, Mrs. Edgar Stillman Kelley, Mrs. Otto Kahn and Edward W. Bok Comprise Board

Two grand opera prima donnas, two presidents of nation-wide musical associations, and an author-publicist compose the National Sponsorship Committee, which will supervise judging of the final competition in the Second National Radio Audition, conducted by the Atwater Kent Foundation of Philadelphia. The committee members are announced as Mme. Ernestine Schumann-Heink, Mme. Louise Homer, Mrs. Edgar Stillman Kelley, president of the National Federation of Music Clubs; Mrs. Otto H. Kahn, president of the National Music League, and Edward W. Bok, the world-famous Philadelphia author.

Mrs. Alfred E. Smith, wife of the Governor of the State of New York, has accepted Honorary Chairmanship of the New York Sponsorship Committee, which is making a State-wide search for new grand opera artists through the Atwater Kent Foundation Radio Audition.

Sponsors Radio Entertainment

The Barrett Electrical Supply Co., St. Louis, Mo., distributor for Freed-Eisemann, is sponsoring broadcast entertainment each Monday through station KWK, called the "Freed-Eisemann Treasure Chest of Melody Hour." A distinct feature of these presentations are the individual dealer broadcasts incorporated in the program, which have resulted in many sales. The radio broadcasts are tied up with local newspaper advertising and the results in the form of growing public interest in this radio line indicate the value of this form of radio and newspaper publicity.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

Brunswick Orchestra Makes Dealer Tie-Up

Successful Artist-Dealer Tie-up Is Effective in Cedar Rapids, Ia., During Appearance of Jules Herbuveaux Orchestra

Jules Herbuveaux and His Brunswick Recording Orchestra on a recent trip to Cedar Rapids, Iowa, for a week's engagement at the Iowa Theatre, co-operated with local dealers in



Effective Theatre Tie-Up With Artist

a most effective artist-dealer tie-up. All Brunswick dealers featured Herbuveaux in their windows, in newspaper advertising and played his records continually in their store fronts. At the theatre a giant record with a Panatrope cone as the center, played Herbuveaux records continually throughout the day. The immediate result of this tie-up was that all dealers in Cedar Rapids sold every Herbuveaux record they had in stock, which included those he made from the very beginning of his contracts with Brunswick, but in spite of wire orders daily they could not keep their stocks complete. The subsequent result is that Brunswick is better known in Cedar Rapids than it has ever been before. The activity has created a vast amount of consumer interest that is reacting in increased sales by Brunswick dealers.

Manufacture Victor Records in Brazil

CAMDEN, N. J., September 1.—A recording plant for the Victor Talking Machine Co. will be built during the next six months at Sao Paulo, Brazil, at a cost of about \$500,000, it was announced here, when Wilson R. Buie of Merchantville sailed for South America to supervise the work. Officials of the company said talking machine records could be manufactured cheaper in Brazil than in this country. All records made in South America will be of the same release date as in the United States.

Paul Whiteman and His Orchestra, exclusive Columbia recording aggregation, is making a month's tour of several of the large New England and Eastern Atlantic cities.

See Our Exhibit of

SPEAKERS

at

RADIO WORLD'S FAIR

Madison Square Garden

New York, September 17th-22nd

Booth HH-7

STEVENS MFG. CORP.

46 East Houston St.

New York City



**THE
OLDEST
ELECTRICAL
ORGANIZATION
BECOMES
THE
NEWEST
RADIO
ORGANIZATION**

**Graybar, a name deep-rooted & stand-
ing four-square to every wind that blows.**



GRAYBAR 340—The long-awaited single control A.C. Super-Heterodyne. Eight-tube set. Built-in dynamic speaker. Artistic 5-ply walnut veneer cabinet. Three-quarter revolving doors. Illuminated dial. List. less Radiotrons \$375.00

Gray

RAD

Its reputation is deeply rooted
in electrical history

The oldest name in the electrical industry will now appear on a complete line of radio receiving sets. Associated with these receiving sets is a history that goes back 59 years—first to the days of Gray and Barton, then through the period of this company's organization as the Western Electric Supply Department and finally to its present corporate form as the Graybar Electric Company.

Coupled with this history is an unparalleled ex-

GRAYBAR 310—Leader among A.C. receivers. Single control, illuminated dial, six-tube, tuned radio frequency circuit. 5-ply walnut veneer cabinet. List. less Radiotrons \$115.00





GRAYBAR 300—Single control, six-tube storage battery set, tuned radio frequency circuit. Mahogany finish cabinet.

List, \$72.25
with Radiotrons. . . \$82.75

Graybar



perience in electrical merchandising. It began with the selling of some of the earliest known commercial electrical material. It included, in recent years, the nation-wide merchandising of a complete line of household appliances, the furnishing of Western Electric equipment for 143 of the country's leading broadcasting stations, and the distribution of Western Electric loudspeakers.

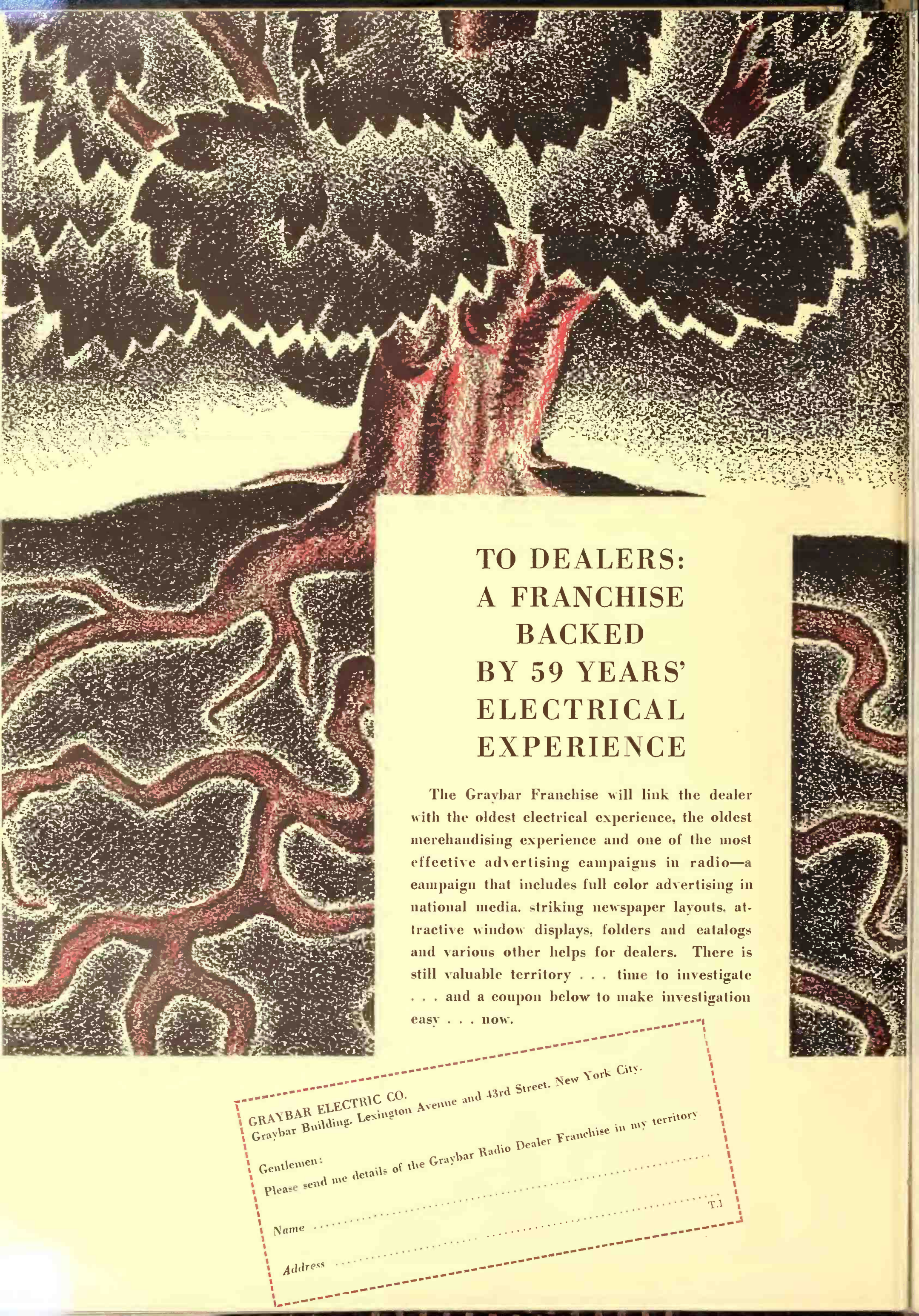
It culminates now in as profitable and as complete a line of radio equipment as dealers have ever been offered—including not only Graybar Radio but also the famous Western Electric loudspeakers and amplifier, Radiotrons and Eveready batteries.



GRAYBAR 320 -- Single control, tuned radio frequency circuit, six-tube A.C. receiver. Illuminated dial. Built-in magnetic speaker. 5-ply walnut veneer cabinet, high-lighted finish. Three-quarter revolving doors. List, less Radiotrons \$195.00

GRAYBAR 330 — Single control A.C. Super-Heterodyne. 5-ply walnut veneer cabinet. Illuminated dial. Eight-tube set. List, less Radiotrons \$175.00





**TO DEALERS:
A FRANCHISE
BACKED
BY 59 YEARS'
ELECTRICAL
EXPERIENCE**

The Graybar Franchise will link the dealer with the oldest electrical experience, the oldest merchandising experience and one of the most effective advertising campaigns in radio—a campaign that includes full color advertising in national media, striking newspaper layouts, attractive window displays, folders and catalogs and various other helps for dealers. There is still valuable territory . . . time to investigate . . . and a coupon below to make investigation easy . . . now.

GRAYBAR ELECTRIC CO.
Graybar Building, Lexington Avenue and 43rd Street, New York City.

Gentlemen:

Please send me details of the Graybar Radio Dealer Franchise in my territory.

Name

Address

T.1

Wisconsin Annual Radio-Music Show Opens in Milwaukee Oct. 2

Radio Trade Association Completing Plans for Exposition—Wisconsin Atwater Kent Dealers Meet—Sparton Dealers Attend Dinner and Business Meeting

MILWAUKEE, WIS., September 7.—The Wisconsin Radio Trade Association is rapidly perfecting plans for its sixth annual Radio-Music Exposition which opens in the Milwaukee Auditorium on October 2.

With the promise that this year will be the greatest radio-music show in the history of the Wisconsin Association, the dealers have gone forward with elaborate plans.

About 250 Atwater Kent dealers attended the business meeting for Wisconsin dealers at the Hotel Schroeder in Milwaukee on August 21. R. E. Smiley, assistant sales manager of the Atwater Kent Radio Mfg. Co., addressed the dealers and said that the people are more interested in program than in distance, to-day, and that with broadcasting equipment and radio programs improving constantly, radio is becoming more and more popular.

About twenty-five managers of Victor record departments in Milwaukee and its immediate territory attended a meeting in the sales room of the Badger Talking Machine Co., distributor of the Victor line in Wisconsin, to hear "Chick" Maranis, who has recently taken charge of the record promotion department of the Victor Co., speak on record possibilities.

The Badger Talking Machine Co. has recently completed the refurnishing of its display and sales floor in a manner which has emphasized the display possibilities, and at the same time lent the proper background to its instruments.

The talking machine department at Gimbel Bros. store, which was formerly operated with the radio department, has been established as an individual department, and is now under the direction of George J. Schneider, who came to the store from the Koerber-Brenner Co., Victor distributor, St. Louis. John F. Cini, formerly with the McLogan Pearce Music Co. at Iron Mountain, Mich., has also joined the sales force of Gimbel's.

J. J. Daugherty, of the J. J. Daugherty Co., distributor of Sparton radios in Milwaukee, was host to about fifty Sparton dealers from Wisconsin when they attended a dinner and business meeting at the Elks club where the details of the new Sparton Equasonne radio circuit were explained to them. Louis Gruen, district superintendent; Kenneth Brooks, his assistant, and R. B. Cave, district sales manager, represented the factory. Harry G. Sparks, of the Sparks-Withington Co., was the principal speaker at the meeting, discussing the important improvements in the Equasonne circuit.

Richard Zinke, manager of the Interstate Sales Co., distributor for Slagle, Bosch, and Kolster, reports that it is "amazing to see the rate of sales in the Slagle in the face of what appears to be a cheaper market." Kolster shipments are coming in nicely and in substantial amounts, and the Bosch line is going big.

G. K. Purdy, manager of the George C. Beckwith Co. in Milwaukee, distributor of the Crosley line, has very satisfactory reports to make on business. "The Crosley stock is going over tremendously," Mr. Purdy said. "August has been the biggest month we've had since we've been in business here. Dealer and public acceptance is very good and we are opening up a big advertising campaign which will be a further stimulus for Fall business."

The Kellogg exhibit at the Wisconsin State Fair at Milwaukee was very successful, according to I. R. Wittuhn, of the Standard Radio Co., Kellogg distributor. Mr. Wittuhn adds that business during August has continued to show up successful volume on the Kellogg.

Carl Lovejoy, Brunswick representative in

the Milwaukee territory, finds the outlook for September business good, and the demand for records continuing on a big scale.

The Yahr-Lange Co. has been getting a good response on its two lines in the Ball antenna, and the Super Ball antenna. The Ball antenna lists at \$4.75 and the Kit at \$3.75, and the Super

Ball at \$7.50, with the kit at \$4. According to Fred Yahr, there has been a good reception on the two prices of the Ball aeri-als.

The Lappin Electric Co., 376 Broadway, has been appointed Wisconsin distributor of Philco radio receivers, according to a recent announcement from the firm.

The Shambeau Electric Co., Inc., a \$25,000 corporation, has been organized in Oshkosh, Wis., headed by William R. Shambeau as president, with A. W. Ryder, vice-president, and E. G. F. Smith as secretary-treasurer. The firm is an outgrowth of the Shambeau radio studio, one of the pioneer radio service units in Oshkosh. It held its formal opening on August 19 in a completely remodeled and redecorated building at 256-263 Main street.

Day-Fan RADIO

Price and Profits

When a Day-Fan dealer sells a new Day-Fan set, he gets his due *volume of profit*. He receives, for a high quality product, the price that such an article commands. And his profit will not be reduced by servicing expense.

The new Day-Fan is designed and built for the cream of today's market. The public is becoming more and more discriminating about radio—is buying, replacing old apparatus, with years ahead in mind. A better set at a little better price is not hard to sell. Deliberately, we set out this season to develop the best receiver possible.

The new Day-Fan is an 8-tube, all electric self-contained set, with 4 stages of radio frequency, push-pull amplification, single dial control, and many other excellent features of design and construction. Cabinets are walnut; front panels burl walnut. Unusually handsome.

The Console at left below, which consists of the Table Model and a speaker table, retails at \$205.00 less tubes. The Table Model, alone, \$150.00 without tubes or speaker. The Console, illustrated at right, \$295.00 less tubes.

DAY-FAN ELECTRIC CO.

Dept. S., Dayton, Ohio



Meetings Introducing New Lines Hold St. Louis Dealers' Attention

Series of Dealers' Meetings, Sponsored by Local Jobbers, Feature of August Trade News—Changes in Brunswick Personnel—Artophone Opens Branch at Dallas

ST. LOUIS, Mo., September 6.—With business generally holding its own, dealer meetings for the introduction of new lines and the stimulation of greater sales effort are occupying the center of interest in the St. Louis talking machine and radio trades.

Almost simultaneous with the holding late last month of a large dealer meeting by the Victor Talking Machine Co., in conjunction with the Koerber-Brenner Co., local Victor distributor, announcement was made by the Brunswick Co. of plans for a large meeting of dealers the latter part of this month. The meeting will be held at the Statler Hotel, and a large number of dealers from the entire St. Louis trade territory is expected to be represented. R. W. Jackson, general sales manager of the Brunswick Co., will be the principal speaker at the meeting, the keynote of which will be increased sales promotion.

The meeting will climax a year of record-breaking business in the St. Louis territory, according to H. E. Brown, local Brunswick manager. He declared that an increase of 70 per cent in the volume of business handled by the local branch of the company had been recorded this year, as compared with the same period last year.

The addition of one important new account, the City Stores Co., Inc., which maintains a large music store in St. Louis, and the transfer of R. N. McCormick, formerly with the Kansas City and Memphis branches of the Brunswick Co., to New Orleans, also were reported by Mr. Brown. E. S. Dozier, of Memphis, has been placed in charge of the Memphis office to succeed Mr. McCormick.

The formal entry of the Silverstone Music Co., local Edison dealer, into the radio field was an important development in the local trade during the past month. The Silverstone Co. has been appointed sole distributor of the new AC radio receiver and radio-phonograph combination which the Edison Co. is introducing to the trade. The new radios are expected to be placed upon the market here the latter part of this month.

The formal opening of a branch office at Dallas, Tex., constituted the dominating feature of the activities of the Artophone Corp., distributor of the Artophone lines of phonographs and radio cabinets and Okeh records. The new branch was formally opened by Ray C. Layer, vice-president of the Artophone Corp., who turned the management of the branch over to Frank Brown, former salesman for the Artophone Corp. The Dallas branch is the third branch office opened by the company, the other two being located at Memphis and Kansas City.

The new Artophone 12,800 record rack, which was recently introduced to the trade by the company, is in great demand and is proving very popular, company officials report.

Three new salesmen have been added to the personnel of the Artophone Corp. during the past month. J. A. Rice, a St. Louisan, was assigned to the Kansas City office, while F. D. Kraig and Earl Montgomery have been added to the Memphis branch.

Columbia business in St. Louis has been aided by the appearance of Paul Whiteman's Rhythm Boys at the St. Louis Theatre here. Every co-operation possible in the way of advertising and promotion was accorded by the branch, while a Columbia-Kolster Viva-tonal No. 901 was featured in their act.

Virtually all of the local Columbia dealers are anxiously awaiting the receipt of Columbia radios and orders booked for the delivery of the new radio models were said by local Columbia officials to be far in excess of early anticipations.

Aside from the annual Southwest radio show, dealer meetings also were the center of interest among the local radio trades. More than 500 dealers from Missouri and southern Illinois attended an Atwater Kent meeting at the Chase Hotel, at which the Brown & Hall Supply Co., local Atwater Kent distributor, was host.

Major Herbert M. Frost, vice-president of the Kolster Radio Corp. and president of the Radio Manufacturers' Association, was the principal speaker at a meeting at the Coronado Hotel here of more than 250 Kolster dealers. The meeting was arranged by Gene Straus, vice-president of the Straus Co., local Kolster distributor, and in addition to Major Frost, the speakers included H. A. Hutchins, general sales manager of the Kolster Corp.; Fred Kahn, service manager, and Walter Thinn, district manager. The dealers were guests of the Straus Co. at a banquet in the evening at which Major Frost and John Cole, noted New York advertising expert, who is in charge of Kolster advertising, were the main speakers. The entire line of Kolster radio sets was on display.

The new Philco receivers and speakers also were exhibited at a meeting here of a group of Philco dealers, at which the Battery Exchange, Inc., local distributor, was host. Speakers at the meeting were Harry Boyd Brown, merchandising and advertising counsel, on Philco radio distribution; S. N. Ramsdell, sales promotion manager, and Robert F. Herr, factory service engineer for the Philadelphia Storage Battery Co.

The new Balkite receivers were exhibited and explained at a meeting of Balkite dealers here. Approximately seventy-five dealers attended the meeting and dinner, at which Herman Hollander, head of the Electric Lamp Supply Co., local Balkite distributor, was host. Loren K. Wood, factory representative for the Balkite Co., presided and the speakers included K. E. Rollefson, research engineer at the Balkite plant, who explained the new circuit used in

receiving sets; H. J. Doughty, director of sales for the Balkite, and H. R. Van Guenten, vice-president of the John Dunham agency, of Chicago, which is in charge of advertising the Balkite receiving sets.

During the past month announcement was made of the appointment of the Staffelbach & Duffy Co. as exclusive distributor in Missouri and Illinois of the Sparton line of radio.

Jules W. Beneke has been appointed factory representative of the Erla receivers, electric phonographs, pick-ups and dynamic speakers; Otto E. Heilmann has been named factory representative for the Benjamin radio line; Harry W. Menges has been appointed factory representative for the new line of Champion radio tubes, and James C. Gordon, Inc., has been named exclusive distributor here for the new Kennedy receiver.

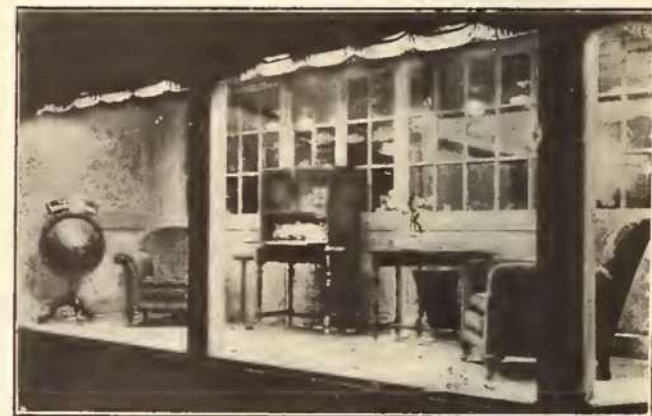
The Federal line of radios will be represented in St. Louis by the William E. Fuetterer Supplies Co., which has been named exclusive representative.

G. J. McGill, assistant sales manager of the Thordarsen Co., recently announced the appointment of Otto Heilmann to represent the line in St. Louis.

Home Setting a Feature of Fine Display

Stromberg-Carlson Dealer of Kane, Pa., Presents Receiver in Attractive Home Surroundings and Builds Sales

The home being the ultimate destination of practically every radio receiver, it is logical that the presentation of an instrument in a dealer's window or interior display should, if



Effective Stromberg-Carlson Display possible, show the receiver as it would appear in home surroundings. This method of display, in addition to being eye-arresting and effective, has the added virtue of being economical and well within the reach of every dealer.

The accompanying illustration is an excellent example of such a display. The show window of George Bender, authorized Stromberg-Carlson dealer of Kane, Pa., contained but one model of a Stromberg-Carlson receiver and a cone speaker, but the arrangement of the furniture for the home resulted in a display that was most effective. The simplicity of the window was one of its most striking characteristics.

New Radio Circuit Opened

The Radio Corp. of America has announced the opening of a direct radio circuit between San Francisco and Tokio, Japan. This marks the first time the Occident and Orient have been directly connected by modern high-speed telegraph circuit.

Grebe Jobber Appointed

A. H. Grebe & Co., New York City, manufacturers of Grebe Synchronphase radio, have announced the appointment of Morey & Co. of 27 Commercial avenue, Cambridge, Mass., as distributors of Grebe products in the States of Massachusetts, New Hampshire and Vermont.

TONE ARMS

By the Manufacturers of the world-famous Thorens Motor

A COMPLETE line of tone arms made by HERMANN THORENS, Ste. Croix, Switzerland, including the popular straight and "S" shapes; acoustically correct in design. The workmanship is of the highest quality with prices exceptionally low.

A wide variety of sound boxes, spring motors, electric motors, and other accessories is also available. Write for complete details.

HERMANN THORENS

Ste. Croix, Switzerland

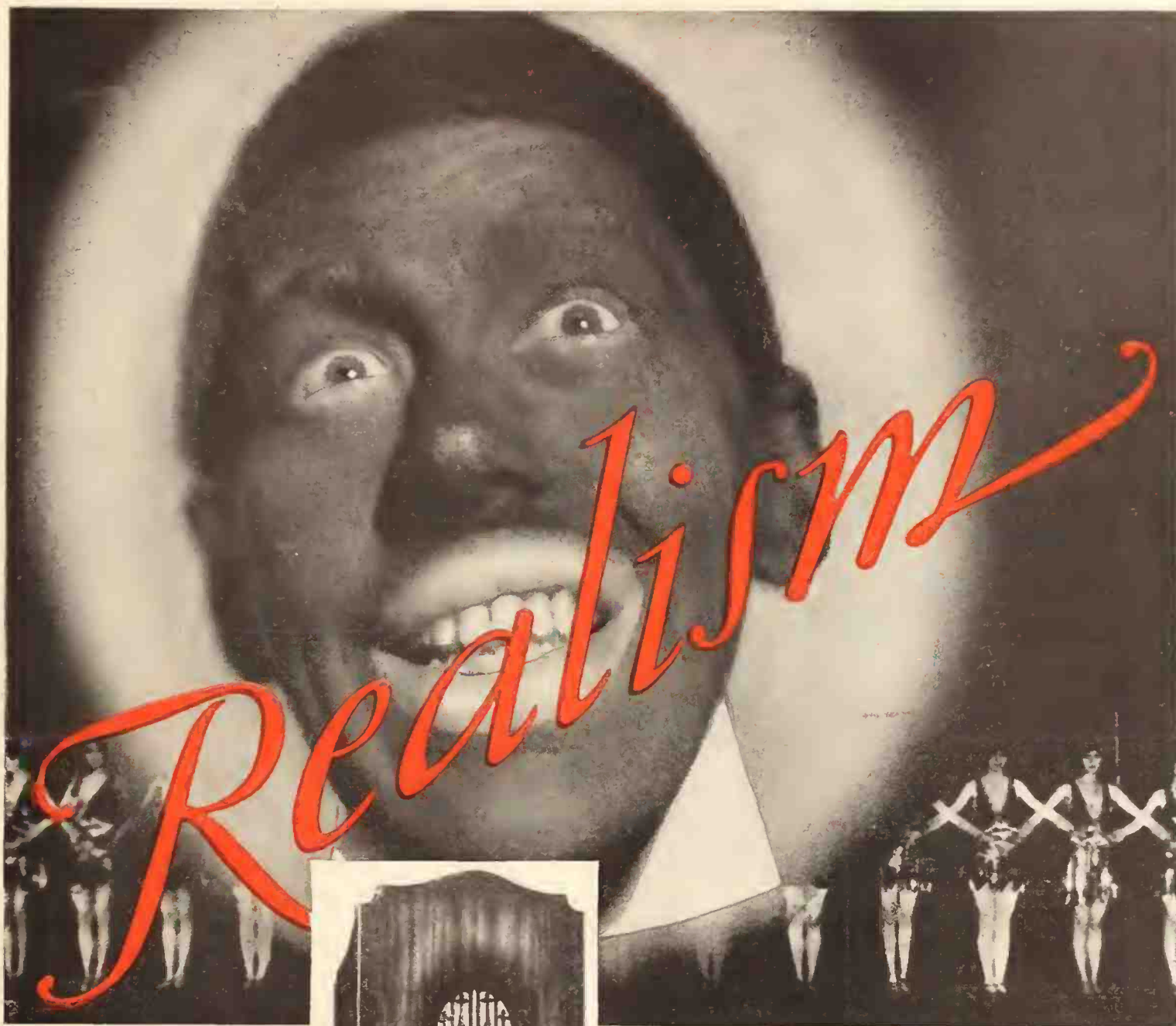
American Branch House:

THORENS, Inc.

450 Fourth Ave.

New York City

MAGNAVOX "Dynamic" SPEAKERS



Belvedere Model
Two-tone walnut floor screen
For A-Battery Operation . . . \$50
For AC Operation \$65



Beverly Model
Gracefully proportioned cabinet
finished in light mahogany.
For A-Battery Operation . . . \$55
For AC Operation \$70

DYNAMIC

First place in realism . . . extreme fidelity of reproduction . . . is accorded Magnavox Dynamic Speaker by fourteen makers of fine radio sets. They use it as built-in equipment to assure rich, undistorted reproduction, with great volume.

THE MAGNAVOX COMPANY

Oakland, California Chicago, Illinois

**"FIRST
SPEAKER
FIRST
DYNAMIC"**



The Cordova

110 volt, 60 cycle AC. Combining rectifier and power amplifier. Takes place of last audio stage in set. Handsome walnut cabinet. List \$175.



Aristocrat Model

Beautiful butt burl walnut cabinet finished in two tones.
For A-Battery Operation . . . \$70
For AC Operation \$85

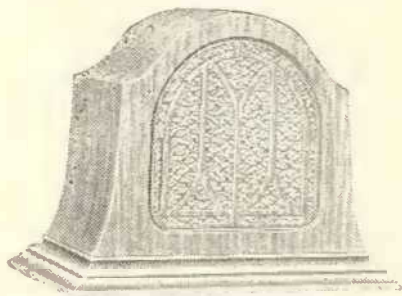
Units Only:
D. C. \$35, A. C. \$50.

If It's a
Bush & Lane

Its Quality is
Guaranteed and Its
Salability is Assured

—That's All You Need
to Know About a Radio

And that goes for complete
radio sets or cabinets or
speakers. If Bush & Lane
made it, trade and public need
never worry about its value.
That name is in itself a guar-
antee.



Bush & Lane Model "C"
Cecilian Speaker

Take, for instance, the Bush & Lane Model "C" Cecilian Speaker. It's a magnetic cone, to be sure, but it has all the power, durability and brilliancy of the dynamic speaker, yet it sells for only \$27.50, retail.

Do you know where you can buy any other guarantee magnetic cone speaker at that price?

Of course, there's also the Bush & Lane Table Dynamic Speaker—a radio sensation retailing at \$60.00—which is bound to become the leader in the field of dynamic cones.

And then there's the—but why describe all these Bush & Lane super-products here when our literature tells the whole story? Tell us what you're interested in—speakers, small sets, stunning console models or whatever it may be. No matter which you prefer, we have it.

Do not fail to see our exhibit at the Radio World's Fair in New York September 17th to 22nd.

The Radio Division
of the

BUSH & LANE
PIANO COMPANY
Holland, Michigan

Political Campaign and Election Night Returns Should Sell Sets

Greatest Opportunity Awaits Dealers to Cash in on Public's Interest in Present Presidential Campaign—Radio Playing a Major Part in Election of President

Never before in the history of radio has the dealer had the opportunity of having a market that will buy radio receivers and accessories because of the intense interest in current happenings in which radio broadcasting is playing a major part. In the past certain broadcast programs undoubtedly played a big part in aiding dealers to sell sets. In the early days the regular Sunday night concerts of the Capitol Theatre, New York City, and similar programs were highlights of the weekly broadcasts and were listened to by large audiences. As time went on with the quality of the programs becoming higher and higher certain individual programs created the greatest amount of interest with the consequent increase in sales; among which were the inauguration of the Victor series of concerts, with Lucrezia Bori and John McCormack as the featured artists, and the sponsorship of the broadcasting of a performance by the Chicago Opera Co. by the Brunswick-Balke-Collender Co.

The broadcasting of sporting events has been another major item in broadening radio's appeal and assisting dealers in selling more sets. The championship heavyweight fight between Tunney and Dempsey last September in Chicago proved of decided value in selling radio sets and accessories, totaling many thousands of dollars attributable directly to the fight's broadcast. Football games, world series baseball games, other boxing events,—all have played their share in putting radio receivers into homes.

Choose any of the above mentioned events, estimate the number of people to whom it would appeal and contrast this estimate with the figures of the population of the nation who are eagerly awaiting the developments and outcome of the presidential campaign. No matter how high you place the estimate of interested listeners to any of these programs the number will fall far short of the millions of citizens who are following the political trend of the coming election.

Not since 1916, when Woodrow Wilson, Democratic candidate for the Presidency, received 9,129,606 popular votes or 277 electoral votes against Charles Evans Hughes, Republican candidate's total of 8,538,221 popular votes or 254 electoral votes, has the contest for the highest office in the land been so closely contested as this year. Every day the newspapers throughout the country are filled with political news and political predictions. Experts are stating that the vote this year on November 6 will be several millions greater than any other election for many years. The public's interest in two candidates has never been greater. Reports are being received almost daily from every state that leaders formerly Republican or Democratic have cast off party lines and are bolting to the opposing party. The issues involved are vital ones, and their advocates in various sections are fighting tooth and nail to win support. The result is that no one is certain who the next president will be. Party leaders are claiming this, that and the other thing, but the more conservative usually conclude their statements with the warning that the party has a hard fight upon its hands. Another factor that is being taken into consideration is the "silent" vote, the millions who have not voted in former presidential elections, but who are expected to go to the polls in November and make known their choice.

During the next two months when the orators of both parties are conducting their campaigns in every nook and corner of the nation,

radio stands as the most important adjunct in bringing the views and issues from the candidates and their henchmen to the interested voters. Instead of the swings throughout the country and impromptu addresses from the back of railroad trains, and in towns and cities in doubtful states, both of the candidates will give a limited number of speeches, giving their interpretations of the issues and depending upon radio hook-ups to bring their messages far over the land. What an opportunity for the dealer! If you have not already started to utilize this tremendous interest in the Presidential race to sell more radio receivers, start now. Plan a direct-mail campaign based upon this big selling point.

The newspapers all carried columns of publicity regarding the hook-ups which carried the acceptance speeches of Messrs. Hoover and Smith around the world. That percentage of the public which have not yet purchased radio receivers are interested. Go after them. Dozens upon dozens of speeches are yet to be delivered and all will be broadcast.

The big point to be emphasized, however, is the receiving of the returns on Election Night. Whether or not your prospects become interested in listening to speeches, not one but will admit that he is interested in the ultimate result of the campaign. There are a number of interesting predictions being made. The doubtful states are many.

"Will the Republican New York up-State majority be enough to offset the New York City Democratic vote?"

"Will the modification utterances of the Democratic candidate alienate Southern voters to the extent that the 'solid South' will depart from its traditional loyalty?"

"Will the farmers' revolt swing any Republican States into the Democratic column?"

"Will the 'wet' tendencies of the Northeastern States be sufficient to carry normally Republican States for the Democratic candidate?"

These are some of the questions that the voters of the country are asking themselves. They are the factors which will determine who the next President will be. The answers will not be known until November 6, and the first news will be heard in the homes of radio set owners.

Capitalize this interest. Plan your campaign now. Years will come before a similar opportunity presents itself. If the dealer presents these selling points properly there will not be a single intelligent citizen who does not own a radio receiver at the present time who cannot be won over before November 6.

Belmont Corp. Issues a New House Organ

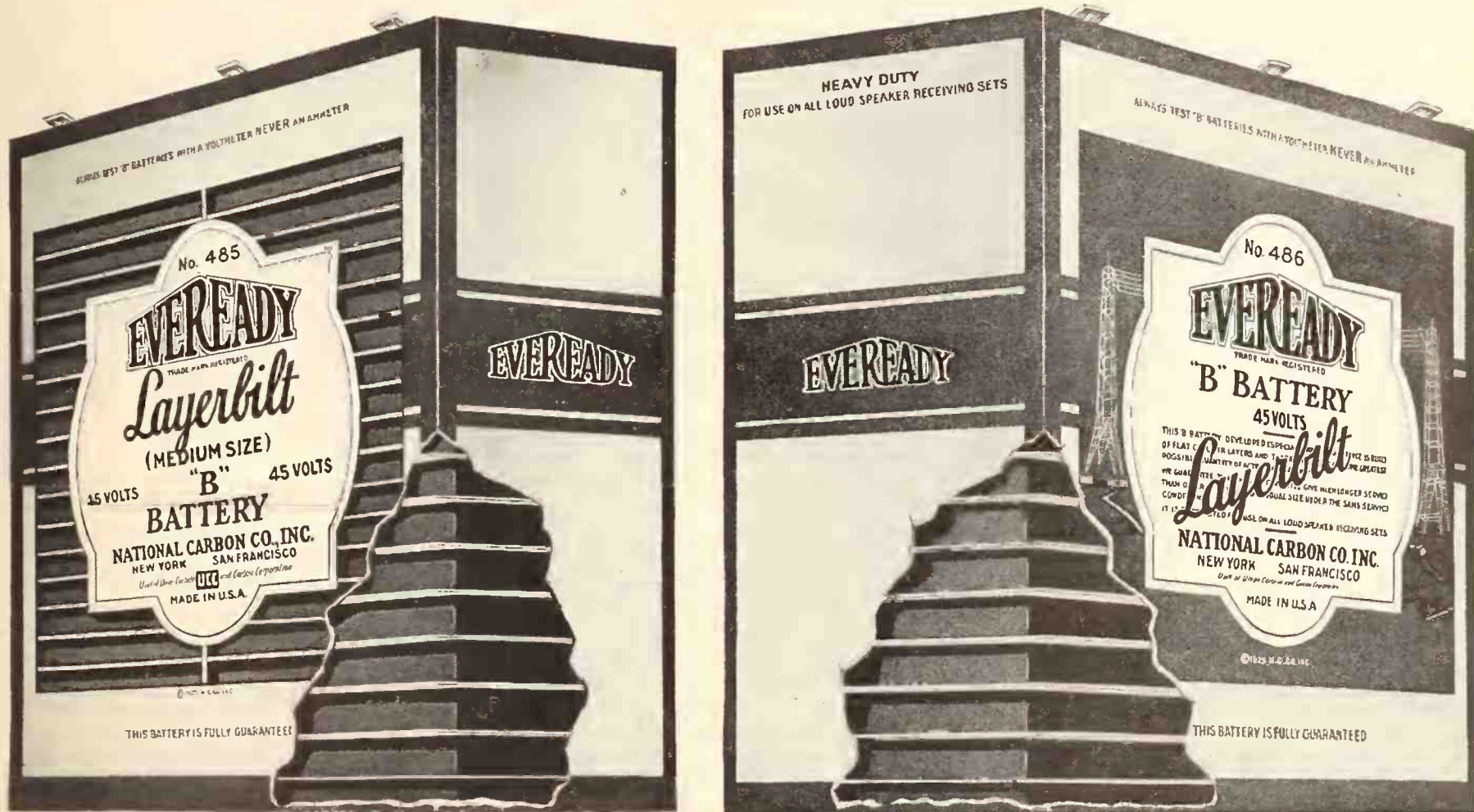
Sonora Distributor in Minneapolis Now
Publishes the Belmont Informer

MINNEAPOLIS, MINN., September 6.—A new house organ, the Belmont Informer, published by the Belmont Corp., Sonora distributor, of this city, recently made its appearance in the music and radio trade. In the announcement in the first issue it was stated that the Informer would be published at no stated intervals, but as frequently as news develops. Interesting articles regarding Sonora products and activities and news of the dealers served by the Belmont Corp. comprise the contents of the first issue.

medium size **\$2.95**
 Eveready
 Layerbilt No. 485

heavy duty **\$4.25**
 Eveready
 Layerbilt No. 486

cost but little more



and last much longer

EITHER of these two Eveready Layerbilt "B" Batteries costs the public only a few cents more than cylindrical cell batteries of the same size, but they will last much longer.

Longer life—much less frequent renewals—greater economy—greater reliability—greater convenience—those are the things the Eveready Layerbilt construction gives your customers.

One of these batteries is the famous Eveready Layerbilt No. 486, the original Eveready "B" Battery to be made of flat cells instead of cylindrical ones. This is the largest of the Eveready Layerbilts, and lasts longest. It costs only 25c more than

the cylindrical cell Eveready of the same size.

The other is the newer Eveready Layerbilt No. 485. It comes in the same size as the Eveready "B" Battery No. 772, which uses cylindrical cells. The flat cells of the new No. 485 make it last much longer. It is the most economical medium-size Eveready "B" Battery, and costs your customers only 20c more than the No. 772.

The flat cells of which Eveready Layerbilts are made fill all available space within the battery case, avoiding the useless holes between the cells of a cylindrical cell battery. More materials mean longer life.

To give your customers the greatest possible economy, convenience and satisfaction from "B" batteries, sell them Eveready Layerbilts.

NATIONAL CARBON COMPANY, INC.
 New York, N. Y.

Branches: Atlanta, Chicago, Kansas City, Long Island City, San Francisco

Unit of Union Carbide and Carbon Corporation

EVEREADY
Radio Batteries

-they sell faster

Layerbilt construction is a patented Eveready feature. Only Eveready makes Layerbilt batteries.

Stewart-Warner Held Set Finish Contest

Hundreds of Color Schemes Submitted by Designers in Contest to Determine Most Effective Finish for "800" Series

When the Stewart-Warner Speedometer Corp., Chicago, had in preparation its new "800" Series of radio receivers, a contest for designers was organized, according to R. H. Woodford, radio sales manager of the company. "The object of this contest," he said, "was to secure as many suggestions as possible for the finish of the new sets, and from hundreds of color schemes submitted, to choose the most effective. Everything from severe blacks and browns to the most widely futuristic was offered, but the judges finally decided in favor of a scheme that combined most effectively richness and good taste.

"The foundation color is a full, golden

bronze tone, which shades off into a deep aristocratic brown at the edges. The contrast between the lively sparkle of the bronze and the conservative dignity of the rich brown is emphasized by the use of a "Moire" finish which lends brilliance to the entire set. Carefully planned lines, lights and shadows and the new color scheme emphasize the compactness of these radio receiving sets."

Arcturus Tube Test

The long life of the Arcturus type 127 detector tube is effectively emphasized by a special test rack installed in the office of L. P. Naylor, sales manager of the Arcturus Radio Co., Newark, N. J. Twenty-five tubes were placed on life test last April, and the tubes periodically are removed from the rack for laboratory tests. Mr. Naylor states that after 2,700 hours the tubes are still efficient, and the test is still running. The test has aroused considerable interest in retail trade circles.

Your Own Label on This Radio

Your Best Business Builder!

There's no business-builder in the world like a good radio in action! And no radio can deliver better than the Premier. Put your private label on it—and get ALL THE BUSINESS THAT IT BUILDS!

Private-label radio brings you longer profits; its flexible price meets any kind of competition or market; it frees you from top-heavy inventories and territorial contracts; you order only what you need. And—private-label radio preserves your trade identity, your most valuable possession!



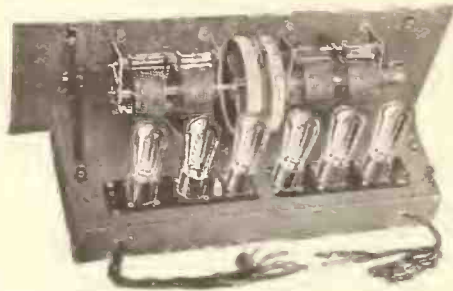
Console Model. A beautiful walnut finished cabinet, equipped with "Peerless" Speaker. Size 26"x40"x16" deep. Furnished in 6-tube standard Code No. PC-2829-RAC-6, and 7-tube "Push-Pull" Code No. PC-2829-RAC-7.

Material and manufacture—not advertising!—determine the quality and salability of a receiver. Premier Private-Label Radio is equal to any in performance, looks, quality and salability. Table and Console Models—furnished standard in 6-tube and 7-tube Push-Pull. Also Combination Radio and Phonograph with electric pick-up.

CHASSIS SPECIFICATIONS

All-metal chassis; rigid, strong, stays put. Unconditionally guaranteed. Apparatus 100% shielded. Licensed under U. S. Navy Patents and Hogan Patent No. 1,041,002.

Write for price and full details.
No obligation.



Chassis furnished in 6-tube standard Code No. 2829-RAC-6, and 7-tube "Push-Pull" Code No. 2829-RAC-7. Chassis for No. 401 and No. 403 type of tube can also be furnished.

PREMIER ELECTRIC COMPANY

Established 1905—Manufacturers Ever Since

3804 Ravenswood Avenue
Chicago, Illinois

Rosa Raisa Is New Brunswick Artist

Dramatic Soprano of Chicago Civic Opera Co. Joins Brunswick Hall of Fame Roster—Is an Outstanding Star

Rosa Raisa, dramatic soprano of the Chicago Civic Opera, has joined the long and growing list of Brunswick Hall of Fame record artists.



Mme. Raisa is one of the most outstanding figures on the operatic stage today. Hers is the statuesque type of beauty and her soprano voice, combined with a perfect sense of the drama, has caused Mme. Raisa's interpretation of many operatic roles to be hailed as the greatest that the world has ever known.

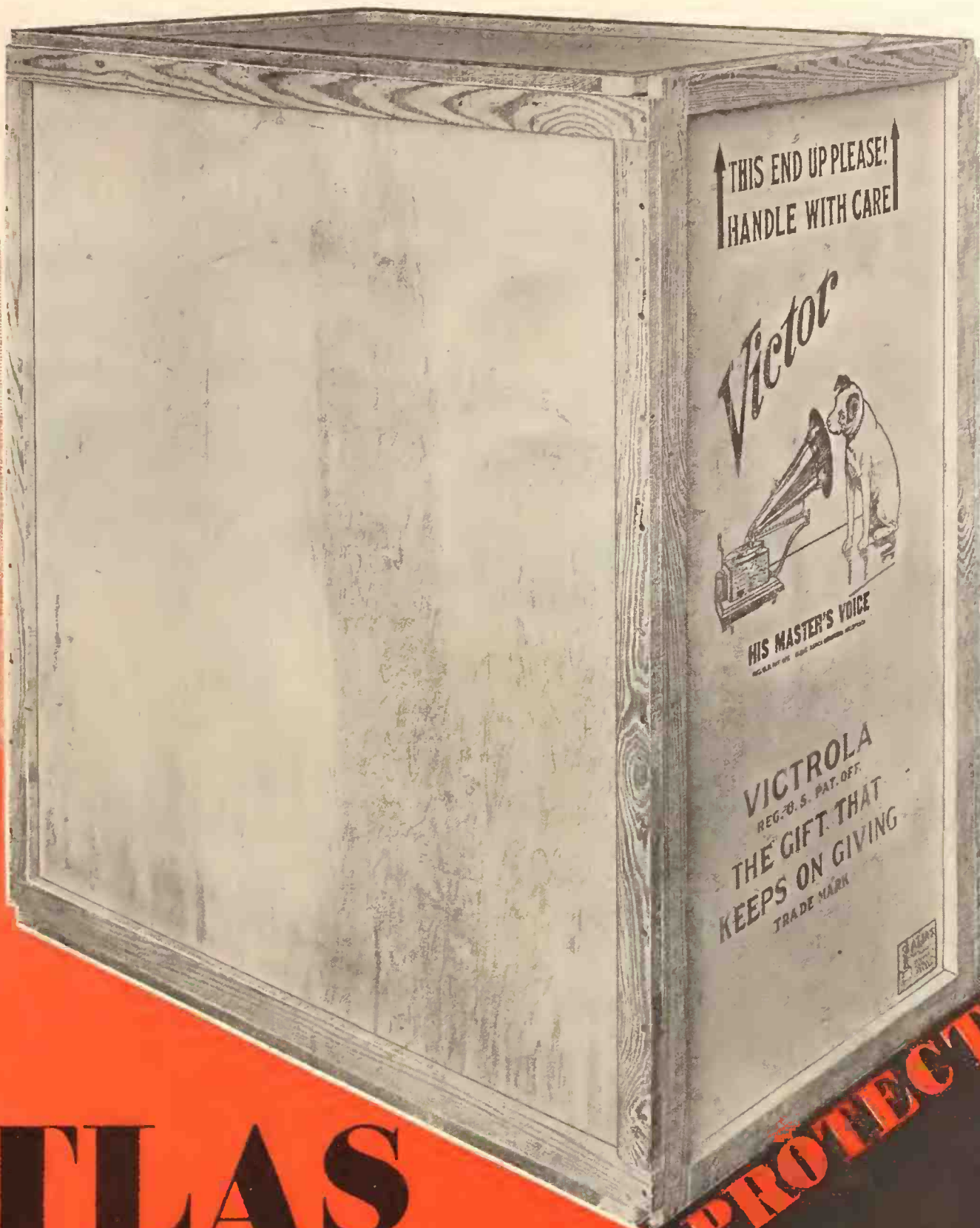
Her first Brunswick record is a duet with Giacomo Rimini, baritone of the Chicago Civic Opera, who is in private life the husband of Mme. Raisa. They have traveled together in concert many times and frequently sing together on the operatic stage. This first record is "La Dove Prende" (Smiles and Tears) from "The Magic Flute," and the reverse is a selection from the first act of "Don Giovanni."

Form Douglas Fir Plywood Institute

TACOMA, WASH., September 5.—Several of the leading manufacturers of Douglas fir plywood in the Pacific Northwest recently organized the Douglas Fir Plywood Institute, with offices in this city, with the expressed intention of bettering the conditions and methods of the plywood industry, and to further the use and extend the scope of Douglas fir plywood in all branches of construction and industry. It is the purpose of the Institute to establish uniform grades and standards of product and to provide architects, dealers and builders with an organized and always available guarantee of quality.

Notables to Attend Edison Presentation

Incident to the presentation to Thomas A. Edison of the gold medal awarded to him by an act passed at the last session of Congress, President Coolidge, Herbert Hoover and other notables will be invited to attend ceremonies scheduled to be held at West Orange, N. J., on October 20. The invitations will be extended by Representative Perkins of New Jersey, Chairman of the House Coinage Committee, which reported the Edison medal bill to the House. He is confident that President Coolidge and Mr. Hoover will attend.



ATLAS PLYWOOD PACKING CASES

PHONOGRAPH AND RADIO PROTECTION

Years ago, leading phonograph manufacturers packed and shipped in protective Atlas Cases. Atlas Cases were designed especially for phonograph shipments in the first place.

Today, the leaders still use Atlas Cases. Leading radio manufacturers use them, too. For safety, appearance and genuine all-round economy Atlas Cases have no equals.

May we show you interesting proof?



General Offices
PARK SQUARE BUILDING, BOSTON, MASSACHUSETTS
 New York Office: 90 West Broadway Chicago Office: 619 McCormick Bldg.

SOUTHERN DIVISION (formerly Empire Mfg. Co.) GOLDSBORO, N. C. Branch Factories: Grand Rapids, Mich., Bloomington, Ind., Jamestown N. Y., and in nine other cities

General Harbord Accepts Hoover Post

President of Radio Corp. of America
Granted Leave of Absence Until No-
vember 6 to Act as Finance Chairman

General James G. Harbord, president of the Radio Corp. of America, has been appointed chairman of a committee to raise funds for the Republican campaign in the metropolitan district, including New York City, Long Island and Westchester County, according to a recent announcement by Colonel Chas. Hayden, chairman of the New York State Finance Committee. Simultaneously with this announcement Owen D. Young, chairman of the Board of Directors of the Radio Corp., disclosed that the directors had granted General Harbord a leave of absence without pay from September 1 to November 6, Election Day, in order to relieve him of business engagements during the

campaign. This leave was granted at the request of General Harbord.

Mr. Young paid tribute to the character and record of General Harbord, and stated that there would be no change in the management or policies of the corporation during his two months' leave of absence.

"It is a compliment to General Harbord to say that the corporation over which he presides is so well organized that it will continue to operate smoothly and efficiently during his absence," Mr. Young said. "All of the directors greatly admire him and desire him to retain his connection with the company. David Sarnoff, vice-president and general manager, will act as chief executive of the Radio Corp. while General Harbord is absent."

Artist in Vaudeville

Edith Clifford, exclusive Columbia recording artist, is appearing in Keith-Albee theatres in Michigan, Illinois and Ohio.

Gives CeCo Tubes Unusual Publicity

Cleveland CeCo Dealer Adorns Auto With
Banner Proclaiming CeCo's Virtue in
Drive to Factory in Providence

PROVIDENCE, R. I., September 7.—The CeCo Mfg. Co., of this city, received an unexpected and entirely unusual visit from two CeCo tube en-



Fine CeCo Publicity

thusiasts from Cleveland, O. Mr. and Mrs. C. D. McLain, of that city, are not only enthusiastic CeCo tube users but profitable merchandisers of this product as well. In planning his vacation Mr. McLain decided to visit Providence and see how these tubes were made at the CeCo factory. Mr. McLain combined pleasure and publicity for CeCo tubes on this trip, as may be seen from the accompanying picture. The CeCo trade-mark appeared on the hood and on the spare tire casing, and the car carried a banner which proclaimed, "Traveling from Cleveland to Providence to see how they make the famous CeCo radio Tubes. There are millions in use and I'd travel a thousand miles for my share of CeCo tubes." Mr. McLain and his wife received a great deal of pleasure from this trip and at the same time CeCo tubes were well advertised.

Kolster Demonstration Room for Retail Trade

A large demonstration room for the convenience of visiting dealers has been installed at the Los Angeles headquarters of the John G.



How J. G. Rapp Corp. Features Kolster

Rapp Corp., Kolster radio distributors in Southern California. Various Kolster sets are scattered about the room, ready to be switched on, and flowers and comfortable chairs provide a homelike atmosphere.

Champion Portable Enjoys Good Demand

Phil Ravis, president of the Peerless Album Co., New York, recently returned to his desk from an enjoyable vacation to find business moving along at a very satisfactory clip. Mr. Ravis stated that the Peerless Co. is enjoying a splendid volume of business on the Champion portable phonograph with double-spring motor which was announced last month. The Peerless factory continues to operate at full capacity on other portable models and the well-known line of Peerless record albums.



Pattern No. 199
Jewell
A.C.-D.C. Radio
Set Analyzer

When It Comes to Service

When it comes to service it is quite likely that you will have to look a long time before finding a service instrument that so thoroughly fills the requirements for radio service equipment as does the Jewell Pattern No. 199 A.C.-D.C. Radio Set Analyzer.

This set was designed to take care of the service needs of the many new A.C. operated radio sets as well as those of the battery operated type. Features that have made it a favorite with experienced radio service men are given below.

- Easily portable leather covered case with removable cover.
- Five-prong plug with four-prong adapter.
- Four-reading A.C. Voltmeter, 0-4-8-16 and 160 volts.
- Six-reading D.C. Volt-milliammeter 0-7.5-75-300-600 volts and 0-15-150 milliamperes.
- Accurate tube test.
- Positive, silver contact push-button switches for taking readings.
- New cathode voltage test.
- All ranges brought to binding posts for continuity tests.

These features are all described in descriptive circular No. 2002 which tells in detail all about this set analyzer. Write for a copy.

Jewell Electrical Instrument Co.

1650 Walnut St., Chicago

"28 Years Making Good Instruments"

To SELL MORE PORTABLES

THE great and lasting popularity achieved by the portable phonograph is mainly due to giving the public high value.

In this the famous Flyer and Junior Motors have been the principal dependence for power.

To sell more portables, specify the new improved Master Flyer and Master Junior Motors.

In desirable advantages, superiority of materials and unapproached precision craftsmanship and gear cutting, they comprise the highest motor value — always of major importance for substantial sales volume.

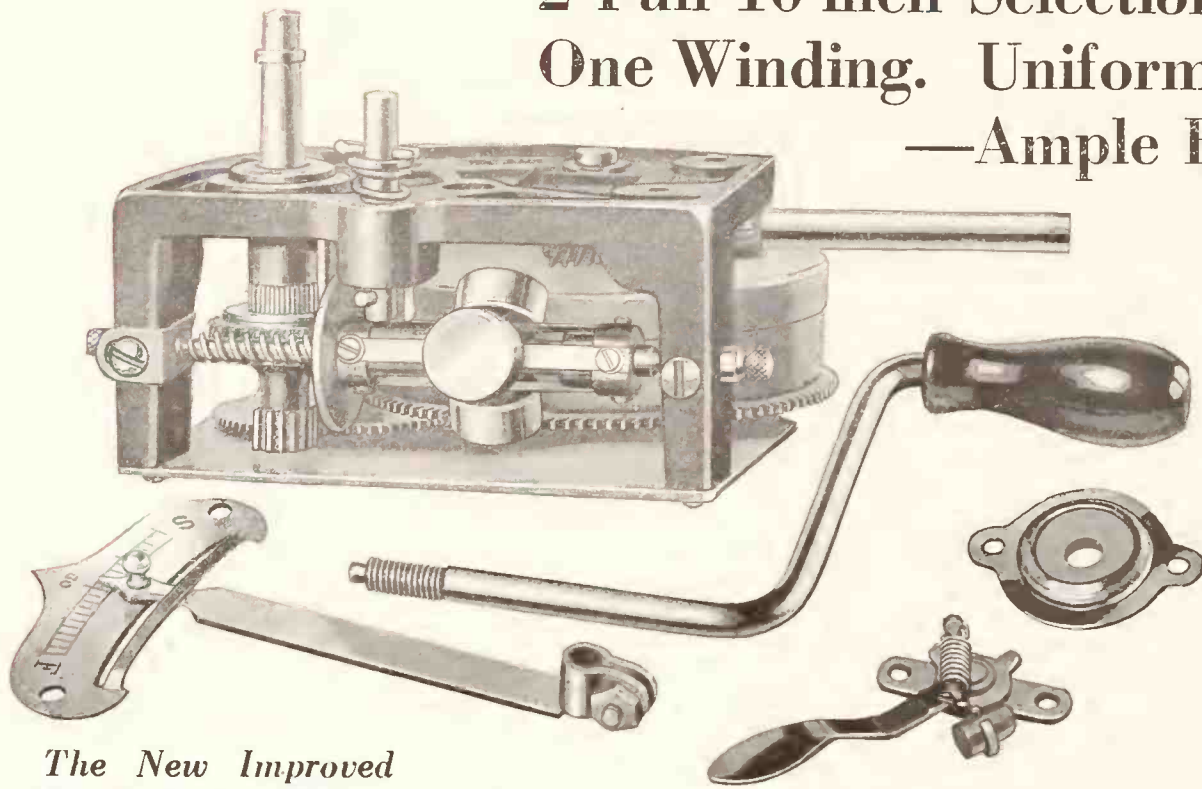
"Built Like a Fine Ship's Clock"



This trade-mark on your motors means the highest value. Motors made and guaranteed by a large and reliable company, manufacturing spring motors *uninterruptedly* for fifteen years.

The
GENERAL INDUSTRIES CO.
2812 Taylor Street, Elyria, Ohio

2 Full 10-inch Selections from
One Winding. Uniform Speed
—Ample Reserve



The New Improved
Master Junior Motor

The New MASTER JUNIOR

MODERN, efficient, having every advantage and the most value, doing the same best job in the smaller portables as the new Master Flyer Motor does in the standard sizes—you have a splendid new sales builder in the new Master Junior Motor.

In every way, it is just as well made as the Master Flyer—design, materials, famous precision workmanship. It too is “Built like a fine ship’s clock.”

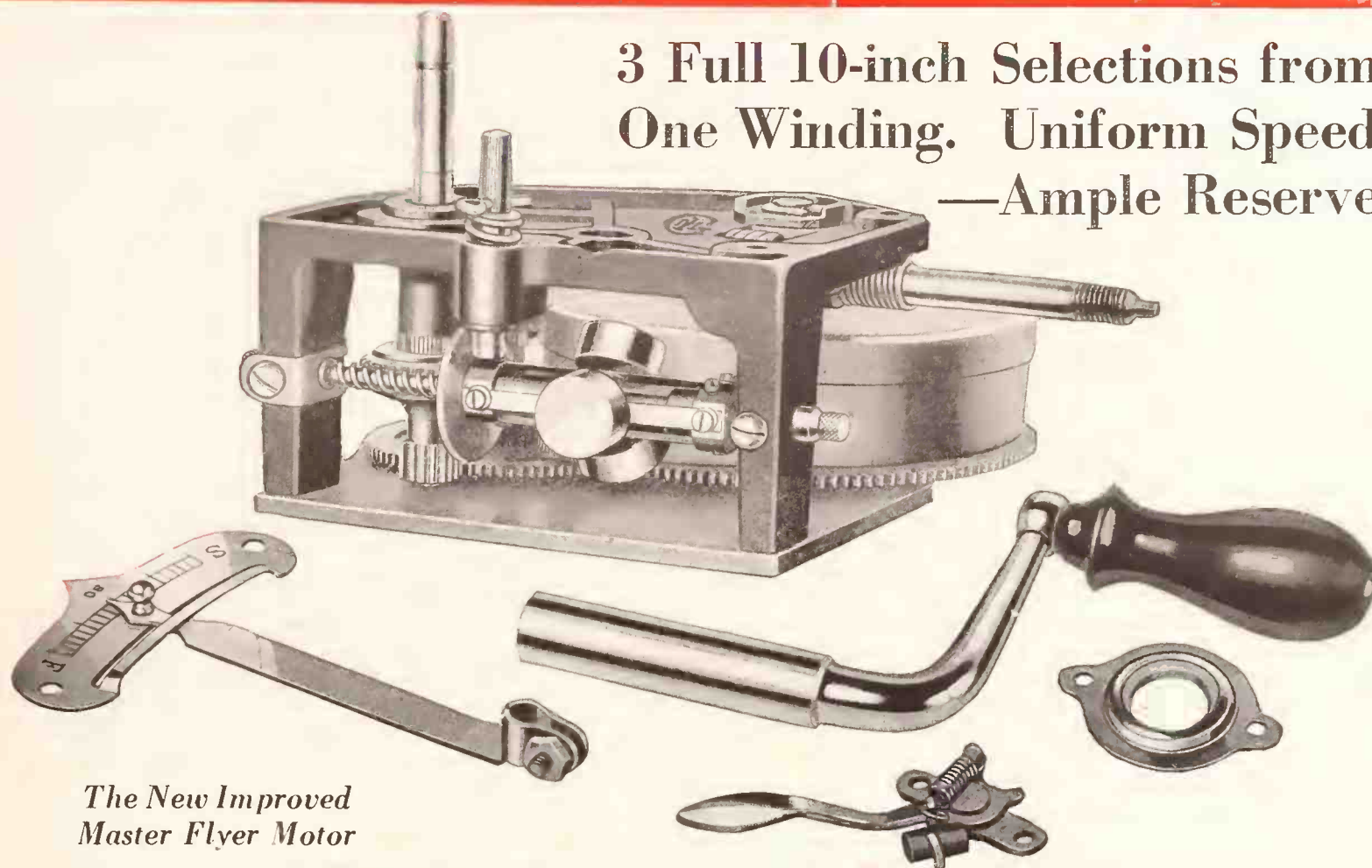
With its *double* playing-capacity—actually *twice* the usual amount of power, and plenty of reserve power for uniform

speed even after the second selection—and with its high quality, it puts big possibilities in the smaller portables.

Has the same silent gear arrangement as the new Master Flyer, same type of new athletic spring furnishing smooth, silent, vibrationless power. Silent worm winding with less effort and more knuckle room. This motor gives splendid all-around performance.

Specify the Master Junior Motor and plan for a big increase in your sales of the handy, attractive and *double*-playing-capacity portables of small size.

The
GENERAL INDUSTRIES CO.
2812 Taylor Street, Elyria, Ohio



The New Improved
Master Flyer Motor

The New MASTER FLYER

BACKED by twelve years of undisputed leadership, the new Master Flyer Motor combines improvements and quality to a degree that is not approached in value for sales and service.

Like its predecessor, the famous Flyer Motor, "Built like a fine ship's clock," with all the dependability that is implied.

A new and ingenious arrangement of gears eliminates motor sound, with special precision-cut gears and worms, finely adjusted.

Abundant, smooth-flowing, vibrationless power with ample reserve, from new athletic three-selection spring of super quality.

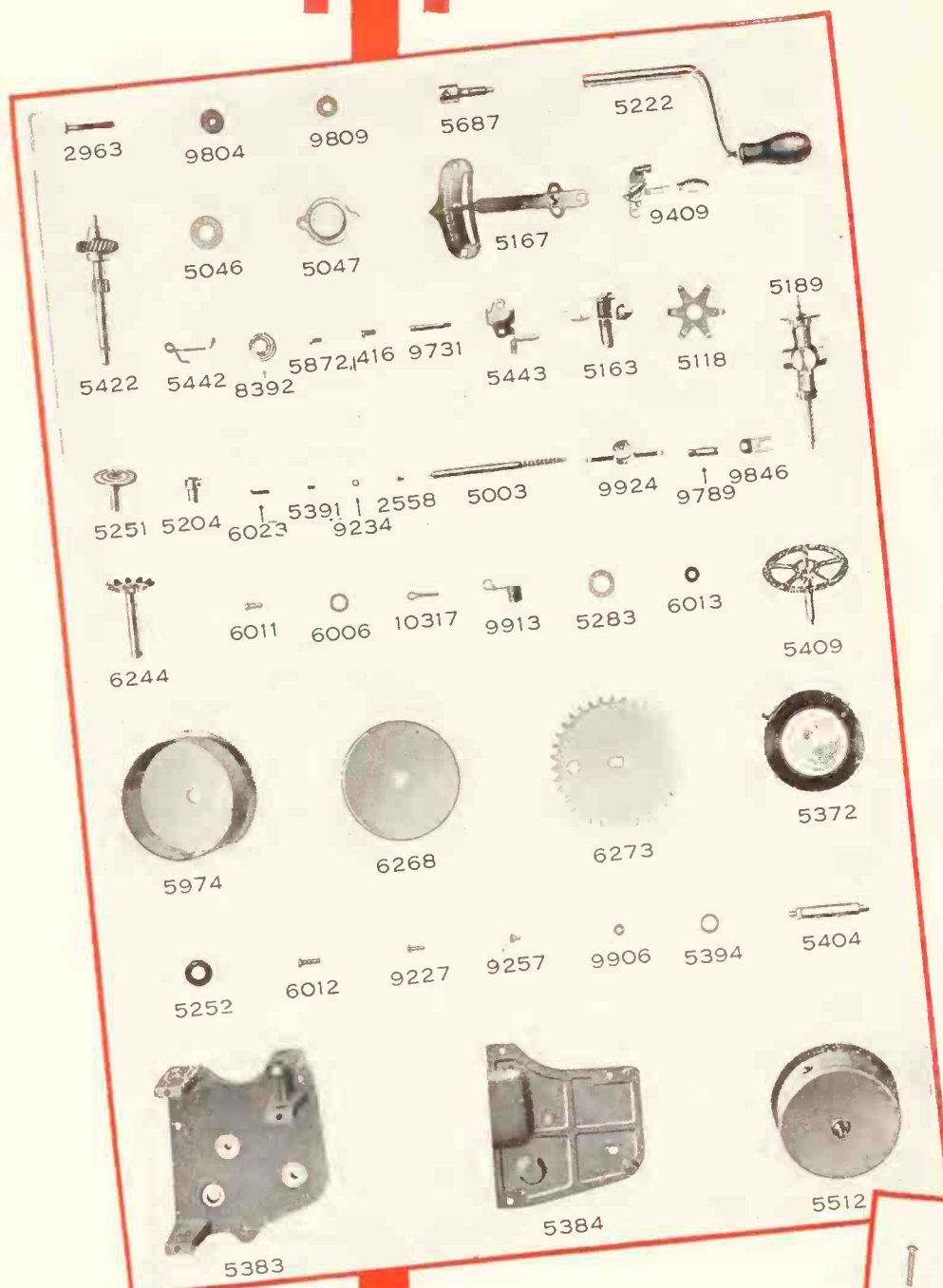
New worm winding mechanism and longer sweep of winding crank. Quick, silent, effortless winding, with more knuckle room.

To help you most in developing a bigger and better volume in portables, and larger sales of records, specify—and insist on—the new Master Flyer.

The
GENERAL INDUSTRIES CO.
2812 Taylor Street, Elyria, Ohio

Genuine Flyer Motor Parts

Order direct from the Factory
24-hour Service



- 416 Screw for attaching Winding Shaft Tension Spring
- 2558 Governor Spring Screw
- 2963 Motor Mounting Screw
- 5003 Governor Shaft
- 5046 Fibre Handle Escutcheon
- 5047 Metal Handle Escutcheon
- 5118 Cup Washer used under Spring Barrel
- 5163 Pointer Arm Post
- 5167 Dial and Pointer Assem.
- 5189 Governor Complete
- 5204 Governor Collar
- 5222 Winding Handle
- 5251 Governor Disc
- 5252 Felt Oil Retainer used around Turntable Shaft
- 5283 Retainer for No. 5252 Felt
- 5372 Main Spring
- 5383 Motor Frame
- 5384 Motor Bottom Plate
- 5391 Screw for Holding Governor
- 5394 Upper Spring Barrel Collar
- 5404 Spring Barrel Shaft
- 5409 Intermediate Gear
- 5422 Turntable Shaft
- 5442 Speed Regulator Tension Spring
- 5443 Speed Regulator Bracket
- 5512 Spring Barrel Complete
- 5687 Winding Shaft Extension
- 5872 6/32 Screw for Attaching No. 5443 Speed Regulating Bracket to Motor Frame
- 5974 Spring Cup and Gear Assem.
- 6006 Spacing Washer use on Wind Shaft
- 6011 Governor Bearing Set Screw
- 6012 Screw for Attaching No. 5384 Bottom Plate to No. 5383 Motor Frame
- 6013 Washer used under No. 6023 Screw
- 6023 Screw used to hold Pointer Arm to Post
- 6244 Winding Shaft and Pinion Gear Assem.
- 6268 Spring Barrel Cover
- 6273 Spring Barrel Winding Gear
- 8392 Spring used to hold Turntable on Shaft
- 9227 Spring Barrel Shaft Rivet
- 9234 Governor Spring Washer
- 9257 Spring Barrel Rivet
- 9409 Brake
- 9731 Screw for Attaching No. 5443 Speed Regulating Bracket to Motor Frame
- 9789 Governor Bearing
- 9804 Rubber Motor Mounting Washer
- 9809 Steel Motor Mounting Washer
- 9846 Governor Bearing Retainer Clip
- 9906 Spring Barrel Washer
- 9913 Winding Shaft Spring
- 9924 Governor Spring and Weight Assem.
- 10317 Cotter Pin

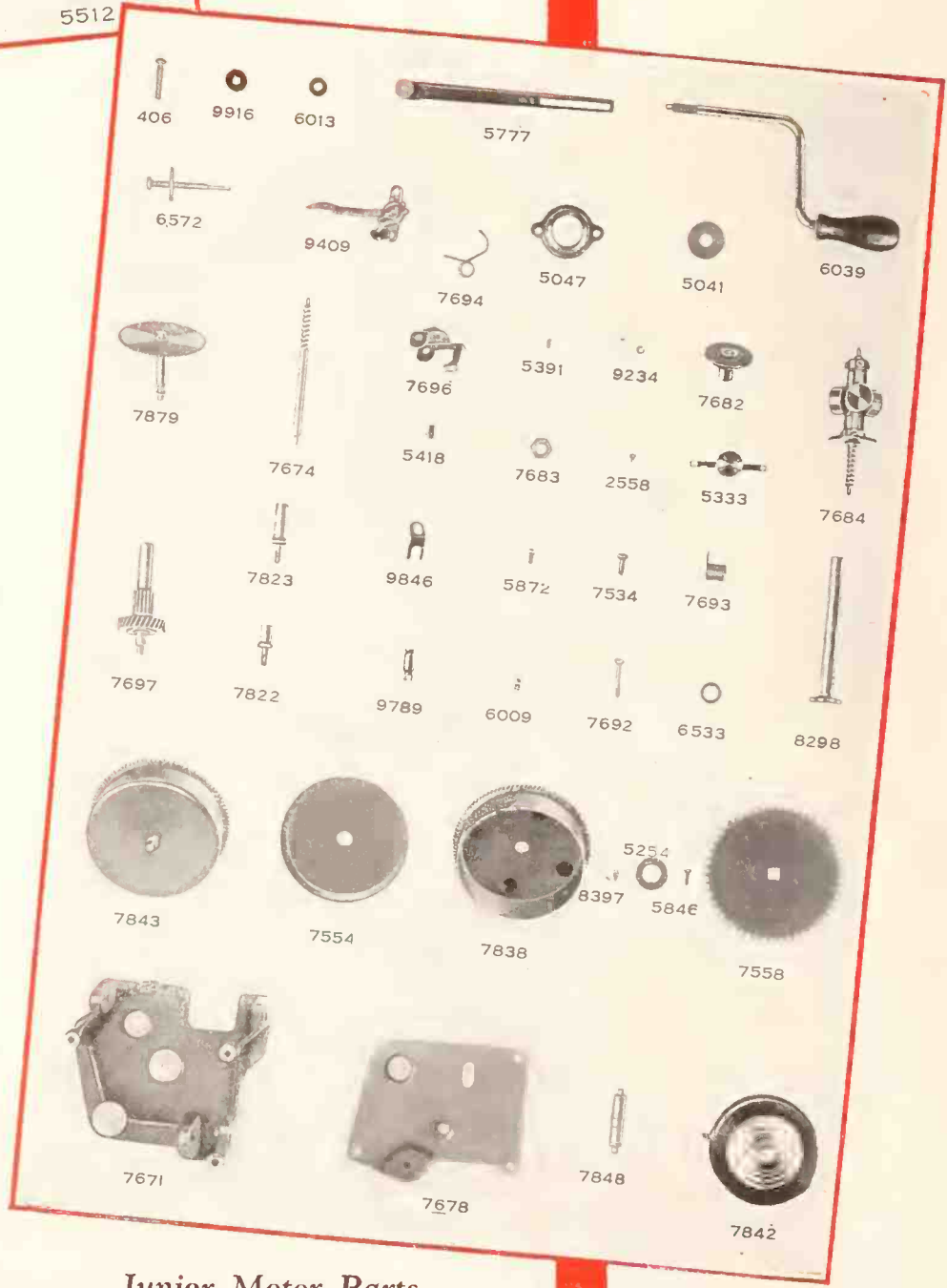
Send All Orders to

The General Industries Co.
Department MR
Elyria, Ohio

Flyer Motor Parts

Genuine Junior Motor Parts

Order direct from the Factory
24-hour Service



- 406 Motor Mounting Screw
- 2558 Screw for assembling Governor Spring and Weight to Governor Disc
- 5041 Fibre Escutcheon for Winding Handle
- 5047 Metal Escutcheon for Winding Handle
- 5254 Spring Barrel Washer
- 5333 Governor Spring and Weight Assembled
- 5391 Screw for Governor Collar
- 5418 Felt for Speed Regulator Lever
- 5777 Speed Regulating Arm
- 5846 Spring Barrel Shaft Rivet
- 5872 Governor Bearing Set Screw
- 6009 Screw for assembling Regulating Arm to Regulating Brake
- 6013 Steel Washer for Mounting Screw
- 6039 Winding Handle
- 6533 Fibre Washer for Winding Shaft
- 6572 Speed Regulator
- 7534 Screw which Holds Bottom Plate to Frame
- 7554 Spring Barrel Cup Cover
- 7558 Winding Gear
- 7671 Motor Frame
- 7674 Governor Shaft
- 7678 Bottom Plate
- 7682 Governor Disc
- 7683 Governor Collar
- 7684 Governor Complete
- 7692 Screw for assembling Governor Brake to Frame
- 7693 Winding Shaft Tension Spring
- 7694 Speed Regulating Arm Tension Spring
- 7696 Governor Brake
- 7697 Turntable Shaft
- 7822 Short Turntable Shaft Tip
- 7823 Long Turntable Shaft Tip
- 7838 Spring Barrel Cup and Gear
- 7842 Main Spring
- 7843 Spring Barrel Complete with Spring
- 7848 Spring Barrel Shaft
- 7879 Intermediate Gear
- 8298 Winding Shaft
- 8397 Spring Barrel Rivet
- 9234 Washer used under No. 2558 Screw
- 9409 Turntable Brake
- 9789 Governor Bearing
- 9846 Governor Bearing Retaining Clip
- 9916 Rubber Washer for Mounting Screw

Send All Orders to

The General Industries Co.
Department MR
Elyria, Ohio



Junior Motor Parts

Demand for Combination Units Heartens the Trade in Toledo

Public's Interest in Higher-Priced Products Before Official Opening of Fall Season Is Pleasing—Annual Radio Show to Open on October 10

TOLEDO, O., September 6.—The past few weeks have produced a very gratifying volume of radio and combination business. In fact, radio sales in all stores are above last year and the season hasn't officially opened. Merchants are looking forward to the best radio and combination demand in recent years.

The Toledo Radio Association will hold a radio show in the Coliseum on October 10 to 14. This was decided at a meeting held by Toledo dealers in the clubroom of the Hotel Lorraine. Forty-eight booths will be occupied by the latest radio models and accessories, exhibited entirely by Toledo dealers and jobbers.

Clifford Johnson, president of the Toledo Radio Association, was named general chairman. Herbert Donnelly, of the Heat & Power Engineering Co., was made chairman of the entertainment committee. A committee will be named to assist Mr. Johnson in the details of the show.

Henry C. Wildermuth, general chairman of the committee on arrangements for the convention of the Music Merchants of Ohio, stated an elaborate program has been arranged and plans are completed for a busy meeting for manufacturer, jobber and dealer.

More than a score of music merchants will attend the Victor Caravan gatherings in Cleveland, Detroit and Chicago; from this territory Warren L. Kellogg, representative of the Cleveland Talking Machine Co., has extended invitations to retailers in this vicinity to attend the opening of the new warerooms of the concern at 4300 Euclid avenue, on September 7, and at

the same time view the new Victor models and hear the sales and advertising talks. Luncheon will be tendered dealers. Other Caravan meetings to which dealers have been invited include the Grinnell Bros. exhibit at the Hotel Leland, Detroit, at which new Victor models will be exhibited and talks delivered by officials from the Victor factory. The Chicago Talking Machine Co. will hold a similar gathering. Each of the meetings will draw its quota of dealers from this territory.

The County Fair season is in full swing in this district. Victor, Brunswick, Columbia, Sparton, RCA, Majestic, Atwater Kent, as well as dealers of the other well-known machines and radios, are exhibiting their wares in booths at various fairs.

The Toledo Radio Co., through its representatives, E. A. Kopf and Stanley Ball, are assisting Sparton dealers at the fairs in rounding up prospects and making sales. Mr. Kopf worked with Howard Baker, Tiffin, O., at the day and night Seneca County Fair, and was successful in securing many prospects. The H. & A. Martin Radio Co., Monroe, Mich., had an elaborate Sparton exhibit at the American Legion Carnival being held there. Likewise, C. W. Wannamaker, Fremont, O., secured a real list of possible buyers through his exhibit at the Sandusky County Fair.

The Lion Store, according to Lawson S. Talbert, is closing a very satisfactory volume of combination and electric set deals. Naturally, Mr. Talbert stated, the house is confronted with a large number of trade-in propositions

now. They are taking in old sets and machines, but are making a very low offer for them. While some prospects refuse to accept the amount offered, on the whole people are buying, and the house, in turn, has a chance to resell the goods at a nominal figure.

Frank Flightner, Columbia dealer, reports August sales ahead of last year and radio sales the best yet experienced. He recently added the Kolster radio line. Steinite and Majestic lines are also carried. He plans to enlarge his sales force shortly, both in the machine and radio divisions. Henry Skolnech has been named manager of the radio section.

The J. W. Greene Co. has an elaborate display of Atwater Kent models, both in the windows and in the store interior. Salesmen are conducting a drive on this line, as well as on Majestics and Spartons.

The LaSalle & Koch Co. Music Rooms are now in charge of Miss Dorothy Parmalee. She is assisted by Miss Marie Manor. An early drive will be inaugurated on Victor and Brunswick lines.

The Whitney-Blaine-Wildermuth Co., general music house, recently became wholesaler of the Acme AC radio, according to Frank Ridley. The manufacturer and this jobber will shortly launch an aggressive sales drive on the line.

Douglas De Mare With Radio Allied Mfrs. Corp.

Douglas De Mare, formerly secretary of the All-American Mohawk Corp., recently resigned from his position with that company and is now associated with Radio Allied Manufacturers Corp. as general manager. Mr. De Mare is well known throughout the radio industry, having been associated with the Mohawk Corp. of Illinois for a period of five years and being a vice-president of that organization. He was in charge of engineering, production and purchasing while with the Mohawk Corp. of Illinois.

STARTLING PRICE REDUCTIONS

ON

The New Improved



ATTACHMENT No. 2

With **SOUNDBOX**
FOR PLAYING

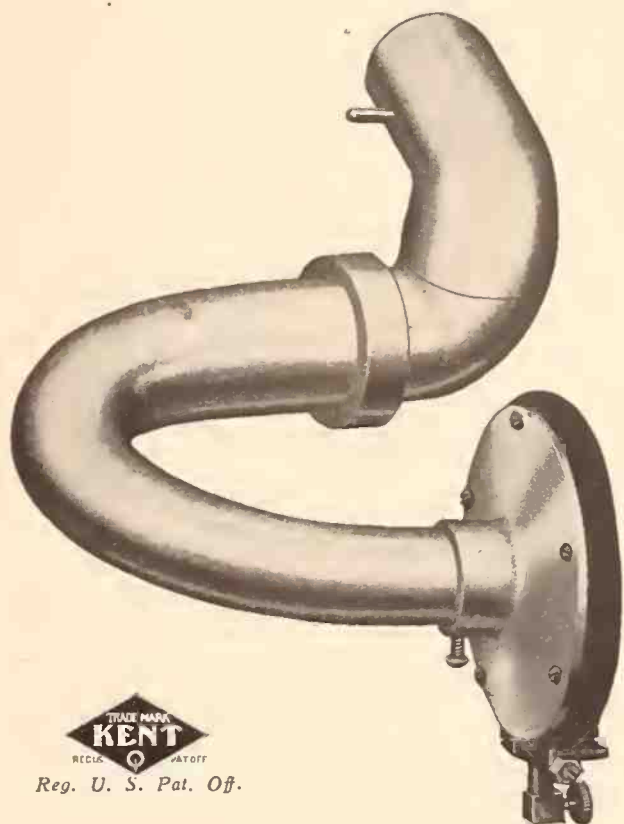
LATERAL CUT RECORDS

ON THE

EDISON DISC PHONOGRAPH

WRITE FOR

DETAILED
INFORMATION



Reg. U. S. Pat. Off.

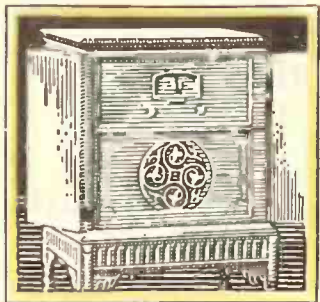
Made by

F. C. KENT COMPANY

IRVINGTON,
N. J., U. S. A.

Manufacturers of TONE ARMS, SOUND BOXES and ATTACHMENTS

The function of



Balkite A-7—Housed in a beautifully hand-carved walnut cabinet—in one of the finest pieces of radio furniture ever offered the radio public—by Berkey & Gay. Completely equipped including dynamic speaker.

Prices are slightly higher west of the Rockies

BALKITE BROADCASTS THE CHICAGO CIVIC OPERA EACH SEASON. HEAR IT THIS WINTER

CABINETS BY **FANSTEEL**
Berkey & Gay

Balkite Radio

Balkite Radio

is to open up a new market

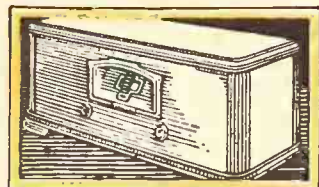
Not to compete with any existing receiver. Rather to serve a portion of the market that is still, in our opinion, untouched. The same market that is served in the automotive field by a fine car.

Serving this market demands, primarily, not price, but a combination of performance and simplicity. It calls for a receiver that matches the best standards of laboratory reception, yet is fool-proof in operation. That makes the purchaser conscious only of the engineering refinement of the finished product.

How well Balkite has done this job is now evident. The professional appearance of the chassis, the like of which radio has never seen before; the cabinets by Berkey & Gay; performance in competition; there's the evidence—not to mention the amazing and obvious simplicity of the whole job.

Regardless of what low-priced receiver you are already selling, Balkite means an opportunity to add to your volume. It gives you a higher unit of sale, a higher unit of profit, with service reduced to a minimum. When service is necessary, the Balkite Service organization, one of the greatest in the industry, is at your disposal.

Balkite is today a major factor in the radio market, backed by consistent advertising. Sell Balkite and share the profit. *Fansteel Products Company, Inc., North Chicago, Illinois.*



Balkite A-5—The Table Model. Walnut cabinet by Berkey & Gay.

Balkite A-3—The same, in a simple but slightly all-metal cabinet.

All models are identical in operation. The only difference is in the cabinet.

\$175 to \$450

Prices are slightly higher west of the Rockies.

FANSTEEL

Balkite Radio

CABINETS BY
Berkey & Gay

Lyon & Healy Hold Formal Opening of New Cleveland Branch

Early Fall Business Opens to Good Start in Cleveland Area—H. Lesser Co. Is Expanding—Victor Dealers Attend Showing of New Models—A. K. Dealers Meet

CLEVELAND, O., September 7.—Early Fall business has made a good start in Cleveland. There is a marked increase in advertising on the part of distributors and retailers and a number of full pages are being used in the newspapers. Some of the newer makes of radio receivers are being given a dominant place in retailers' displays and by the looks of things competition is going to be keener than ever in this field. The last of the meetings for dealers sponsored by wholesalers has taken place and contracts have been signed up and everybody is out after the business.

The H. Lesser Co., 706 Prospect avenue, which heretofore dealt exclusively in radio receivers and accessories, has added the Victor line of instruments, and Victor, Brunswick and Columbia records, sheet music and small goods.

The formal opening of the Cleveland branch of Lyon & Healy, on Huron road, on Saturday, September 1, was a big event in musical circles and the huge store was thronged with people throughout the entire day. President Durham and Vice-President De Acres were present from Chicago for the occasion. Remodeling of the store has been in process for the past month. Lyon & Healy purchased the business of the Carlton Music Co. and Gus Darmstadt, former proprietor, and his assistant, Cliff Barnes are now with the company, Mr. Darmstadt being manager of the band and orchestra section.

Henry Dreher, former president of the Dreher Piano Co., from whom the store was purchased, published an open letter to the Cleveland public setting forth his reasons for retirement from business and asking for continued support of his successors.

Victor dealers of northern Ohio were guests of the Cleveland Talking Machine Co., Victor distributor, at a luncheon and a business session, on Friday, September 7, at the Hotel Cleveland, the occasion being the arrival of the Victor Caravan. Howard Shartle, president of the Cleveland Talking Machine Co., presided and the guests were greatly impressed with the magnificent settings for the instruments as well as by the beauty and tone of the various models. These included the new Orthophonic Automatic 1035, new Electrola 1069 and new combination 954. They were all shown for the first time. Talks were made by G. J. Daly, who presented the new instruments. Howard Kupp spoke, outlining the advertising activities; N. H. Norvell, on sales analysis and the proper merchandising of the new line; A. W. Deas spoke on merchandising problems, and A. C. Tamburino on service problems. There was also a talk by a representative of the Bankers' Commercial Security Co., of New York. R. E. Kane, district sales manager of the Victor Co., was in charge of the Caravan.

A new music store has been opened at East Seventy-third street and Superior avenue under the name of the Gordon Music Co. The proprietor is A. Gordon. The entire Victor line is carried, as well as a complete stock of general musical merchandise.

The Cleveland Products, East Ninth street, distributor of the Balkite line of radio receivers, was host to dealers at a dinner and business meeting on Wednesday, September 5, at the

Hotel Cleveland. Addresses were made by factory representatives and officials of the company and sales and advertising plans were discussed. The various models were displayed and created a great deal of interest.

The annual meeting of Atwater Kent dealers took place at the auditorium of the Cleveland distributor, the Cleveland Distributing Co., 5205 Euclid avenue, on September 3, 4 and 5. There were three groups of dealers, and each group was present on a certain day. Heretofore it has been the custom to have the entire organization present at one time, but this was not very satisfactory as it was impossible for all those present to receive individual attention. R. H. Bechtol, president of the company, presided and there were talks by factory officials and those of the local company. The new models were on display and aroused a great deal of enthusiasm and many orders were booked. Dinner and entertainment took place in the evening at the Alcazar and Park Lane Villa hotels.

The Cleveland branch of the Starr Piano Co. has discontinued the wholesale end of the business and George N. Welsh is in charge of the branch. He was in charge of the Detroit store of the company for a year and has been with the factory for a number of years. The Prospect avenue store is now devoted to the sale of radio, the Atwater Kent line being handled exclusively.

The new line of Bosch receivers was displayed at the Park Lane Villa Hotel and northern Ohio dealers were entertained by the Republic Division of the Lake States General Electric Co., distributor. Howard Seabury, radio sales manager, presided and representatives from the factory spoke on merchandising plans for the coming season.

The H. C. Schultz Co., distributor for Sonora, has received samples of the new Sonora portable, which is arousing a great deal of interest among the trade. The new home at East Seventeenth street and Payne avenue is acknowledged to be one of the most complete music wholesaling establishments in Ohio.

The Acme Elec. & Mfg. Co., of Cleveland, is busy on the new radio receivers, AC-7 and AC-4. Judging from the interest shown by the trade a large volume of business will be done in the new models.

Kolster Compass Part of Byrd's Equipment

The Kolster radio compass, which will play an important part in the explorations of the Byrd Antarctic Expedition for the next two years, is being installed on the expedition's second ship, the "Chelsea," which will set sail in the Fall. This is a duplicate of the radio compass on the "City of New York," which sailed recently. It is announced that Kolster compasses and broadcast receiving sets are official equipment with the Byrd expedition, and reports to the Kolster Radio Corp., Newark, N. J., state that the equipment on the "City of New York" is proving entirely satisfactory.

Merchandise Wanted

Phonographs—Radios
Musical Merchandise

A well organized distributing organization wishing to increase its sales volume, without any capital outlay, seeks the representation of a Factory that will carry small stock in Distributor's Warehouse, and larger orders to be drop shipped from the factory. Have six travelers covering intensively the South—adequate warehouse space—and following amongst Music and Furniture Trade. Seeking only ONE PRODUCT OF MERIT.

Address Box No. 166

TALKING MACHINE WORLD
420 Lexington Avenue New York

Prepares for Radio Research Expedition

All-American Mohawk Malaysian Expedition Will Study Tropical Far Eastern Radio Problems in Borneo

Theodore Seelmann (left in photograph), mariner and amateur explorer, chosen to lead the first All-American Mohawk Malaysian Ex-



pedition to study tropical Far Eastern radio problems, and to prove the utility of the standard American radio receiver in even such a remote part of the world as Borneo, examining with W. J. Schnell, noted radio engineer and director of foreign research of All-American Mohawk Corp. laboratories in Chicago, the All-American Mohawk Lyric receiver and other radio apparatus, which will be part of scientific equipment of the expedition, said to be the first venture of its kind in radio.

Fine Atlas Plywood Showing

The Atlas Plywood Corp. and subsidiaries report for the full fiscal year ended on June 30 a combined net income of \$427,739 after all charges, including Federal taxes and interest, equivalent to \$7.06 a share earned on 60,600 shares of no par capital stock outstanding.

Start Radio Service Course

The Bushwick Evening Trade School, Brooklyn, N. Y., has started a course in radio service planned in consultation with manufacturers of radio equipment. The course consists of sixty lessons and includes the building of complete sets. Only those who have had the equivalent of two years in high school and are working in the industry are eligible.

VAN VEEN SOUND-PROOF BOOTHS and MUSIC STORE EQUIPMENT

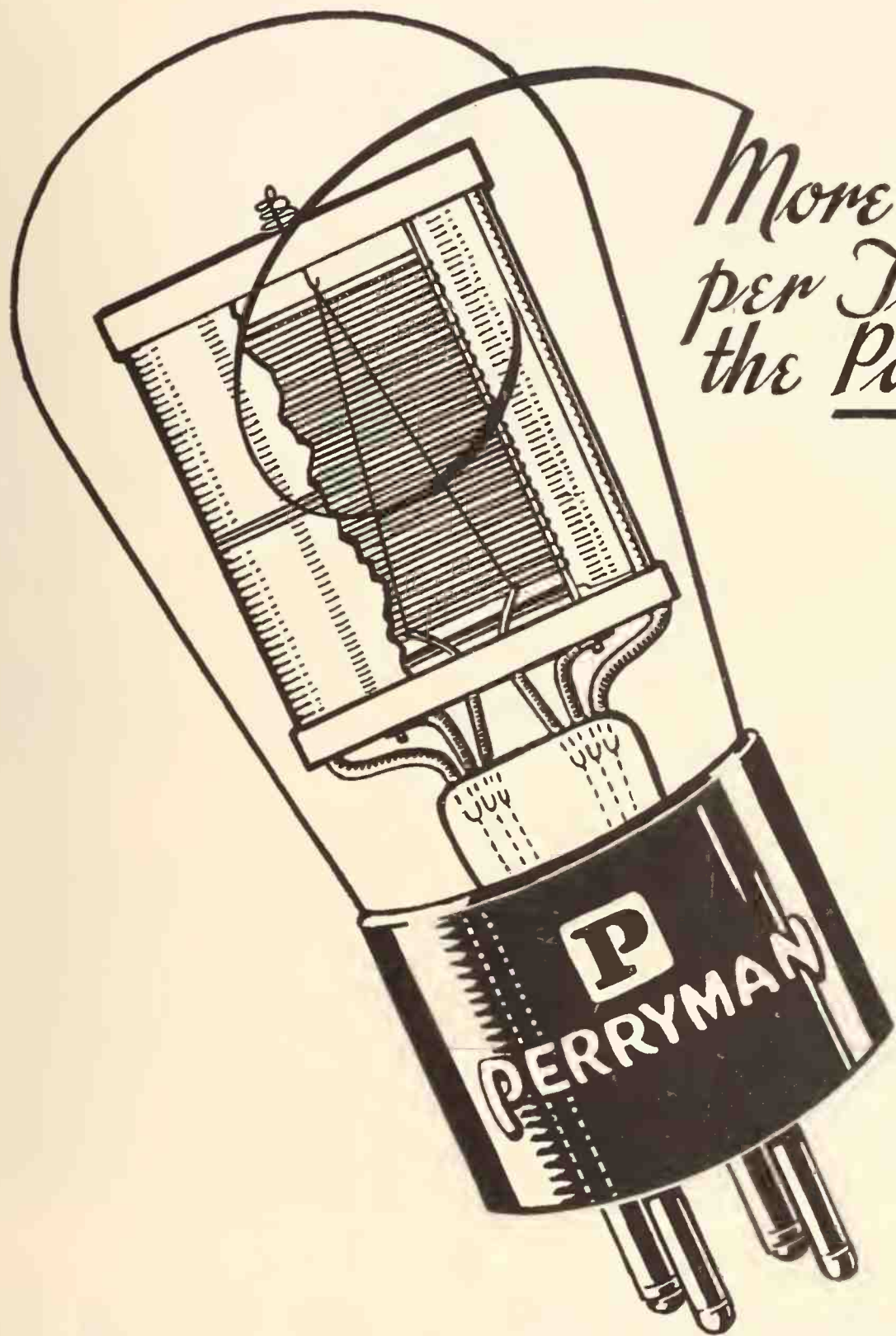
Write VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, New York City



PERRYMAN RADIO TUBES

"DISTANCE WITHOUT DISTORTION"



*More Hours of Service
per Tube because of
the Patented Bridge!*

Perryman Tubes deliver more hours of service per tube because of the patented Perryman Bridge

"More hours of service" means a lot to A. C. users and to dealers who sell A.C. Tubes. It means satisfied customers and fewer replacements. Perryman Tubes never cost the dealer a penny in replacements. They are unconditionally guaranteed to satisfy.

A. C. Tubes are frequently one third of the set in dollars and cents. Get our 1928 proposition. It assures extra profits and greater satisfaction.

Wholesalers Please Note

Proof that we have an interesting proposition for wholesalers will be furnished to you on request. Not by us alone, but by Perryman Wholesalers who have been with us for years and who will write you directly, telling you of their experiences with regard to sales, profits and cooperation.

PERRYMAN ELECTRIC COMPANY

INCORPORATED

33 West 60th Street

New York, N. Y.

Laboratories and Plant: North Bergen, N. J.



PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose





Buying Cows

¶ You would not buy a cow by candlelight. Yet that seems to be the way some dealers used to buy radio sets. Those days are gone. ¶ The successful dealer of today investigates the stability of the manufacturer. He carefully scrutinizes the Policy behind Dealer Appointments. He checks up Advertising. Above all he wants to know how the brand name stands with the Public TODAY.



By Candlelight!

¶ Candlelight days are gone. Consumer-light days are here. When the public knows that a certain Line stands for Scientific Quality and is manufactured to stay sold long after price is forgotten—why, that is the most profitable line for any dealer to handle. / / /

NOTE: The Kolster Line will be on display at the Annual Radio World's Fair in New York beginning September 17th. As you approach Booths 1 and 3, take note how strongly the beauty of the cabinets impresses you as you get your first glimpse. That first impression is valuable because that is the customer's point of view as he enters your store.

Cincinnati Music-Radio Dealers Report Revival of Business

Introduction of New Models Gives Fall Business Satisfactory Send-off—Fantle Adds to Display Space—Dealers Awaiting "Victor Caravan"—Other News

CINCINNATI, O., September 7.—Talking machine dealers report that business has revived to a considerable extent and the Fall season is starting off in a satisfactory way. The majority report that sales were better than usual during the past month and a greatly increased

demand is expected during the remainder of the present month.

The Biddle Brunswick & RCA Shop is showing the new line of Panatrope combinations, straight radio and loud speakers. Among these are the 5-KRO, with six tubes, known as the

"highboy" model, and the 5-KRO, with six tubes, a table model. Another new showing is the 5-NO, an eight-tube AC operated super-heterodyne cabinet model, straight radio. A new loud speaker that is attracting much attention is the Model A, which is of beautiful design and which has great eye-appeal.

Howard L. Chubb, of the Chubb-Steinberg Music Shop, has just returned from an extended stay in Canada, where he took a trip of six hundred miles through the Lake of the Woods, and during which he caught many fine fish. This firm has just added the Majestic radio to its line. "We had a good volume of business the past month, a feature of which was a fine demand for combinations," stated Mr. Chubb.

The M. W. Fantle Co., of which the popular Morris Fantle is the head, has added to its display space in order to have room to exhibit new lines taken on, including radio sets and a line of radio, radio cabinets made by Knoxville Chair Co., the Wolf Mfg. Ind., Showers Bros. and the I. A. Lund Corp. The company also will carry the RCA and Racon Dynamic speakers, installed in cabinets.

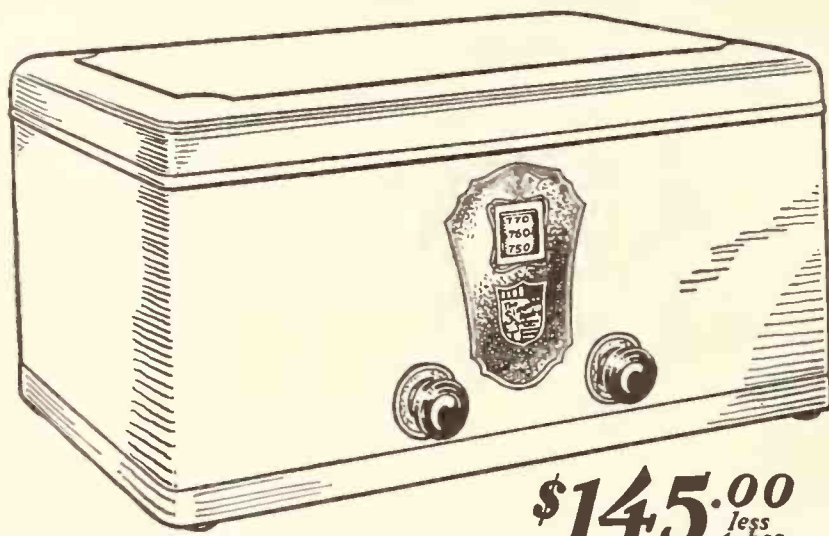
Ray Lammers, who a year ago moved his business to 123 East Sixth street, has just added a talking machine and record department to his small goods store. The Columbia line is being offered. Mr. Lammers will be showing another new line, this being the A. C. Dayton radio.

H. H. Sellers has been made local manager of the Panatrope division of the Brunswick Co., succeeding E. B. Daulton, who died suddenly the past month. It is announced that very soon the local branch will be in position to distribute the new Brunswick radio. The model 5-HO, a supply of which has just been received, is rapidly becoming very popular, it was stated. The Brunswick, it was explained, is making a novel departure, this being a tie-up of the Panatrope with the "talkies," especially with love scenes. The Brunswick recently recorded the hits of the new George White Scandals, made by stars of the show, and these are said to be "going over big," and also the Dixie series are in the same category as sellers.

It is announced that the "Victor Caravan" will arrive in Cincinnati on September 19, carrying several new Victor models. "We are looking forward with great interest to the arrival of this 'caravan,'" said C. H. North, vice-president of the Ohio Talking Machine Co., Victor distributor. "The new models will be exhibited in the Hotel Sinton in the afternoon, for the benefit of dealers in this city and surrounding territory, and there will be talks and demonstrations by officials of the company." The "caravan" will be in Louisville, at the Kentucky Hotel, on September 21, and in Indianapolis, at the Lincoln Hotel, on September 25.

"Our talking machine line is beginning to move more rapidly, and everything points to a good Fall season," said Carl J. Rist, manager for the George P. Gross Co.

Simplex Electric

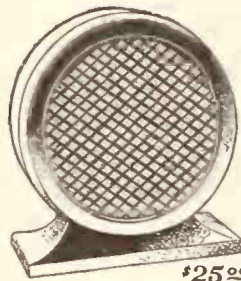


\$145.00
less tubes

A Startling New Instrument By Simplex. Pioneers In AC Radio. Originators of Single Dial Control

Tremendous power, house current stepped up to 650 volts, ordinary radios use but 180 volts. There is no comparison. High power means finer tone, deep full volume, greater range, greater selectivity. Simplex originated single control, other types soon became obsolete—so will 180 volt sets. See and hear this new engineering marvel. Be prepared for a surprise. The new Simplex has everything; illuminated dial, kilocycle calibration, heavy shielding throughout, voltage

regulator, safety fuse, built-in aerial, phonograph attachment, dynamic speaker jack. Never before so much radio for so little money and, it costs less than one cent per hour to operate.



A new type power motor (magnetic) cone speaker designed especially for high-power amplification

\$25.00

Cabinet prices include built-in Simplex Power Motor, (Magnetic) Cone Speakers.



The Puritan
\$40.00

The Carlton
\$75.00

The Patrician
\$115.00

The lowest priced Console in the Simplex line. A big value. Hand rubbed walnut. Grille work backed with heavy silk. Ideal for the small home or apartment.

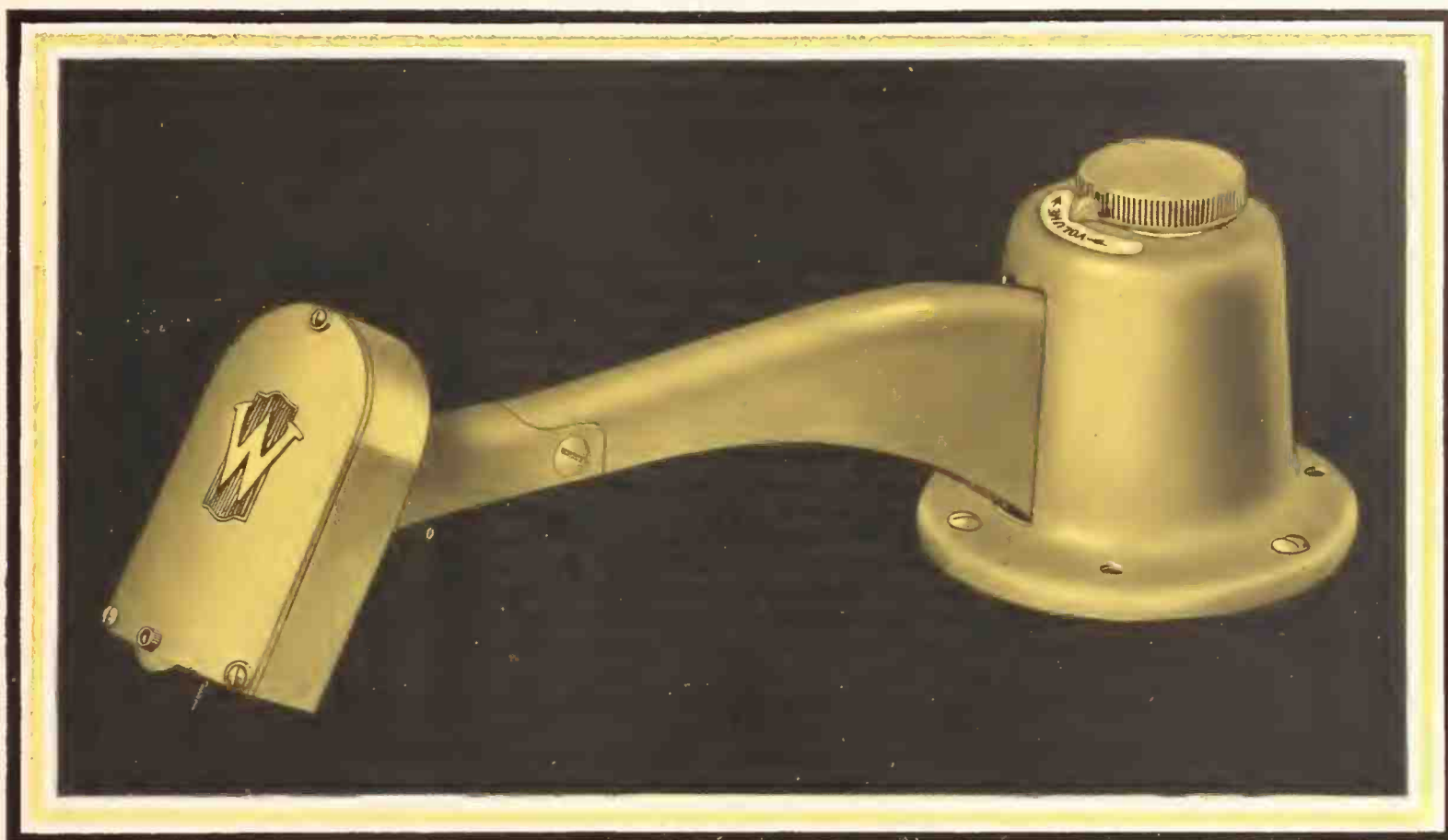
Sliding doors. Graceful. Distinctive. English walnut finish.

Radio - Phonograph combination. Install your present phonograph mechanism in this console and get orthophonic results through the radio amplifying circuit. A beautiful walnut console.

The Simplex Radio Co., Sandusky, Ohio

H. Lesser & Co. Add New Stores to Chain

CLEVELAND, O., September 5.—As part of its expansion program for the creation of a large chain of radio stores, H. Lesser & Co., 706 Prospect avenue, recently announced the purchase of two branch stores of the Euclid Music Co., at Detroit avenue and Warren road and at Euclid Heights boulevard and Coventry road. The Lesser Co. has also secured a five-year lease in the newly completed building at 2208 Lee road, where another branch will be located. The company contemplates further expansion through the opening of a new store in the East 105th street-Euclid avenue section and also several stores in Akron. The Lesser stores carry the Victor talking machine line and leading makes of radio equipment and are one of the most successful concerns in this section.



Announcing the
WEBSTER ELECTRIC PICK-UP
... built to Precision that Insures Fidelity of Tone

Because of the faithfulness with which it reproduces the entire musical scale, and the minute detail in which it preserves the finer harmonics and timbre of the various instruments, the Webster Electric Pick-up was one of the outstanding products exhibited at the recent Radio Trades Convention.

Since its initial showing at Chicago, where the most exacting comparisons were made, there has been a constantly increasing interest shown in it by wholesalers and dealers throughout the country.

The construction of the Webster Electric Pick-up embodies the most painstaking attention to microscopic detail. This is what is responsible for its remarkably life-like reproduction.

Each part is matched and finely balanced. A frictionless stylus bearing permits absolutely free travel of the needle in the record groove. The pick-up head is encased in a dead metal, die cast housing, which is a decided factor in the elimination of objectionable resonance. The supporting arm is of the cantilever type,



suspended in snugly fitting bearings that are free from rattles and lost motion.

The sum total of this precision construction is an insurance of absolute tone fidelity. However, there is only one way in which you can prove to yourself the finer tone qualities of the Webster—that is by an actual comparison, side by side, with others in the field.

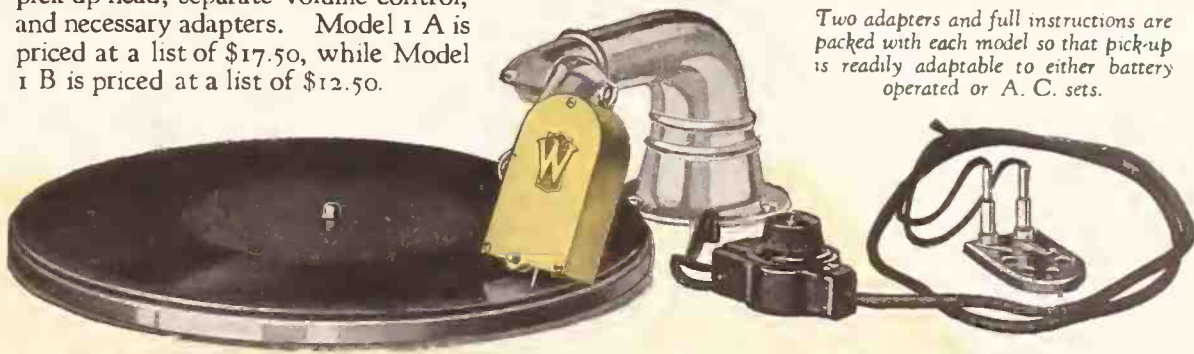
The Webster Electric Pick-up is available in two models. Model 1 A includes pick-up head, supporting arm with a volume control incorporated in the base—an exclusive Webster feature—and necessary adapters. The Model 1 B includes pick-up head, separate volume control, and necessary adapters. Model 1 A is priced at a list of \$17.50, while Model 1 B is priced at a list of \$12.50.

A very complete and practical assortment of sales helps—catalog pages, envelope enclosures, etc.—are supplied. Both models are packed in attractive self-selling counter display cartons—one Model 1 A to a carton and three Model 1 B to a carton—a small enough quantity to permit a constant stock yet secure quick turnover. The usual wholesale and retail discounts apply.

The manufacturer is of long and reputable standing in the electrical field. Many of the leading jobbers have already placed their orders for this remarkable new pick-up—if your jobber has not already done so, order direct.

WEBSTER ELECTRIC COMPANY
RACINE, WISCONSIN

Two adapters and full instructions are packed with each model so that pick-up is readily adaptable to either battery operated or A. C. sets.



Webster
Electric
Pick-up

Fifth Radio World's Fair

Comprehensive Program Arranged for the Annual Exposition
in Madison Square Garden, New York, September 17-22

THE Fifth Annual Radio World's Fair, to be held in Madison Square Garden, New York City, September 17 to 22, inclusive, promises to be the greatest and most complete exposition of radio products ever held in the metropolis, according to plans which are under way as this issue of *The Talking Machine World* goes to press. The fair is conducted annually under the direction of U. G. Hermann, managing director, and G. Clayton Irwin, Jr., general manager, in co-operation with the Radio Manufacturers' Association, Inc.

Special plans have been made for the entertainment and profit of dealers and jobbers. Not only will they have an opportunity to examine, unhurriedly, the newest in radio during the Trade Show hours, 11 a. m. to 1 p. m. each day, excepting Monday, but through the co-operation of Harold J. Wrape, president of the Federated Radio Trade Association, and Irwin Kurtz, president of the Talking Machine & Radio Men, Inc., New York, they will have a chance in joint meeting to thrash out many important problems. This joint meeting will be held on Wednesday, September 19. On the list of speakers for the combined meeting are Mr. Wrape and Mr. Kurtz, G. Clayton Irwin, Jr., general manager of the Radio World's Fair, and L. S. Baker, managing director of the National Association of Broadcasters.

Tuesday, September 18, has been designated as National Radio Festival Day, to be observed all over the nation by radio men and radio fans, reaching its climax with the Radio Industries banquet, at the Hotel Astor, in the evening. This is sponsored by the three national radio associations, the Radio Manufacturers' Association, the National Association of Broadcasters and the Federated Radio Trade Association. Affairs of the banquet are being directed by a committee of 140 prominent radio men, with Paul B. Klugh, Chicago, vice-president and general manager of the Zenith Radio Corp., as general chairman. The banquet will feature a two-hour broadcast, from 10 to 12 p. m. Eastern daylight saving time. More than seventy-five radio stations affiliated with the National Broadcasting Co. and the Columbia

Broadcasting System already signified their intention of participating in this event, and it is believed that this number will be greatly increased by September 18, when probably 100 stations will be in the hook-up. The program which is to be broadcast will be one of the most costly ever put on the air, and artists have been selected from among the most notable in America to entertain the 3,000 guests attending the banquet and the 40,000,000 guests who will listen in. The cost of this broadcast to the Pacific Coast is being borne jointly by the Radio Manufacturers' Association and the Radio Trade Associations west of Denver.

Many internationally known stars have already been selected as entertainers. Mme. Ernestine Schumann-Heink will sing through the courtesy of the Radio Corp. of America. Paul Whiteman and His Orchestra will be the Columbia Phonograph Co.'s contribution. John Charles Thomas, concert and opera baritone, is sponsored by the Fansteel Products Co., Inc. Fannie Brice was chosen by the Crosley Radio Corp. Vincent Lopez and His Orchestra will entertain through the courtesy of the Kolster Radio Corp. Moran and Mack have been selected as the musical representatives of Grigsby-Grunow Co. Ben Selvin and His Band, John Parker, tenor, and Andy Sannella and his Spanish guitar, will appear under the auspices of the CeCo Mfg. Co. Six or seven other features of equal prominence will be added, the committee states. Three announcers of national fame will preside at the broadcast, Graham McNamee, Milton Cross and Louis Witten.

The banquet broadcast and radio festival are likewise the highlights of the Radio Week which the Federated Radio Trade Association is sponsoring throughout the country. Radio Week runs concurrently with the Radio World's Fair in New York City, and will afford thousands of dealers an opportunity to turn the spotlight on their products for six days. In Chicago and other large cities special emphasis is being placed on Radio Festival Day, while Buffalo, St. Louis, Cincinnati, Rochester and many other cities will hold local radio shows patterned on the Radio World's Fair, approaching an extensive tie-up.

General Chairman Klugh has arranged to stimulate the interest of dealers and listeners in the radio industries' banquet broadcast and national radio festival by mailing 30,000 dealers a handsome two-colored window hanger, with attention-compelling copy and the message that it is advisable for the reader to get a modern radio receiver, or at least get his old set in condition to enjoy the good-will offering of the radio industry, which will come through all the important stations of the country on the evening of September 18.

Following are the local Associations which the Federated Radio Trade Association anticipates will foster and promote, locally, Radio Week: Wisconsin Radio Trade Association, Milwaukee; Memphis Dealers' Association; South Florida Dealers' Association, Tampa; Indiana Radio Trade Association, Ft. Wayne; Dayton Radio Dealers' Association (Ohio); Kansas City Electric Club (Mo.); Michigan Radio Trade Association, Detroit; Midwest Radio Trade Association, Chicago; Oklahoma City Radio Club, Northwest Radio Trade Association, Minneapolis; Talking Machine & Radio Men, Inc., New York City; Rochester Radio Trade Association; St. Louis Radio Trade Association; Buffalo Radio Trade Association; Colorado Radio Trade Association, Denver; Lehigh Valley Radio Trade Association, Allentown, Pa.; Columbus Radio Trade Association (Ohio); Pacific Radio Trade Association, San Francisco; New Haven Radio Dealers' Associa-

tion (Conn.); Richmond Radio Dealers' Club (Va.); Radio Trade Association of Southern California, Los Angeles; New Bedford Radio Dealers' Association (Mass.); Dallas Radio Trade Association; New Orleans Radio Association; Akron & Summit County Radio Trade



Herbert H. Frost, RMA President

Association, Akron, Ohio; Radio & Music Trade Association, Seattle, Wash.; Canton Radio Dealers Association (Ohio); Dakota Radio Apparatus Co., Yankton, South Dakota; Radio Council of the Chamber of Commerce of Pittsburgh; Newark Jobbers' Association, Radio Merchants' Association, Inc., Washington, D. C.; Radio Club of Quebec, Quebec, Canada; Omaha Radio Trade Association; San Antonio Radio Trade Association; Mountain States Radio Trade Association, Salt Lake City; Rockford Radio Trade Association (Ill.); Bridgeport Radio Trade Association (Conn.); Oregon Radio Trade Association, Portland, and York Radio Trade Association (Pa.).

A complete television broadcasting studio and a battery of televisior receivers will be in operation during the week at Madison Square Garden, it has been announced by G. Clayton Irwin, Jr., general manager. It was stated that the studio will be constructed so that objects or persons before the televisior transmitter "eye" can be seen on the screen of the receivers as large as five inches square.

"Much needless mystery now surrounds television, and some of the claims made for it are extravagant," said Mr. Irwin. "The World's Fair and the Radio Manufacturers' Association are determined that the exact status of the art shall become known."

The latest television apparatus as developed in the laboratories of the General Electric Co., by Dr. E. F. W. Alexanderson, will also be shown. Dr. Alexanderson's new apparatus marks an important step in television, it is said, transmitting pictures twelve inches square. This advance is made possible, it is announced, through the utilization of the Moore Crater lamp, a Neon tube of greater brilliancy than heretofore used. Dr. Alexanderson points out that television is still in the experimental stage, and that much research must be made before it can be perfected to a point where it will be commercially practicable. He said that television broadcasts from the General Electric Co.'s laboratories at Schenectady, N. Y., are being carried on to stimulate amateur interest in television, and that reports from points as far distant as Los Angeles indicated that good results were being obtained.

"Radio Queen" for 1928



Miss Lita Korbe, of New York City, was recently announced as Radio Queen of America by Joseph V. McKee, president of the Board of Aldermen of New York City. Miss Korbe submitted the best essay on "What Radio Means to Me." The accompanying photograph shows: Mr. McKee, Miss Korbe, G. Clayton Irwin, Jr., and Morris Metcalf, vice-president of the American Bosch Magneto Corp. and chairman of the RMA Show Committee.

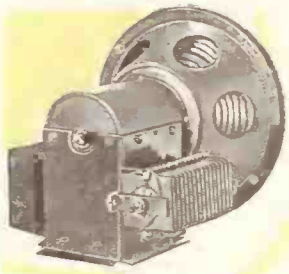
LIST OF EXHIBITORS

The Fifth Annual Radio World's Fair

MADISON SQUARE GARDEN, NEW YORK CITY

September 17 to 22, 1928

Company	Booth Number	Company	Booth Number
A-C Dayton Co.	CC-10	Jensen Radio Mfg. Co.	BB-1
Acme Wire Co.	EE-10-11-12	Jewell Electrical Inst. Co.	BB-14
Adler Mfg. Co.	N-5	Karas Electric Co.	BB-15
Aero Products, Inc.	BB-8	S. Karpen Bros.	CC-18 & 20
Aerovox Wireless Corp.	GG-1	Kellogg Switchboard & Supply Co.	G-7
All-American Mohawk Corp.	K-5	Knapp Electric Co.	II-6
Aluminum Co. of America	BB-7	Kodel Radio Corp.	E-1
American Bosch Magneto Corp.	H-3	Kolster Radio Corp.	F-1 & 3 & CC-13-15
American Reproducer Corp.	CC-16	Knight Radio Co.	DD-6
Amplion Corp. of America	DD-8	I. A. Lund Mfg. Co.	Z-4 & 5
Amrad Corp.	BB-2 & 4	C. R. Leutz, Inc.	DD-10
Apex Mfg. Co. [Division of U. S. Elec. Corp.]	DD-3 & 4	Magnavox Co.	BB-3
Arcturus Radio Co.	O-7	P. R. Mallory & Co., Inc.	II-6
Argus Radio Corp.	DD-11	Marti Electric Radio Co., Inc.	CC-2
Atwater Kent Mfg. Co.	C-1 & CC-9	Minilux Corporation	EE-6
Airking Products Co.	Y-6	Musical Products Co., Inc.	T-3 & 5
F. A. D. Andrea, Inc.	CC-6 & 8	Leslie F. Muter Co.	A-2
Bakelite Corp.	E-7	Markel Electric Products, Inc.	AA-9
Nathaniel Baldwin, Inc.	DD-8	National Carbon Co., Inc.	B-5 & 7
Berkey & Gay Furniture Co.	BB-10 & 12	National Co., Inc.	FF-5
Best Mfg. Co.	CC-1	Newcombe-Hawley, Inc.	DD-13
Geo. C. Blackburn Co.	CC-1	Pacent Electric Co.	EE-1
L. S. Brach Mfg. Co.	E-3	Perryman Electric Co.	DD-7
Bremer-Tully Mfg. Co.	D-1	Philadelphia Storage Battery Co.	O-3 & 5
Bright Star Battery Co.	DD-18	Pilot Electric Mfg. Co.	DD-2
Brooklyn Metal Stamping Corp.	DD-5	Polymet Mfg. Corp.	EE-9
Buckeye Manufacturing Co.	CC-18, 20	The Pooley Co.	G-3
Burgess Battery Co.	A-1	Racon Electric Co.	BB-14
Burt Bros., Inc.	BB-6	Radio Allied Mfrs. Corp.	BB-10 & 12
B. B. L. Speaker Co.	GG-5	Radio Corp. of America	J-5 & 7
Bush & Lane Piano Co.	EE-2	Radio Vision Corp.	EE-5
Cable Supply Co.	DD-5	Raytheon Mfg. Co.	D-2
Carter Radio Co.	AA-2	Red Lion Cabinet Co.	CC-11
Case Electric Corp. [Division of U. S. Elec. Corp.]	DD-3 & 4	The Rola Co.	Z-6
CeCo Manufacturing Co., Inc.	BB-20	St. Johns Table Co.	BB-19
Chicago Solder Co.	AA-3	Samson Electric Co.	I-9
Chicago Telephone & Supply Co.	K-1	Sangamo Electric Co.	EE-10-11 & 12
Clarostat Mfg. Co., Inc.	FF-2	Scovill Manufacturing Co.	HH-1
Colonial Radio Corp.	V-1 & 3	Shamrock Mfg. Co.	GG-6
Columbia Phonograph Co.	H-7	Showers Brothers Co.	BB-16
Cornish Wire Co.	CC-19	Silver Marshall, Inc.	CC-7
Crosley Radio Corp.	L-1	Slagle Radio Co. [Division of U. S. Elec. Corp.]	DD-3 & 4
E. T. Cunningham, Inc.	B-1 & 3	Sleeper Radio & Mfg. Corp.	CC-17
DeForest Radio Co.	L-5	Sonatron Tube Co.	DD-4
DeJur Products Co.	FF-1	Sonora Phonograph Co.	K-3
Tobe Deutschmann Co.	CC-3	Sparks-Withington Co.	F-5 & 7
Diamond Electric Corp.	T-5	Spaulding Fibre Co., Inc.	W-3
Dongan Electric Mfg. Co.	BB-17	Steinite Radio Co.	CC-14
Thos. A. Edison, Inc.	N-1-2-3	Stettner Phonograph Corp.	DD-16
Electrad, Inc.	II-4	Stevens Mfg. Co.	HH-7
Electrical Research Labs.	K-7	Stewart Warner Speedometer Corp.	G-9
Elkon Works	II-6	Stromberg-Carlson Telephone Mfg. Co.	C-1-3 & 5
Electro Motive Eng. Corp.	Z-2	Fred C. Strype	FF-3
Emerson Radio Phono. Co.	O-7	Sturges Multiple Battery Corp.	DD-15
Empire Electric Products Co.	BB-15	Superior Cabinet Co.	CC-18 & 20
Fansteel Products Co.	H-5	Superior Cabinet Corp.	CC-4
Farrand Mfg. Co., Inc.	L-7	Supreme Instruments Corp.	GG-4
Federal-Brandes, Inc.	F-1 & 3	Sylvania Products Co.	BB-13
Federal Furniture Factories, Inc.	BB-5	Sunlight Lamp Co.	EE-4
Federal Radio Corp.	K-9	TALKING MACHINE WORLD	GG-2
Ferranti, Inc.	AA-1	Tectron Radio Corp.	II-5
Robert Findlay Mfg. Co., Inc.	HH-4	Temple, Inc.	I-7
Freed-Eisemann Radio Corp.	G-5	Thordarson Elec. Mfg. Co.	I-5
French Battery Co.	E-5	Television Society	S-3
Chas. Freshman Co., Inc.	H-1	Tyrman Elec. Co.	S-7
Herbert H. Frost, Inc.	K-1	United Radio Corp.	C-7
Al Friedman, Inc.	HH-6	Utah Radio Products Co.	J-9
General Radio Co.	V-7	United Scientific Labs., Inc.	Z-1
Gray & Danielson Mfg. Co.	K-1	Universal Electro Chemical Co.	II-2
A. H. Grebe & Co., Inc.	I-1 & 3	Universal Electric Lamp Co.	FF-4
Greene-Brown Mfg. Co.	K-7	U. S. Electric Corp.	DD-3 & 4
Grigsby-Grunow Co.	BB-9 & 11	Victor Talking Machine Co.	L-3
Graybar Elec. Co.	CC-12	Victoreen Radio Co.	CC-1A
Hamilton Manufacturing Co.	BB-19	Vitalitone Radio Corp.	EE-3
Hammarlund Mfg. Co.	DD-9	Walbert Mfg. Co.	I-7
Louis Hanson Furniture Co.	BB 10 & 12	Wasmuth Goodrich Co.	S-1
Hardwick-Field, Inc.	TE-10-11 & 12	Watsontown Table & Furniture Co.	N-7
Hartford Battery Mfg. Co.	DD-14	Westinghouse Elec. & Mfg. Co.	O-1
Howard Radio Co.	V-3	Weston Electrical Inst. Corp.	CC-5
Howard Radio Co.	V-3	Wiz Mfg. Co.	DD-6
Hoyt Electrical Inst. Works	GG-4	Yahr & Lange, Inc.	HH-5
Home Furniture Co.	T-8	Zenith Radio Corp.	J-1 & 3
F. A. Hinnners & Co., Inc.	Z-3		
Ideal Radio Cabinet Mfg. Co., Inc.	FF-7		



Dynamic Unit Chassis

Hitting the Bull's-eye of popular demand!



DC 507



DX 505

WHAT'S exactly what O'Neil Dynamics have done. As the O'Neil Magnetic Speakers were famous in past years so are these new Dynamics—and they received the same instantaneous and enthusiastic approval.

All that you can ask of a speaker, the O'Neil does—and in a better way. The breath-taking pauses of the vocalist, the soft tonal shadings of the instrumentalists, the majestic vibrancy of an organ or orchestra are reproduced without rattle or distortion. The entire broadcast is reproduced with unusual fidelity to the artist.

Volume sales are further assured by the exceptionally fine cabinet work and moderate prices of O'Neil Speakers. The Model DX 505 is the one to use as your leader.

Handling the famous O'Neil Line will bring you big profits. Made right—O'Neil Speakers stay sold. If you haven't already written, do so at once, and we will send you full details of our dealer's proposition.

O'NEIL MANUFACTURING CORPORATION

—the famous O'NEIL Radio Speakers
West New York, N. J.

Model DX 505—Fitted with our dynamic speaker, equipped with a standard dry disc Rectifier and powerful transformer for operation from A.C. 110 volts house current. No other auxiliary apparatus required, \$65.00.

Model DC 507—Equipped with our dynamic unit. Finished in a beautiful two-tone walnut to match the popular sets. Small in size, 13¼-in. high by 12¼-in. wide by 11½-in. deep. Operates from 6-volt storage battery or 6-volt battery eliminator. List, \$50.00.

Model A506—Same cabinet as above. Ready to operate from any A.C. 110-volt, 60 cycle lighting circuit. List, \$60.00.

Model A508—Like above, except that it is made to operate from a D.C. lighting circuit. List, \$50.00.

Dynamic Unit Chassis

A.C. Model A510—For A.C. light socket operation, equipped with dry disc rectifier and powerful transformer 110 v., 60 cycles. List, \$45.00. In Baffle Box, \$2.50 extra.

O'NEIL
DYNAMIC SPEAKER

* O'NEIL speakers are licensed under the Lektophone Patents.

Trade News of the Richmond Territory

New Home of the Corley Co. Is One of Finest Music Establishments in South—Complete Plans for Radio Show

RICHMOND, VA., September 5.—When the Corley Co. moves into its new home, about the middle of this month, it can boast of a music house as fine as if not the finest of, any in the entire South. Finishing touches are now being put on the interior of the building, preliminary to its being occupied. It is a three-story structure, with basement, extending from Broad through to Grace street, having a total floor area of approximately 35,000 feet. It has a frontage of twenty-eight feet and depth of more than 300 feet. It stands on the site of the former Corley store, destroyed by fire last Fall, but is larger than the old building.

The firm had hoped to get into its new store on September 1. During the past year it has been occupying temporary quarters at 217 East Broad street. It will continue to handle a comprehensive line of Victor goods.

Plans have been perfected for Richmond's third annual radio show, which will be held in the Mosque ballroom for five days commencing September 18. It was decided to hold it in the Mosque this year because of the ample floor space that is available. This will make possible the most elaborate radio show ever staged in Richmond and is expected to result in a great increase in attendance. A large number of exhibitors will have space at the exposition.

According to Kenneth Lord, manager of the phonograph department of the Columbia Furniture Co., combination instruments are becoming more and more popular. He says that Victor combination models priced at \$250 are selling almost as fast as they are coming in. The \$450 model is also a good seller. This store is arranging to take on the Atwater Kent line of radios again about October 1. It gave up the line about a year ago when it discontinued its radio department.

Charles J. Rey, manager of the Richmond office of James K. Polk, Inc., distributor of Polk-phones, Okeh records and Perfection repair materials, says that merchants in his territory continue to buy principally for immediate needs, but he is expecting to do a substantial volume of Fall business despite this practice on their part.

Mrs. Manly B. Ramos, proprietor of the Manly B. Ramos music store here, which handles the Sonora line of phonographs, is back from a pleasure trip North. On the trip she visited relatives in Orange, N. J., and in New York. She reports a brisk demand.

Powel Crosley Addresses Texas Dealers by Radio

CINCINNATI, O., September 6.—Using two radio stations and a land wire circuit 3,000 miles long, Powel Crosley, Jr., president of the Crosley Radio Corp., was, on August 29, enabled to address a meeting of authorized Crosley dealers being held in San Antonio, Tex., from the home office of the company in this city. Unable to attend the meeting, which was sponsored by the Southern Equipment Co., because of pressing business, Mr. Crosley made arrangements to lease wires between the Crosley station WLW and WOAI San Antonio station. This was accomplished and Mr. Crosley addressed the dealers in this novel manner.

The Diamond Music Shoppe, Rochester, N. Y., was recently incorporated at Albany with a capital stock of \$10,000 to deal in musical instruments. The incorporators are: Elizabeth Earts, Harry Barts and Joseph Diamond.

One of eight models created by the ROBT. W. IRWIN CO. GRAND RAPIDS



Sensationally acclaimed by many of the country's largest and most influential wholesalers and retailers! Radio has never before seen such gorgeous furniture at such extraordinary prices.

Booth No. P-5, Mezzanine Floor, Madison Square Garden
at the New York Show

EXCLUSIVE NATIONAL FACTORY REPRESENTATIVES

MADDEN-SCHENKEL COMPANY
INCORPORATED
19 West 44th Street New York

ARCTURUS

How

New York's

Biggest

Tube Retailer

Boosted

Tube Sales

With

ARCTURUS

Increase YOUR
Tube Profits
This Way

WALTHAL has a chain of eight large radio stores throughout greater New York—sells more tubes than any other radio retailer in that section of the country.

Arcturus A-C Long Life Detector Tubes operate in 7 seconds—against 30 to 60 seconds for other tubes. A demonstrable advantage which a keen merchandiser like Walthal was quick to recognize.

Walthal arranged window and store displays demonstrating the Arcturus 7-second action—"where" as Walthal states, "the most sceptical customer was instantly won over after he had compared the tubes himself."

You can also boost tube sales just as New York's biggest tube seller did with Arcturus A-C Long Life Tubes. There's an Arcturus Tube for every purpose. Write for detailed information.

ARCTURUS RADIO
COMPANY

255 Sherman Avenue
Newark, N. J.

ARCTURUS

Percy Kimberly Dies Following Accident

President of Kimberly Radio Corp. Suffered Fatal Injuries in Auto Mishap—Long Identified With Trade

Injuries sustained by Percy R. Kimberly, president and general manager of the Kimberly Radio Corp., Chicago, in an automobile accident, at Barrington, Ill., the night of August 27, resulted in his death the following day. With Mr. Kimberly in the accident were Mrs. Kimberly and the houseman, who was driving. Mrs. Kimberly suffered a broken arm and lacerations about her head; the houseman suffering only minor bruises.

Entering the piano business in 1901 with the Bush & Gerts Piano Co., in Chicago, Mr. Kimberly remained identified with the music and radio industries until his death. He served until 1907 as assistant manager of the Bush & Gerts Co., joining the Cable Piano Co. in Chicago as assistant manager, later being advanced to vice-president and general manager. He held that position until joining the Rudolph Wurlitzer Chicago branch in 1916 as general manager.

In 1923, with the radio business looming as a factor in the music world, Mr. Kimberly organized the Music Trade Radio Corp., the corporate name of which was changed in 1927 to the Kimberly Radio Corp., resigning from the Wurlitzer Co. to actively manage his new organization as president.

From its inception, the Music Trade Radio Corp. and Kimberly Radio Corp. served in the distribution of Zenith radio sets in Chicago and the Middle Western territory. Founded when the radio industry was in its infancy, his organization has steadily grown and today is one of the most successful Middle Western distributors of radio. Zenith is still the featured line. Besides his widow, Mr. Kimberly is survived by a daughter, Mrs. James W. Barrett, Jr., a sister, Mrs. Cora Jenny, of Salina, Kansas, and a brother, Edwin, of Omaha, Nebraska. Funeral services were held August 30th at Rosehill Chapel, Rosehill Cemetery, Chicago. Temporary interment was at Rosehill Cemetery. Mr. Kimberly was a well known and popular figure in the music-radio trade and a nationwide host of friends will mourn his passing.

New Finance Plan for RCA Dealers

Arrangements have been completed by the Commercial Investment Trust Corp., with the Radio Corp. of America for the handling of time-payment paper for RCA authorized dealers throughout the country, it was announced recently. A new finance plan has been inaugurated, designed to enable RCA dealers to avail themselves of time-payment facilities on a sound basis and on terms advantageous to the dealer and his customers. It is announced that the new plan will be made immediately available to the 160 distributors and 11,000 dealers of the Radio Corp. of America.

Paul A. Kober Now With the Daven Corp.

Paul A. Kober has been appointed television engineer of the Daven Corp., Newark, N. J., according to a recent announcement by C. B. L. Townley, sales manager. Mr. Kober was formerly engaged in television development work with the General Electric Co., and was the first engineer of that organization to receive a Charles A. Coffin Foundation award for his outstanding services and contributions to the electrical art.

Berg Co. Announces Four New Portables

Introduction of New Models Made Early in the Season for the Purpose of Stimulating the Retail Trade

The Berg A. T. & S. Co., Long Island City, N. Y., manufacturer of Berg Artone portables, has introduced to the trade four new models, known respectively as No. 829 at \$15, No. 529 at \$20, No. 229 at \$25, and the new Artone



E. R. Manning

Grand portable at \$35. These models are the 1929 models and were originally planned to be presented to the trade at the beginning of the new year. In order to increase the business of the talking machine dealer during the Fall months it was decided to introduce these models to the trade at this strategic time.

In referring to the introduction of the new Berg Artone line, E. R. Manning, treasurer and sales manager of the organization, stated to a representative of The Talking Machine World: "The day has passed when portables are purchased as a toy or for rough camping use, although there is still a market for that purpose. At the music convention and during the RMA Radio Convention in Chicago during the month of June, 1927, we introduced to the trade our first DeLuxe portables with long tone chambers. The reception by the trade was sufficiently encouraging to justify our going further with the long horn idea and we next put it into \$25 and \$20 models. In the new line which we are now introducing we have also incorporated the long horn in the \$15 model.

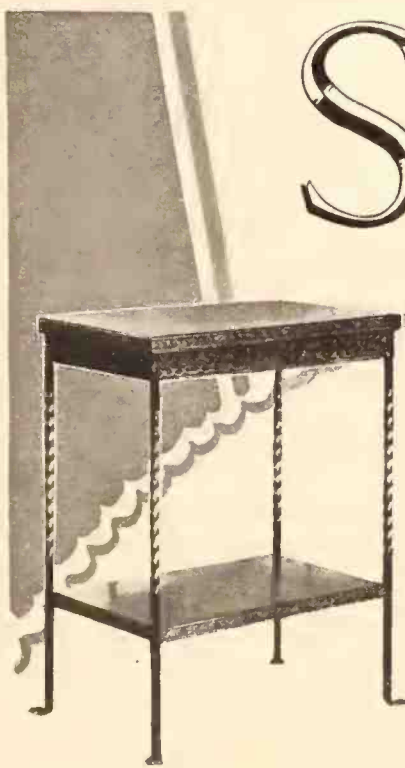
"We find that the buying public is demanding better grade portables and are extremely interested in the tone of the instrument. They want a loud tone, but it is not noise they want but they listen for the same resonant tone they expect from large phonographs. We are specifically catering to this demand in the production of our new line. While the tone value is primary, eye value, especially in better grade portables, is also very important. We believe that the demand is toward richer color effects rather than bizarre coloring and have prepared our line accordingly."

Grant Laying Marries

Even in the midst of the busiest season so far known to radio industry, Captain Grant Laying, vice-president and general manager of the Twentieth Century Corp., Brooklyn, N. Y., exclusive Crosley distributor in the Metropolitan district, found time to get married and go on a honeymoon trip. The present Mrs. Laying is the former Miss Virginia Leonard. The marriage was solemnized at Auburn, N. Y., on August 25.

SMITHCRAFT

EXPRESSES THE MODERN TREND IN FURNITURE



Model "B" (above) - - - List \$17.50
Made of wrought iron and high-grade furniture steel. Choice of colors. Top size, 23"x14".



Model "C" (above) - - - List \$19.50
Similar in construction to Model B, but designed to accommodate sets too large for Models A & B. Top size 26"x16".

The Beauty of Wrought Iron Furniture has no Equal

The present day vogue for metal furniture is reflected in the tremendous popularity of Smithcraft Wrought Iron Tables and Benches.

Truly artistic in design and finish, light in weight, yet ruggedly serviceable, these Smithcraft models represent the ultimate in furniture beauty and utility. Designed originally for radio use, they are also ideal for general use in the home.

All Standard Sized Sets Easily Accommodated

Smithcraft Tables easily accommodate all standard sized receivers with base dimensions 30"x16" or less. You need no large stock of various sizes to fit individual sets. You will find, too, that the charm of these Smithcraft models will instantly appeal to your trade and greatly help your radio sales.

Wide Choice of Designs and Colors Offered

The following attractive color combinations in various designs are available in the Smithcraft line: Antique Brown and Pale Gold, Black and Silver Grey, Chinese Vermilion and Black, Blending Greens, Yellow Ochre and Black, Hammered Silver, Black and Pale Gold, Polychrome, Blue Gray. All Tables and Benches, except models "D" and "F," are shipped knocked down. F.o.b. factory; prices slightly higher in the West. They are easily and quickly set up by the adjustment of a few screws.

JOBBERS—Valuable territory is still available. Write us for full distribution details.

DEALERS—If your jobber cannot supply you, order sample direct on your letterhead—or we will ship C.O.D. if desired.



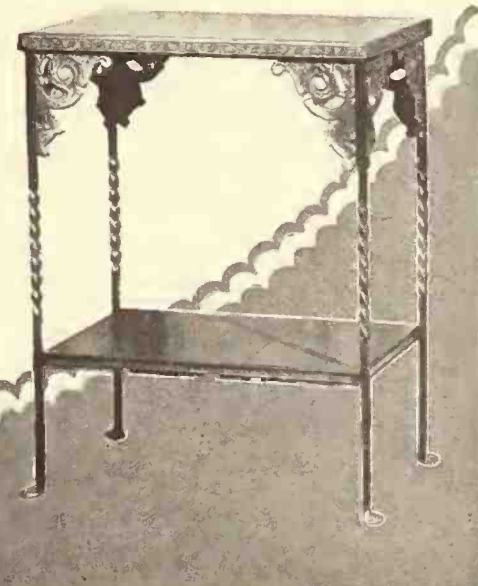
Model "D" Console (above) - List, \$32.00
Console construction permits use of either magnetic or dynamic speaker. Plenty of room for power unit. Top size same as Model C.



Model "F" (above)—Queen Anne Table, \$47.50
Completely wrought iron; combines the charm of period design with utility. Top size, 30"x16"



Model "J" Bench (below) List, \$7.00
Made of wrought iron, with upholstered seat; very sturdy—unbreakable, choice of colors.



Model "A" (below) - - - List, \$14.00
Will accommodate majority of radio sets. Very sturdy. Made in all colors. Top size, 23"x14".

A. L. Smith Iron Works
Metal Furniture Division
CHELSEA - MASS.

Mail this coupon today!

A. L. SMITH IRON WORKS
Metal Furniture Div., CHELSEA, MASS.

Please send me (check enclosed) (C.O.D.) sample of SMITHCRAFT Table and Bench in (color).

Name
Street
City..... State.....

My jobber's name and address is.....
.....
.....

Lyric Distributor Makes Air Deliveries

Fisher Brothers Paper Co., Distributor of All-American Mohawk Products, Uses Airplane for Novel Promotion

The important part which aviation is beginning to play in national life and industry was strikingly illustrated recently in northern Indiana when a large airplane chartered by Fisher Bros. Paper Co., Ft. Wayne, Ind., made an



Shipping Lyric Radios by Plane

extensive flight over all the principal cities of the northern part of the Hoosier State delivering Lyric radio receivers, for which the company is distributor.

The first delivery of Lyric radio sets, products of the All-American Mohawk Corp., Chicago, was made in Auburn, Ind., after which the plane took off again, landing during the day at Kendalville, Avilla, Garrett, Waterloo, Corunna and a number of other towns in the northern part of the State. During the flight thousands of handbills describing the new All-American Mohawk Corp. Lyric models were flung from the plane and distributed in each city visited. Fisher Bros. have been congratulated on the success of this novel form of sales promotion and advertising, the stunt having attracted attention even in neighboring States. The benefit of the advertising derived from the flight has already manifested itself in the form of unprecedented sales of Lyric receivers, according to F. C. DeHaven, of Fisher Bros. Paper Co. They expect to repeat the delivery of Lyric receivers by plane and the broadcasting of handbills at regular intervals throughout the year.

The photograph, from left to right, shows Arch Alspach, pilot; Roger I. Fisher, vice-president of Fisher Bros. Paper Co.; "Irish" O'Halloran, sales representative of the All-American Mohawk Corp.; Ed. O. Little, Lyric dealer in Auburn, Ind., who received a shipment of the sets via plane, and Patrick Redding, truck driver for Fisher Bros.

Southern Victor Dealers in Conclave

CHARLOTTE, N. C., September 4.—More than 150 Victor dealers from North and South Carolina, Virginia, Tennessee and Georgia attended a meeting and banquet at the Hotel Charlotte, this city, to view the latest Victor automatic, electrola and combination models. The gathering was sponsored by the Baltimore Victor Distributing Co. and proved to be one of the most successful gatherings of Victor dealers held in the South in many years. The afternoon was devoted to a display and demonstration of the new models and talks on advertising and merchandising by officials of the Victor Co. and the distributing organization and was followed by dinner and an entertainment program in which several Victor artists participated.

TYPE M RECORDING WAX

Developed for Electrical Recording. Works at 70° or Normal Room Temperature

F. W. MATTHEWS 126 Prospect Street
E. ORANGE, N. J.

Smith Iron Works Enter Radio Field

Well-Known Organization Presenting Complete Line of Wrought-Iron Furniture—Smith Sales Co. Is National Agent

CHELSEA, MASS., September 4.—The A. L. Smith Iron Works, of this city, have entered the field of radio cabinet and table manufacture. The A. L. Smith Iron Works are a well-established organization, thoroughly experienced in metal work. In a statement issued by an official of this company upon their entry into the radio field, it was declared that "wrought-iron is not new but of late years it has steadily shown an increase in favor, particularly when adapted to modern furniture of artistic design. Not alone is wrought-iron sold for its beauty, but because of its extreme strength and ruggedness as well as its amazing lightness in weight." Smithcraft has been selected as the name to identify the trade the line made by the A. L. Smith Iron Works. Two of the models of this new line are described and illustrated in the "Newest in Radio" section of this issue of The Talking Machine World. The B. H. Smith Sales Co., 755 Boylston street, Boston, has been selected to represent the Smithcraft line nationally.

Crosley Dealers Meet at Utica, N. Y.

W. L. Sayre, representative of the Crosley Radio Corp., was the principal speaker at the dinner meeting August 14 at the Hotel Utica during a convention of about forty-five dealers from many points in central New York held by the Johnson Electric Co. of Utica, N. Y.

Mr. Sayre explained the salient features of the various sets and speakers making up the Crosley line. He also explained the advertising and sales plans of the Crosley Co. and held individual conferences with the various dealers throughout the day.

Howard Davenport and E. D. Cookingham, of the Johnson Co., also addressed the dealers. C. W. Woodhouse addressed a group on service problems of Crosley representatives.

At the dinner, entertainment was provided by Carl Blim, Arthur Williams, Herman Rosen and Miss Mary Wiseham. They were accompanied at the piano by Miss Houden.

White Plains Radio Retailers Organize

A group of White Plains, N. Y., radio dealers recently met for the purpose of forming an organization to be known as the Westchester Radio Dealers' Association. The firms represented at the initial meeting include: Austin Electric Co., Baumer Piano Co., Cooper Bros., Deyo's Radio, Elm Radio, Lester B. Knight, Weil Furniture Co., Westchester Radio Service and White Plains Radio & Electric. The Association will meet the first Monday of every month, it is planned.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works
47 West Street New York

Deferred Payment Radio Sales Heavy

Statement of the Department of Commerce Shows That 4,050 Dealers Out of 5,737 Sell on Instalment Plan

A recent report compiled by the Electrical Equipment Division, Bureau of Foreign and Domestic Commerce, with the co-operation of the Radio Division of the National Electric Manufacturers' Association, showed that large scale selling of radio equipment is on the deferred payment plan. The report states that 4,050 of the 5,737 dealers reporting do business on the instalment plan. The statement reads:

"Some 4,050 of the 5,737 radio dealers reporting to the Department of Commerce for the latest quarterly survey of stocks on hand stated that varying percentages of their total sales of radio equipment were made on the deferred payment plan during 1927.

"The remaining 1,687 dealers who returned the general questionnaire either did not answer the specific question pertaining to deferred payment sales or reported that no business was transacted by them on this basis during the last year.

"Approximately 3,000 of the dealers reporting their deferred payment sales stated percentages of such business to be between 50 and 100 per cent of the total sales for the year. The remaining dealers advised of transacting between 5 and 45 per cent of their business on the deferred payment plan.

"Some 218 of the dealers included above reported that their total business for the year was transacted on the deferred payment plan. Five per cent of the total business on this basis was reported by 125 dealers.

"The largest percentage of sales of radio equipment on the deferred payment plan was reported by dealers in the Pacific Group—Washington, Oregon and California. The lowest percentage of sales on this basis was reported by dealers in the West North Central Group—Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska and Kansas."

Arthur E. Garmaize Sails for Europe on Vacation

Arthur E. Garmaize, head of both the legal and export departments of the Columbia Phonograph Co., New York City, recently returned



Arthur E. Garmaize

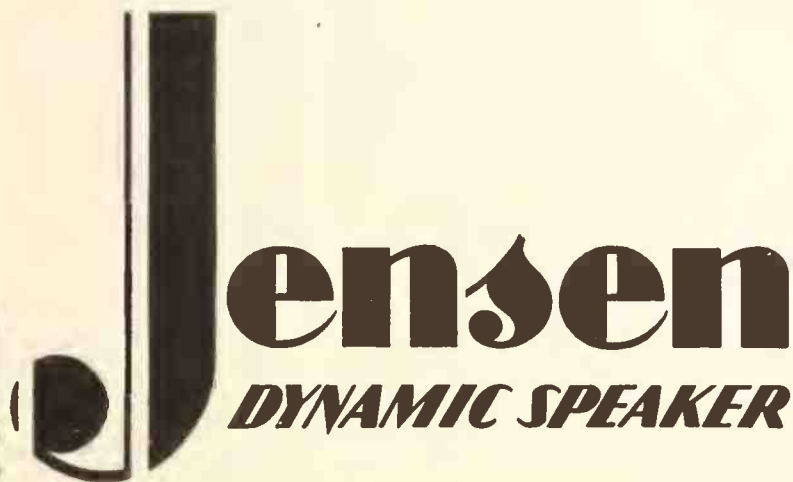
from a trip to South America during which he appointed John L. Stowers as Columbia distributor for Cuba. Mr. Garmaize is now en route to Europe on a pleasure trip.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing
THE PECKHAM MFG. CO. 238 South Street
Newark, N. J.

On Exhibit
FIFTH ANNUAL RADIO
WORLD'S FAIR
Space BB 1



The new Jensen cabinet models are in full production in both Jensen factories. Orders, regardless of quantity, are being shipped promptly. Jensen distributors throughout the country have these new models in stock.

Above is shown the new Jensen Model 7 Console. List prices range from \$75.00 to \$90.00 depending upon the type of Jensen Dynamic Speaker unit installed in the cabinet.

FULL PATENT PROTECTION

Jensen Dynamic Speakers are manufactured under the patents of the Lektophone Corporation, and also under Electro-dynamic patents which name Peter L. Jensen as co-inventor. Additional patents are allowed and pending covering exclusive Jensen features.

No other dynamic speaker offers such advantages: licensed under Lektophone and Dynamic patents and constructed under additional exclusive Jensen patents.

SIFTING THE DYNAMIC SPEAKER FIELD



The new Jensen Model 6 Cabinet (shown above) sets a new vogue in truly artistic and finely finished cabinet design. Prices range from \$55 to \$70, depending upon type of Jensen Dynamic Speaker Unit installed in cabinet.

Jensen Dynamic Speaker Units for installation in radio or phonograph cabinets are priced at \$40, \$43 and \$55. Made in types to operate with 6 to 12 volt D. C., 100 to 120 volt A. C. and 90 to 180 volt D. C.

Jensen Dynamic Speakers are fully protected by licenses and patents as follows:

Licensed under Lektophone Patents . . . Licensed under Magnovox Patents . . . Jensen Patents allowed and pending

DEALERS, jobbers and manufacturers have quickly learned to sift the dynamic speaker field. Jensen continues as the standard of comparison, and Jensen popularity increases each day as the real advantages of a true tone dynamic speaker are understood.

But this steadily increasing leadership is a perfectly logical result for no other dynamic speaker has these five points of excellence—typical Jensen features.

1. Manufactured under both Lektophone and Dynamic patents.
2. Exclusive features in design covered by Jensen patents allowed and pending.
3. In quantity production for over a year with uniform high quality maintained.
4. Selected by leading radio set, cabinet and coin operated phonograph manufacturers as standard equipment.
5. Two factories in full production; deliveries apace with demand for the first time.

Five proven advantages—and the reason for Jensen leadership in the dynamic speaker field.

Write or wire us regarding wholesale or retail distribution in your territory.

Jensen Radio Manufacturing Company
338 North Kedzie Ave., Chicago, Ill. 212 Ninth St., Oakland, Cal.

Cabinets Housing Latest Radio Models Reflect Refinement

Outstanding Example of Changing Trend in Radio Receiver's Appearance Is Seen in the Antique Maple Finish Cabinet Introduced by the National Carbon Co.

An interesting sidelight on how thoroughly has been the trend in American home tastes toward the simpler elegance of our own Colonial period is reflected in some of the new radio models that have appeared this year.

Improvement in the design and appearance of radio cases long since brought the radio out of its seclusion in the closet or around the darkened corner and gave it a place in the room of refined appointments. Now we have reached the point where the housing for our receiving sets has become an important decorative note, conforming to our more seasoned views on home beauty, and declining longer to yield first place in attractiveness to tables and chairs, even though they may be the handiwork of some of the more heralded craftsmen.

An example of the changing trend is the appearance this year of the antique maple finish case, introduced in the Eveready radio set of the National Carbon Co. This case, reminiscent of early New England style and workmanship, was fashioned to give in wood tones what has been attempted frequently with color—a dash of brightness and freshness for the room to relieve it from the tendency toward furnishings that are over-dark and over-heavy.

Maple was used by many early cabinet makers as a rival for satinwood, the latter being imported from the Indies. While satinwood was beautifully adapted for inlays, maple finished with a slightly deeper tone and with a silky lustre. The compactness of maple, which made fraying unlikely, stamped it as a desirable wood from the standpoint of the workman, and the rosy tinge and undulated grain. The latter, at times taking unusual formations, made it desirable for its beauty. Often used for inlaying mahogany, it was more frequently employed for the entire cabinet, table or chair.

Maple furniture is identified with Colonial New England and New York because the maple tree was indigenous to northern North America

and was readily available. Farther down the coast it gave way to walnut and in the South largely to mahogany, which was imported from Cuba and the West Indies. It came into later use in Pennsylvania. Early American maple pieces are prized highly as antiques and are displayed often in a setting with darker furniture, where their clearness and lightness give a pleasing touch of freshness. Maple harmonizes ideally with Colonial interiors because of its close association with early America. It is spoken of sometimes as the wood of the Pilgrims.

As a complement to the maple radio case, a supporting table of maple finish with simple, graceful lines, has been built to harmonize with the cabinet. This combination discloses the extent to which the radio may be made an attractive piece of furniture, adding a pleasing touch rather than what otherwise might be a distinct clash to the well-appointed room.

Although radio construction is still one of the latest of industries, already in the brief space of a few years, it is pointed out, has the receiving set passed the stages of crudeness and submergence as a distasteful object, through a period of gaudiness and imitative design, to its present contour of simple, pleasing taste, conforming to a type of old furniture that has returned to set again the high standard of American home art.

W. W. Jablon on Grebe Sales Staff

A. H. Grebe & Co., Inc., New York City, manufacturers of Grebe Synchrophase receiving sets, have announced the appointment of William Walter Jablon to the sales staff of that organization to fill the position recently vacated by G. A. Eckweiler. His territory will include Central and Southern States. Mr. Jablon has

been associated with A. H. Grebe & Co. in the capacity of service engineer for more than a year. He is one of the pioneers in the radio industry, having served in the American Merchant Marine in the capacity of wireless operator as early as 1915. In the interim Mr. Jablon has been actively engaged in merchandising radio apparatus and it is pointed out that this experience, together with his expert technical knowledge and pleasing personality, should be of valuable aid to the distributors in the territory he is scheduled to cover.

W. T. Kirton With Kellogg S. & S. Co.

W. T. Kirton has joined the industrial sales division of the Kellogg Switchboard & Supply Co., Chicago, and will devote his efforts to the



W. T. Kirton

sale of condensers, parts and supplies to radio and electrical manufacturers. Mr. Kirton has a broad experience and acquaintance in these industries, and an intimate knowledge of their problems and requirements. The Kellogg Co. is a pioneer in the manufacture of condensers, automobile ignition, Bakelite molding and electrical and radio parts.

"Scandals" Star Visits Brunswick Laboratories

Ann Pennington, star of George White's "Scandals," recently spent an enjoyable few min-



Ann Pennington at Brunswick Labs.

utes at the New York recording laboratories of the Brunswick Co. In the accompanying photograph Miss Pennington is shown listening to the Monitor in the laboratories to Harry Richman, her co-star, make a Brunswick recording of his song hit of the show "I'm On the Crest of a Wave."

WALL-KANE

The Needle for Which There Is No Substitute

THE NEEDLE THAT HAS WITHSTOOD
EVERY TEST FOR THE PAST 12 YEARS

THE NEEDLE WITH A LIVING PROFIT

The Original 10-Time Needle

NATIONALLY ADVERTISED AND
SOLD THROUGHOUT THE WORLD

WALL-KANE

Needle Manufacturing Co.

INCORPORATED

3922 Fourteenth Avenue

Brooklyn, N. Y.

Also Jazz, Concert and Petmecky Needles

All-American Mohawk Corporation LYRIC RADIO

QUALITY

**THE
BIGGEST
THING
IN
RADIO
TODAY**

RADIO buyers are becoming more and more critical because they are becoming more and more educated in values. They know that real value lies in just one thing—*Quality!*—and it's quality they want.

Entertainment in its fullest measure. Excellence—not experimentation. Proven merit and satisfactory performance—not pretense or promises. *Quality!*—the mightiest selling force in Radio today!

All-American Mohawk Corporation Lyric Radio—**RADIO'S REALISTIC CLOSE UP**—possesses *Super-quality* beyond doubt or dispute. Demonstrable supremacy in selectivity—sensitivity—precision of operation—naturalness of tone—combined with exquisite beauty of design and finish that gives a delightful touch of modernity to home furnishings. Radio that meets the most exacting demands of Radio's most discriminating age.

And standing firmly in the background of this quick trade development—is trade permanency—assured by long experience, modern manufacturing facilities, and progressive methods directed by a powerful organization comprised of radio pioneers who will maintain the highest standard of quality throughout the years to come.

ALL-AMERICAN MOHAWK CORPORATION
Dept. 69, 4201 Belmont Avenue, Chicago, Illinois

Model 85

A distinctively designed Console of 5-ply selected Burl Walnut housing the 8 tube, one dial set. Curly Maple trimmings, turned legs. Hand rubbed piano finish, enclosed cone speaker. For 110 volt A.C. operation. Less tubes, \$195



Accredited dealers are invited to write or wire us immediately for full particulars regarding a very desirable dealer franchise available in unassigned districts.

PRICES SLIGHTLY HIGHER WEST OF THE ROCKY MOUNTAINS

Pittsburgh Dealers View New Models at Annual Sales Meets

Distributors in Steel City Territory Prepare for Fall and Winter Season by Sponsoring Dealer Gatherings at Which Latest Radio Models Are Demonstrated

PITTSBURGH, PA., September 8.—Atwater Kent dealers from all sections of the Pittsburgh district assembled at the William Penn Hotel on August 22 and 23 to inspect the new Atwater Kent line of radio equipment and the Pooley and Red Lion styles of cabinets for the coming season, displayed by the Esenbe Co., local Atwater Kent distributor.

Following dinner, that was served on both days, short informal meetings were held at which Albert A. Buehn, president of the Esenbe Co. presided and introduced the new Atwater Kent territorial manager, A. R. Gasslein, who made a brief address.

H. P. Humphries, sales representative of the Pooley Co, explained the various models and pointed out the salient features of each. Alan Moore and M. L. Boyd, territorial representatives, and John Anderson, traveling service representative of the Atwater Kent Co., were introduced. H. M. Swartz, treasurer of the Esenbe Co., explained the details of a sales plan by which each Atwater Kent dealer has an opportunity to obtain a free trip to the Atwater Kent plant in Philadelphia on September 25. It is expected that about 200 dealers from the Pittsburgh territory will make up a special train from the Steel City to the Quaker City at that time.

The United States Radio Co., distributor of Crosley and Amrad radio sets, sponsored a dealers' meeting at which the 1929 line of Crosley and Amrad sets were shown. The speakers were Neil Bauer, assistant sales manager of the Crosley organization; W. L. King, Eastern sales manager of the Amrad Co., and Claude Urban, president of the U. S. Radio Co. J. R. Wells, of the Buckley Dement Co., was a guest at the dinner.

Bosch and A. C. Dayton radio dealers from a score of cities and towns in western Pennsylvania and Ohio were guests at a dealer exhibit and dinner held at the Wickliffe Manor, near Youngstown, O., by the Electric Equipment Co., of Youngstown, O. C. F. Bopp, president of the company, presided at the dinner and sales conference, which was attended by about sixty dealers. Earl Deetz, service manager of the Electric Equipment Co.; John Flanagan, of the Marx Radio Co.; L. C. Sides, of the A. C. Dayton Co.; H. E. Lipp, office manager of the Electric Equipment Co., and L. C. Eagan, of the Stirling Mfg. Co., were the speakers. Interest of the dealers centered around the Flewelling short-wave adapter for the A. C. Dayton radio sets, whereby radio fans, by plugging the adapter into the first radio frequency, can hear foreign stations operating on short wave. The new Bosch radio sets also came in for many favorable comments.

The Iron City Electric Co., RCA distributor, has taken possession of its new six-story granite building on Sixth avenue near Forbes street, in this city.

W. F. Rossman, dealer in talking machines, radios and pianos, at Franklin, Pa., was declared a bankrupt in the U. S. District Court at Pittsburgh.

Wallace Russell, manager of the Standard Talking Machine Co., Victor and Sparton distributor, reports the outlook for Fall business as exceptionally bright.

At the Pittsburgh office of the Brunswick Co. it was reported that the general outlook for trade in the Fall is bright. The Panatrope, it was stated, is growing in popularity and the Brunswick radio line is also having an excellent sale at this time.

The Federal Ortho-sonic radio in the table model and the console model with built-in speaker are meeting with marked approval by patrons, according to reports made by local Federal dealers. It is stated that in many instances a brief demonstration is all that is necessary for dealers to make in order to close a sale.

The Anchor Lite Appliance Co., 330 Boulevard of the Allies, Pittsburgh, has been appointed exclusive wholesale distributor for the All-American Mohawk Lyric radio line and for the Fansteel Products Co., manufacturer of Balkite products.

Sylvester Z. Moore, president of the Kirk-Johnson Co., music dealer at Lancaster, Pa., died suddenly at his home on August 26, aged fifty years. He was a popular figure.

George H. Rewbridge, manager of the wholesale talking machine and radio division of the W. F. Frederick Co., Victor and Zenith distributor, stated that the outlook was exceptionally bright for a good Fall trade. He stated that Zenith dealers were much pleased with the new models and the marked response that the buying public is making to them.

Federal's Foreign Shipments Increase

Foreign shipments of Federal Ortho-sonic radio receiving sets are increasing daily, according to A. P. Lawrence, export manager of the Federal Radio Corp. Federal exports have grown to an appreciable volume not only in established markets, according to Mr. Lawrence, but through the opening of new wholesale outlets in the foreign field.

Arrangements were recently completed with the Economy Engineering & Supply Co., Lahore, India, and Berro-Bonfill & Co., Montevideo, Uruguay, to act as Federal wholesalers.

CeCo Employees Enjoy Fourth Annual Outing

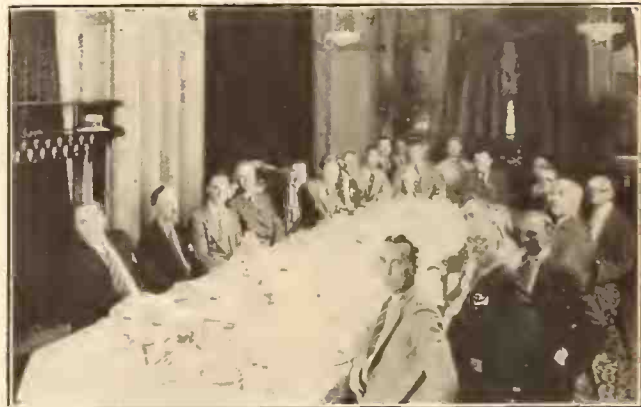
PROVIDENCE, R. I., September 6.—The Fourth Annual Outing given by the CeCo Mfg. Co., of this city, maker of CeCo radio tubes, for its 275 employees, was held on Saturday, August 25, at Lake Pearl, Wrentham, Mass., twenty miles outside this city. Five buses and twenty-five private cars were necessary to transport the picnickers, forming a parade with a police escort. Loving cups, gold and silver medals

and many other prizes were awarded to the winners of the various events. The arrangement committee consisted of E. Egnatoff, W. Cepek, George Coby, Chas. Cressy, H. H. Steinle and E. Kauer.

Chicago Orchestrope Dealers Hold Meeting

First of Series of District Dealer Meetings Held at Morrison Hotel—Capehart Officials Address the Gathering

The first of a series of district dealer meetings for Orchestrope dealers was held at the Morrison Hotel, Chicago, on Friday, August 17, by the Capehart Automatic Phonograph Corp.,



Orchestrope Dealer Meeting in Chicago Huntington, Indiana. A large number of dealers were present as well as the district sales force of the Capehart Orchestrope organization, and an interchange of ideas was enjoyed.

H. E. Capehart, vice-president and general manager, discussed worth-while dealers and the value of the Capehart Orchestrope franchise. Mr. Capehart outlined the one plan, one price, policy of the Capehart organization, which sells its product exclusively through dealers and of the rapidly growing dealer organization which has been built up in the short space of time since the Capehart organization started the latter part of March.

William Langhans, of the Bankers-Commercial Security Co., outlined a new financial plan for handling Orchestrope sales, which has been prepared especially for Capehart dealers and the company. E. O. Hobbs, sales promotion and advertising manager, dwelt upon the proper presentation of the Capehart Orchestrope and outlined the elaborate advertising and sales promotion plans of the factory for the coming year. F. W. Barnholdt, Chicago district manager, was in charge of the meeting.

Other district meetings of a similar character will be held from time to time throughout the United States by the Capehart organization.

Needles in Special Carton

The Plaza Music Co., New York City, manufacturer and distributor of musical merchandise, has announced that it is now putting up Veribest phonograph needles in cartons containing fifty envelopes. This, it is announced, is in addition to the regular carton of 100 boxes.

Adds Radio Section

Ballens' Modern Music Shop, 2144 North Front street, Philadelphia, Pa., which was recently incorporated, has arranged to add sheet music and radio departments to the long established musical merchandise business.

"GET ACQUAINTED WITH SILMAN"

THE MOST COMPLETE JOBBING HOUSE IN THE TERRITORY

PHONOGRAPHS - PORTABLES - REPRODUCERS - REPAIR PARTS
MAIN SPRINGS - ACCESSORIES - NEEDLES - CARRY BAGS
RADIO SUPPLIES

OUR CATALOGUE IS YOURS FOR THE ASKING
DEALERS REPAIR SERVICE

SILMAN DISTRIBUTING CO., 515 Plaza Bldg., Pittsburgh, Pa.

SPRINGS REPAIR PARTS

RENE MFG. CO.

MONTVALE, N. J.

To the Front with



**AMERICAN
REPRODUCER**

**CORPORATION
JERSEY CITY, N. J.**




DYNAMICS

Increase the Quality of
Your Radio 100%

MAGNETICS

Tonal Qualities of
Remarkable Realism

Sell our line for **GOOD** business



**DYNAMIC
PORTABLE
Walnut Finish**

Price

No. 100 AC Type.....\$65.00
No. 200 DC Type.....\$55.00
No. 300 6-volt Type.....\$50.00

ASSETS

Guarantee
Service
Proved
Performance
Satisfied
Customers
Profits

**AC1
Dynamic
Chassis
\$48.00**

**DC2
Dynamic
Chassis
\$38.00**



6-volt No. 3 Chassis \$35.00

**LIBERTY
Model
Magnetic
Type**



The Gold Standard of
Cone Speakers. A bet-
ter Cone Speaker is
not Obtainable at any
Price. 20-in. Cone.
Bronze Finish Only.

Price \$30.00

**AMERICAN
Junior
Magnetic**



Type, 20 in. Double
Cone. Real Performer.
exceptional value—

Price, \$9.00

**AMERICAN
No. 1B Unit
Magnetic Type**



An excellent Unit for Cab-
inet Installation. Furnished
in Plain Wood Box.

Price, \$15.50

Chassis only \$13.50



Dynamic Table Model Sufficiently Large to Fit Any
Make AC or DC Receiver. Furnished in Walnut
Finish. Sizes: 33" x 14" x 29"; 29" x 18 1/2" x 29"

No. 500 AC Dynamic Type.....Price, \$85.00
No. 600 DC Dynamic Type.....Price, \$75.00
No. 700 6-volt Dynamic Type.....Price, \$65.00

**GOTHIC
Model
Magnetic
Type**



Artistically Handsome
and Acoustically Cor-
rect. Type No. 6. Wal-
nut Finish Only.

Price, \$30.00

The Most Complete and Distinctive Line of Reproducers Ever Offered to the Trade

After six years of continuous and successful operation the AMERICAN REPRODUCER CORPORATION now offers to the trade what it believes to be as complete a line of dynamic and magnetic reproducers as any wholesaler could desire. The prices of the ARC line place this quality product within reach of all classes of buyers.

The beautiful designs offered, plus the wonderful performance assured, will prove a real money maker for the aggressive dealer.

The sale of an ARC speaker makes real profit in money and friends. Written factory guarantee of one year on all models. Prices slightly higher west of the Rockies.

Sold Exclusively Through Wholesalers. A Few Territories Available to Experienced Representatives

AMERICAN REPRODUCER CORP.



See Our Exhibit, Fifth
Annual Radio World's
Fair, New Madison
Square Garden, Sept.
17th to 22nd, Incl.

Booth 16—Section C C

AMERICAN REPRODUCER CORPORATION
55 West 42nd St., New York City
Please send at once information and prices on the ARC line.

Name

Address

Per Title.....

Factory: Jersey City, N. J.

General Sales Offices:
55 West 42nd St.,
New York City

THESE

MARKEL EXHIBITS

At The Two Great Shows

New York City

September, 17—22

Fifth Annual Radio World's Fair

Booth No. 9, Section A A

Exposition Floor

Chicago

October, 8—14

Seventh Annual Radio Show

Booth No. 5, Section C C

North Hall



Model B—Heraldic. Distinctive, but in decidedly good taste. Hand hammered, with crest and shield symbolic of ninth century craftsmanship. With magnetic speaker equipment only. Bench to match with rounded corners, upholstered in velour—Turkey Red or Moss Green.

Model A—Conventional. A conservative design which blends into the decoration and color scheme of any home. In both dynamic and magnetic speaker equipment. Bench to match with rounded corners, upholstered in velour—Turkey Red or Moss Green.



A
MARKEL
Product

Sizes and finishes to harmonize with important numbers in these nationally known lines as listed below:

*Atwater-Kent Nos. 37, 40, 42, 44; Crosley Nos. 608, 706, 704; Freshman No. 26;
King Model J; Kolster No. 2; Spartan No. 69; Steinite Nos. 261, 262; Stewart
Warner Nos. 301, 302; R C A No. 18, and others.*

YOU'LL DO A GOOD STROKE OF BUSINESS FOR YOURSELF WHEN YOU GET THE FULL FACTS ON THE PROFIT-MAKING POSSIBILITIES THESE MARKEL TABLES AND BENCHES OPEN UP FOR YOU. WRITE OR WIRE!

MODERN TABLES

BY MARKEL enable you to cash in on the vogue for radio ensembles



NEW, modern, colorful, these tables by Markel instantly appeal to the eye and the pocket book.

Wrought in metal and finished in a variety of tones and colors to harmonize with the new effects in receiving sets. They are designed and finished to help you sell the complete outfit, instead of just the set—and they are priced to get the business for you.

Think of it—instead of just the profit on the set, make also the profit on the complete ensemble—set, speaker, table and bench. That's the way to make money in radio.

And Markel Tables with integral speaker are what your customers want. They are right up to the minute—modern, colorful and thoroughly in good taste. They complete the new

beauty of the modern sets—enabling you to sell the Ensemble Idea at much greater profit than you make on the set alone.

Rigid in construction—no wobble because they are braced with three point shelves instead of one, finished to fit close and tight. No other tables and benches combine such beauty in design and finish, such strength and rigidity in construction, such harmony in color and finish.

And they are priced to make a decisive appeal to the careful buyer. Prices range with integral speaker \$29.50 to \$47.50. Available with R C A, Peerless and Utah speakers at prices that will get action from anyone who thinks he can't afford a table and bench for his set.

MARKEL ELECTRIC PRODUCTS, INC., BUFFALO, N. Y.



EQUIPPED WITH LEADING MAKES OF SPEAKERS AND REPRODUCERS

Markel Ensembles are equipped with leading makes of receivers and reproducers that have gained wide national consumer acceptance. Model A is also available with integral dynamic speakers.

There's a Markel Bench to harmonize in design and finish with each table. Beautiful, strong, colorful. Upholstered in high grade velour. Rigidly put together. A fitting piece of furniture for any home.



Peerless Speaker Selects

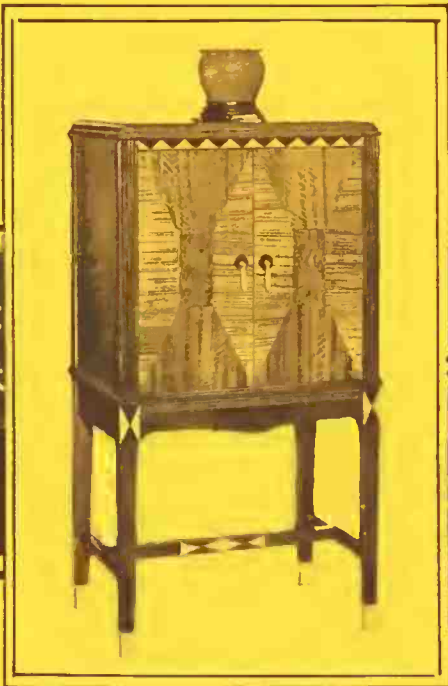
SUPERIOR CABINETS

of Muskegon, Mich.

PEEERLESS Speaker selects Superior Cabinet Company to feature their speakers in the Superior line of cabinets. This happy combination enables Peerless Distributors throughout the country to obtain quality radio furniture as well as high quality in speakers.

Superior Cabinets have established for themselves an enviable position of being able to cater to the taste of the most fastidious and yet priced within the range of all, and Peerless Distributors should not lose the opportunity of cashing in on the lucrative profit that the cabinet end of the business offers, especially with a line that is recognized as one of the leaders in its field.

Use your scissors—
Don't delay—Cut
out coupon on the
bottom of this page
and mail today, as
this may mean many
dollars in your
pocket.



Model 818 Closed View



Model 819 Closed View

Just Fill in the Coupon and Mail

..... 1928
SUPERIOR CABINET CO.
67 West Forty-fourth St.,
New York City.

Gentlemen:

Kindly send us by return mail catalog containing the Superior Line with Peerless Speaker.

Name

Address

City

Studner Brothers, Inc.

National Sales Agents

67 W. 44th Street New York
28 E. Jackson Blvd. Chicago

BUILT-IN QUALITY

Outshines the Surface Lustre

The McMillan EXCLUSIVE FRANCHISE Guarantees Profits and Protection

1. A.C. Operation. (All Electric) 8 Tubes. plus Rectifying Tube.
2. Completely Shielded.
3. Extreme Sensitivity—Gets the Distance.
4. Super-Radio — tremendous volume. without distortion.
5. Cut-out Switch—making it possible to use two or four stages of radio frequency.
6. Full Wave Rectification.
7. Simplified Tuning—one dial control. electric lighted.
8. Rigid Construction—entire set is constructed on rigid steel frame.
9. Arranged to accommodate phonograph, with electric pick-up.
10. Arranged to accommodate Power Amplifier.
11. Exclusive Cabinets—distinctive for their grace, beauty and artistic design.
12. Licensed under R.C.A., Hazeltine and Hogan Patents.



The York Combination

The York Combination, shown at the left, is an artistic and distinctive ensemble designed especially to meet the demand for a compact radio receiver of the highest efficiency.

It is unequalled for quality and value. It is small, compact and exceptionally flexible. It harmonizes with the most luxurious surroundings and is readily sold to the small home or apartment owner.

The famous McMillan 8 tube all electric radio receiver is unequalled for its selectivity, extreme sensitivity, range, power and performance. Price, \$210.

A Marvel of Radio Perfection

McMILLAN

(Reg. U. S. Pat. Off.)

America's Finest Radio

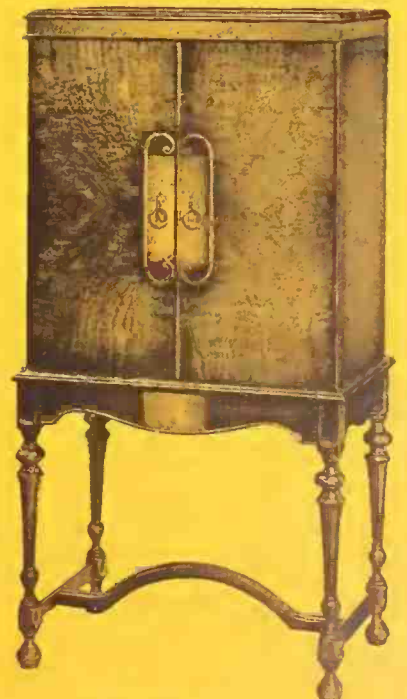
For the Discriminating Taste
in Beauty and Sound



The Warwick

The Warwick—A masterpiece of a world-famous designer is distinctive in its beauty and tonal quality. The famous McMillan receiver, a separate and distinct unit, is instantly accessible and will render perfect reception without distortion.

The Westminster is distinctive for its beauty and classic simplicity. It harmonizes perfectly with the furnishing and decorations of any home. The exclusive McMillan self-contained receiving set drawer—a separate and distinct unit—guarantees the tone quality and receptive selectivity of this marvelous set.



The Westminster

Write Today for Liberal Discounts and Valuable Information

McMILLAN RADIO CORPORATION

1421 S. Michigan Avenue

Chicago, Illinois



Ride Securely With Victor!

The Victor Product IS the Rock of Gibraltar in the talking machine and radio fields—not “maybe”, but positively.

For downright dollar value, salability, dependability, and durability, Victor instruments stand alone—eminently supreme. The market admits of no comparison. Consider that fact.

Victor is your one best bet. This year, next year, every year. Plug it, push it, and you will profit abundantly.

Bruno has an ambitious desire to help Victor dealers who have the interest of Victor products at heart.

C. BRUNO & SON, Inc.

Victor Distributors to the Dealer Only

351 FOURTH AVENUE

NEW YORK, N. Y.

1834—Over 94 Years of Dependable Service to the Music Trade—1928

Sure Profits!

**Two Quick Selling Lines That Will Interest
Every Progressive Radio Dealer**



\$149.50 less tubes

Handsome Walnut cabinet with built-in full Utah
Dynamic Speaker.
Table Model—in Walnut Cabinet—\$60 less tubes

PRESIDENT *All-Electric Radio*

A modern radio receiver by the
S. Freshman Co. of Chicago—
fully licensed by RCA, Hogan,
etc.

Eight tubes, one control, com-
pletely shielded, push-pull ampli-
fication, electric phono pickup,
Meissner filter circuit—an exclu-
sive combination of features.

Sold to authorized dealers only

MAGNATRONS

Made by the oldest exclusive Radio Tube Manufacturers

Number	List	1000	500	Under 500
226 A.C.	\$ 2.50	\$.88	\$.91	\$.95 net
227 A.C.	5.00	1.50	1.65	1.75 "
199	2.25	.70	.75	.80 "
112 A.	3.00	.70	.75	.80 "
171 A.	3.00	.85	.90	.95 "
201 A.	1.50	.38	.43	.48 "
210	9.00	3.00	3.15	3.25 "
280 A.C.	4.50	1.45	1.50	1.55 "
250	12.00	3.50	3.60	3.75 "
281 D.C.	7.50	2.85	2.90	2.95 "
200 A.	4.00	.90	.95	.99 "

Every tube sold with a definite 100% replacement guarantee for an unlimited
period of time. 24 hour delivery on all types

MARTWEL CORPORATION

National Sales Representatives

PARAMOUNT BUILDING, NEW YORK, N. Y.

UNMATCHED VALUES

OUR popular priced line of radio cabinets is the result of a careful study of the radio market's requirements for furniture that is technically and artistically correct, and that will qualify for successful and profitable merchandising in 1928-29.



Model 855, Highboy chest, burl walnut panels, with maple overlay, five-ply walnut top and sides. Height 47 inches, width 27 inches, depth 18½ inches. Set compartment 8 inches high, 25 inches wide, 15½ inches deep.

List \$40



Model 865, Highboy chest, burl walnut panels, five-ply walnut top and front. Height 50½ inches, width 31 inches, depth 17¾ inches. Set compartment 8½ inches high, 27¾ inches wide, 15½ inches deep, with solid panel and also cut for Radiola 18.

List \$50



Open view of cabinets, all styles, equipped with 7-inch aperture and excellent baffle board for magnetic and dynamic speakers. Solid panel supplied with cabinets. Cut-out made on specification.

We

Invite Comparison

Exclusive territories are open for jobbers and dealers with full protection.

Write or wire for samples, or catalog completely describing our full line of highboy and desk-type cabinets listing from \$35 to \$75.



Model 830, Lowboy chest, fancy burl walnut with burl maple overlays, five-ply walnut top and front. Height 40¾ inches, width 31¼ inches, depth 17 inches. Set compartment 13 inches high, 27½ inches wide, 10 inches deep. This cabinet is adapted for Pacent phonograph combination unit No. 301 chassis, which includes the Pacent electric pick-up, Pacent electric motor, etc.

List \$60

Be sure to visit our exhibit, Booth 18, Section BB, at the Radio World's Fair, Madison Square Garden, New York, September 17th-22nd.

ASSOCIATED CABINET MFRS. CORPORATION

NEW YORK CITY

Sales and Showrooms:

100 Fifth Avenue

Phone—Chelsea 1804

Exclusive national representatives for WOLF MANUFACTURING INDUSTRIES, Kokomo, Ind.; CHICKASAW WOOD PRODUCTS CO., Memphis, Tenn.; KING-HAASE FURNITURE CO., Memphis, Tenn.

Main Office and Warehouse:

417 West 28th Street

Phones—Chickering 262-3

Sonatron Employees Enjoy an Outing

Two Hundred and Fifty Employees Present as Guests of Company at Bradley Beach and Asbury Park

Two hundred and fifty employees of the Sonatron Tube Co., Newark factory, were recently guests of the firm at Bradley Beach and Asbury



Sonatron Employees En Route to Bradley Beach Park, New Jersey. Men and women workers, department heads and officials of the company traveled fifty miles by bus to the beautiful Jersey shore for the outing. Those present included Nathan Chirelstein, president of the Sonatron Tube Co.; Charles Chirelstein, in charge of the factory; "Doc" Kraus, in charge of the laboratory; Charles Pink and others.

Gus Blancand Visits Allen-Hough Plant

RACINE, Wis., September 5.—During the past few weeks quite a number of prominent jobbers and dealers from different parts of the country visited the Allen-Hough factories in this city—one of them being Gus Blancand, who is one of the most prominent distributors of portable phonographs in the country, with offices in New Orleans and Atlanta. Mr. Blancand was very enthusiastic regarding business condi-

tions in the South, stating that he is making plans for a banner season in Allen portables. George Hough, vice-president of the Allen-Hough Mfg. Co., recently spent a few days in the Twin Cities district, where he closed substantial orders for Allen portables. Edward Ginsburg, special representative for the company, has been calling upon the trade in the Middle West, with excellent results.

Sterling Radio Co. Opens Omaha Branch

Will Distribute Kolster Radio Products Throughout Nebraska—J. H. Rasmussen Manager of Omaha Office

KANSAS CITY, Mo., September 5.—The Sterling Radio Co., of this city, distributor of Columbia Viva-tonal phonographs and records and Kolster radio products, in line with its policy of expansion, is opening a branch office in Omaha, Neb., which will confine itself to the distribution of Kolster products in the State of Nebraska.

The new branch will be under the management of James H. Rasmussen, who has been connected with the main office for a number of years and who has a wide circle of friends in the radio trade in this territory. Mr. Rasmussen attended the University of Minnesota, and prior to entering the radio field was active in the automobile business. Mr. Rasmussen enters the Omaha territory well equipped with experience and merchandising knowledge. The Sterling Co., in Omaha, will have a complete organization—shipping, billing and warehousing facilities to render prompt service to all authorized Kolster dealers in that State.

An experienced corps of salesmen will cover the State of Nebraska, traveling out of Omaha in the interest of Kolster radio products.

New All-American Mohawk Brochure

New Line of All-American Mohawk Lyric Receivers Described and Illustrated—National Ad Campaign Outlined

The All-American Mohawk Corp., Chicago, has issued an attractive brochure, printed in color, describing the new line of All-American Mohawk Corp. Lyric radio receivers. One page is devoted to each individual model, the receiver being illustrated in color, with the description and specifications appearing below the illustration. One section of the brochure contains glimpses of the factory wherein All-American Mohawk Corp. Lyric radio receivers are made, including the coil-testing and coil-winding departments, the research laboratory, tool and die-making room and the punch-press department.

The national advertising campaign of the All-American Mohawk Corp. for 1928-29 is also outlined in the brochure. The campaign will be national in scope, net-working the continent from corner to corner, closely identifying the local dealer with All-American Mohawk Corp. representation. Trade advertising sponsored at the corporation is also discussed in the booklet, and one of the full-page advertisements appearing in the trade press is reproduced.

Acquire Pronunciphone Co.

Markus-Campbell Co., Chicago, publisher of educational books and home-study courses, has acquired the Pronunciphone Co., of that city, and will conduct it as a subsidiary. The Pronunciphone Co. sells a series of phonograph records on pronunciation, vocabulary building and cultured English.



New Model 100A, \$112.50
Cash Price, \$101.25

A complete radio laboratory in a handsome brass-bound carrying case. Makes any test (including tube oscillation) on any set.

Has built-in power plant from A.C. line, furnishing all filament and plate voltages; has 0/10/50/250 Supreme 3 3/4 inch voltmeter, 1000 ohms per volt; an 0/50/100 Supreme millimeter with 50 divisions various fixed condensers from .001 to 2mfd; a 500,000 variable resistance, 30 ohm rheostat, etc.

Bridges open transformers; plays sets with transformers open. Works radios for condenser choke-coil outputs, and inductive outputs, although they are not wired for the purpose. Row of pin jacks gives access to all parts of the instrument and makes it a part of the set to be tested. Price includes all tools and accessories necessary to step out on the job. Large portable A.C. Meter, 0/3/18/150, is \$11 extra, including leather case.

DeLuxe Portable Laboratory, \$138.50
Cash Price, \$124.65

No. 400A, the "Supreme" DeLuxe Portable Laboratory, is worthy of the finest radio engineer. Makes all tests. Will test trickle-chargers and other apparatus up to 2 1/2 amps. Has WESTON meters—a 0/10/100/600 voltmeter, 1000 ohms per volt; a 0/125 mils., 2 1/2 amps., millimeter a built-in 0/3/15/150 A.C. meter. SELECTOR TYPE push button testing for selecting any scale on any reading. Oscillator and power plant. Price includes laboratory tools and equipment.

A Complete Practical Set Tester, \$108.50
Cash Price, \$97.65

Ideal for radio service man. WESTON meter equipped. Similar to Model 400A but does not have laboratory features. Has power plant and oscillator; rejuvenates 12 tubes at a time; makes all tests. Price includes all necessary adapters and accessories.

The "Supreme" Portable Radio Laboratory Makes Every Test on Any Set!...

Takes the "Guess" Out of Radio Repairs

With the "Supreme"—a complete radio laboratory in a handy carrying case—you guess no longer. You can make a 100% correct diagnosis of the trouble in any set from the home-made "mongrel" to the newest A.C. You KNOW what's wrong at once, and because you KNOW you can make repairs quicker and charge larger service fees.

You can test all tubes for current pass and oscillation; make all continuity tests; test and balance condensers; test wiring, audio transformers, trickle-chargers, loud speakers, batteries, eliminators, and any other radio part with this one instrument!

Power Plant Built In

The "Supreme" is the only instrument made with a complete self-contained power plant, giving perfect oscillation on ALL tubes, A.C. or D.C., including screen-grid, heater type, rectifiers, etc.

Rejuvenates Radio Tubes

When servicing a set you can make a good profit and win a permanent customer by rejuvenating or reactivating thoriated filament tubes. A "Supreme" Instrument will rejuvenate up to 12 tubes at a time in the set in 10 minutes!

Broadcasts for Testing at Any Time

Each "Supreme" Instrument is a miniature broadcasting station. You use it 24 hours a day to test sets when no carrier wave is on the air. Simply plug into an A.C. socket and it sends out a modulated high-frequency wave that can be tuned to, like a broadcast station.

Liberal Time Payments

If you wish, you can let your "Supreme" pay for itself out of the added profits it brings to you. Pay only \$32.50 down for the New 100A; balance \$10 monthly for 8 months. Pay \$38.50 down for the DeLuxe Laboratory Model, then \$10 monthly for 10 months. The 99A is only \$28.50 down, \$10 monthly for 8 months.

OUR TRIAL OFFER:

Order the "Supreme" Instrument that best suits your needs. Deposit the cash price with the express agent when he delivers it to you or deposit the down payment (mentioned above) and sign the installment notes. Try the instrument 6 days. If you are not satisfied return it to the express agent and he will refund your money without question. You pay express charges only. If you have signed the installment notes, he will cancel them.

SUPREME INSTRUMENTS CORP.
GREENWOOD MISSISSIPPI

Columbia Opens Many Accounts in the New England Territory

N. B. Smith, Formerly St. Louis Columbia Manager, Transferred to Boston Branch—Brunswick Fall Outlook Is Good—Rosen Opens Branch Store

BOSTON, MASS., September 4.—The holidays are over—the Summer ones—and the trade is now buckling down to business, with jobbers and dealers looking forward to a good Fall demand, particularly in the line of radio, for there is the presidential election to look forward to, which means that before November there will be weeks of interesting events that the general public throughout the country will want to hear; and in these intervening weeks a small army not now possessing a radio outfit will speedily equip themselves. With the new development in talking machines these, too, will come in for their share of attention, and it is a well-known fact that the business now being done by the large concerns is almost phenomenal. So the trade is optimistic over prospects for a profitable business.

N. B. Smith New Columbia Manager

The news of the month concerns the New England headquarters of the Columbia Phonograph Co., where at 1000 Washington street a new face is to be seen in the seat of the manager, for be it known our old friend, Bill Parks, is no more here, having been transferred to the St. Louis office, to be supplanted by Norman B. Smith, who comes here from St. Louis. This new arrangement became effective on September 1.

New Columbia Accounts Opened

Columbia's business has been unusually good these past few weeks and samples of five new models of radio outfits have been highly approved by those dealers who have seen them and it is believed there is a lively demand ahead for them. The record business, too, looks very promising. A recent visitor to the local Columbia headquarters was W. C. Fuhri, vice-president and general sales manager of the company. Some new dealers just signed up to handle Columbia goods are S. R. Crabtree, of Island

Falls, Me.; C. Mancini & Son, of 599 Charles street, Providence, R. I.; Delft Music Shop, Nantucket; Carlton Furniture Co., Lisbon, N. H.; Fine & Son, of 304 Main street, Barre, Vt., and Jason's, 1576 Hancock street, Quincy.

F. D. Pitts Returns From Pleasure Trip

Manager F. D. Pitts, of the F. D. Pitts Co., lately returned from a pleasant trip into Canada and he hopes to get away later in the season for a hunting trip. The August business of the Pitts Co. was really phenomenal, says Mr. Pitts, and it was equivalent to November of last year, which was the company's banner month. The special call, of course, is for the Majestic line. Everyone at the Columbus avenue quarters is back from his or her vacation and decks are cleared for an aggressive campaign, for, as one of the heads of the establishment says, "we never saw anything like it," this referring to business.

Brunswick Fall Outlook Good

Some of the newest tie-ups with the Brunswick Co. are the Chicopee Novelty Co., of Chicopee, and the Norwood Radio Shop, of Norwood, both of which have a large initial stock of Brunswick machines and records to start off with. For the new radio models, samples of which dealers have already seen, there are a great many bookings and it looks as though the New England Brunswick business is going to be large this Fall and Winter.

Rosen Opens Branch Store

The Rosen Talking Machine Co., long located at 11 School street, in the downtown section, is broadening its activities by opening a branch store at 9 Boylston street, at the opposite end of the city, the new establishment to be ready by September 15.

Atwater Kent Dealers to Meet

The first big get-together meeting of the New England Atwater Kent dealers' or-



Display of New Kolster Radio Line at the Hotel Statler, Boston, Which Attracted Much Favorable Attention

ganization will be staged at the Copley-Plaza Hotel on Wednesday, September 12. The business meeting will be held at 2:30 in the ballroom of the hotel and the entire afternoon will be devoted to mapping out plans for pushing business. A dinner will be served, followed by an entertainment. Dr. Cothell is coming on from Philadelphia to give a special address. The occasion promises to be a red-letter day for New England Atwater Kent dealers.

Bill Parks Honored by Co-workers

In speaking of Bill Parks's departure from Boston one should not forget to call attention to the pleasant send-off that was given him by his fellow-workers in the Columbia establishment, who presented him with a handsome English traveling bag and a fountain pen set for desk use. These gifts were coupled with the sincerest expressions of regret at his departure.

Burke Co. Reports Big Increase

With the J. H. Burke Co. the August sales of Atwater Kent sets will show an increase of fully 100 per cent over the same month last year, and the advance orders on the books indicate that September is also easily going to make a very big showing. Incidentally the business done in September of last year was the biggest since the Burke Co. took hold of this proposition. The Burke organization is now confining itself entirely to handling the Atwater Kent line.

Ditson Victor Service



is based upon a thorough understanding of the dealer's problems and his needs gathered during many years of experience and close contact.

It serves with intelligence.

Oliver Ditson Co.
Boston

Chas. H. Ditson & Co.
New York

"No Wonder It's Good! It's a

FREED- EISEMANN *The Magnifying Tone* RADIO

THIS remark, heard wherever radio dealers are cheerfully making money with the Freed-Eisemann line, accounts for a great deal of our success. People know the name. They trust it. They know we have been builders of fine radio since broadcasting began. There's no sales resistance. "No wonder it's good!"

You won't have trouble with this line. It will cut your service costs to a minimum. You can make money with Freed-Eisemann. The Great Eighty line is D.C. and A.C. (25-40-60 cycle); the Super-Power Eighty-five is A.C., 60 cycle. Hammered silver effect, walnut, and hand decorated cabinets are available with matching speakers as well as beautiful consoles.

Get the descriptive folder on the line and the details of our dealer proposition. Address Dept. W-11. It will pay you.

FREED-EISEMANN RADIO CORPORATION
BROOKLYN, N. Y.

*"Builders of Fine Radio
Since Broadcasting Began"*

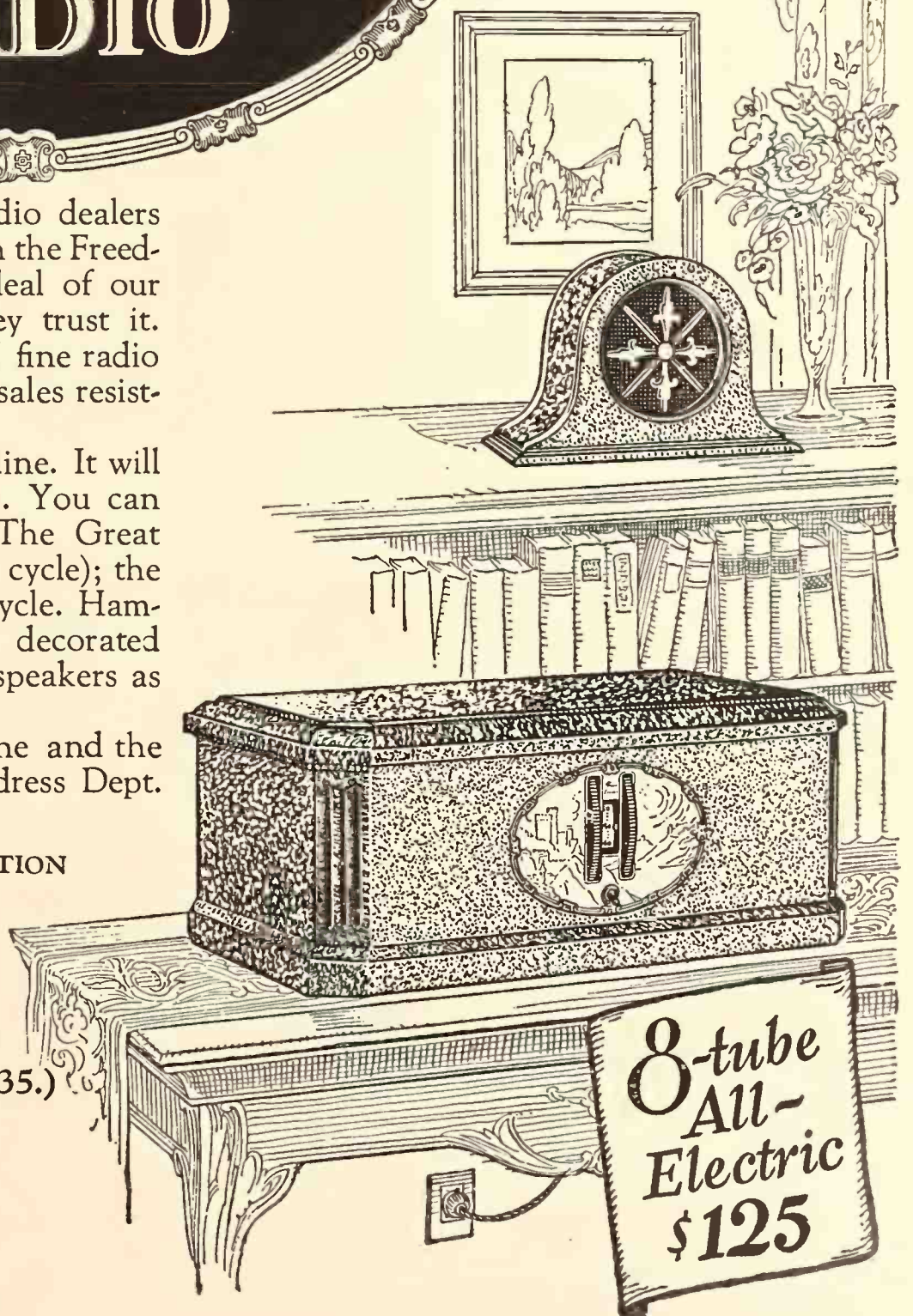
The Great Eighty, \$125.

(Illustrated with Magnetic Speaker, \$35.)

Super-Power 85
With Type 350 or 250 Power Tube

\$160.

Dynamic Speaker, \$65.



Sonora Enters Sound Film Contract With Religious Film Trust

P. L. Deutsch, President of the Acoustic Products Co. and Sonora Co., States That the Undertaking Might Involve \$200,000,000—Holy Land Expedition Starts Soon

Further details of the project for filming biblical stories with sound accompaniment in the Holy Land have been made public in an announcement of a contract between the Religious Film Trust and the Acoustics Products Co. on behalf of the Sonora Phonograph Co.

The announcement was made by P. L. Deutsch, president of the Acoustic Products Co. and the Sonora Co., who said that the undertaking might involve \$200,000,000. The former company, he said, had contracted to supply all equipment and reproducing apparatus necessary for use with the religious talking films in churches throughout the country.

Representatives of the Religious Film Trust and the Sonora concern, clergymen, others interested in the project, and newspaper men were present at a demonstration given on August 29 in the Sonora Laboratories, at 50 West Fifty-seventh street, New York. Several films made in the Near East were shown with sound accompaniment, similar to that which will be used with the religious films.

It was said that an expedition would leave from New York for the Holy Land in about six weeks to make the first pictures. Colonel E. A. Watkin, lecturer, who has spent twenty-seven years in the Holy Land, will be in charge of the expedition and supervise the screening of the stories in their actual locales.

"Abel, the Shepherd of Eden," is the title of the first film to be made. It will have its setting in the traditional Garden of Eden, on the Euphrates River. Other stories scheduled are "Joseph, the Vizier of Egypt," "David, the Shepherd King," "Ruth, the Widow of Moab" and "Isaiah, the Poet-Prophet of Israel." Each story will be made in two reels taking about twenty minutes each to run.

The project is to be entirely non-sectarian in purpose, it was said, providing films suitable for presentation in churches of all creeds throughout America.

Professional players will be chosen for the

principal rôles in the stories with the cooperation of the Episcopal Actors' Guild of America, the Catholic Actors' Guild of America and similar guilds of Jewish and other churches.

The first type of sound films released will be with non-synchronized records, made by Sonora electric recording process, reproduced on the new Sonora Melodon electric reproducing instrument which records and reproduces every audible sound with a clarity and tone quality that cannot be distinguished from the original. The low cost of such apparatus, it was said, would permit immediate installation in churches. Synchronized films, or talking motion pictures will follow shortly after, however, available for churches that can afford the greater expense involved. It might be added that the Sonora new talking movie apparatus is believed to be far less expensive than others now on the market, and that the upkeep and service charges are considerably lower, due to Sonora simplifications.

The religious films with sound accompaniment can be shown on Sundays, it was pointed out, in those cities and towns where the theatres are ordinarily closed by law on that day.

The advisory board is composed of thirty-six members, clergymen and prominent laymen, among whom are Samuel Untermyer, George Gordon Battle, Rabbi Nathan Krass, the Rev. Randolph Ray, Senator Arthur Capper, Secretary of Labor Davis, Percy Moore and Donald Brian.

E. H. Palmer Leaves Freed-Eisemann Corp.

Eric H. Palmer has announced his resignation from the post of publicity director for the Freed-Eisemann Radio Corp. to devote all of his time to his publicity and sales promotion business. Mr. Palmer is identified with Radio

Productions, Inc., an organization which stages de luxe features for broadcasting, and is also vice-president of the Brooklyn Broadcasting Corp., owning station WBBC. Mr. Palmer writes the column "Outside Listening In," daily, in the Brooklyn Times. His friends may reach him at 119 West Fifty-seventh street, Suite 1020, New York City.

Brunswick Featured in Stieff Display

Philadelphia Branch Store Attracts Passers-by Through Excellence of Brunswick Window Displays

The Chas. M. Stieff Co., Brunswick dealer in Philadelphia, is located in a select and busy thoroughfare, where hundreds of people pass every day, and are attracted into the store



How Stieff Co. Featured Brunswick through interesting window exhibits of Brunswick instruments and records, upon which the Stieff Co. prides itself. The accompanying photograph, in which Brunswick records predominate, is one of the many displays that attracted unusual attention and resulted in an increase in record sales during the mid-Summer season. The drawing power of these displays has been demonstrated by increasing sales enjoyed by this aggressive concern.

Fray Mfg. Co. Now Owns "Mello-Tron"

The Fray Manufacturing Co., 2021 South Michigan avenue, Chicago, a new corporation organized by Fred S. Armstrong and Raymond W. Armstrong, has purchased the entire plant and good will of the Mellotron Tube Co. The new corporation, which has been operating since August 1, will manufacture a complete line of radio tubes under the brand name of "Mello-Tron."

Fred S. Armstrong, president of the Fray Co., is best known to the radio industry for his work in the organization of the Radio Protective Association, of which he is treasurer, and for his part in that Association's campaign.

Raymond W. Armstrong has had twenty years of experience in lamp and tube making, seven years of which were spent in the lamp-development laboratory of the National Lamp Works of the General Electric Co. The new company has announced an improvement in the manufacture of heater-type AC tubes, which is said to prolong the useful life of this type of tube. Patents have been applied for.

Home From Europe

Joseph Berg, president of the Berg A. T. & S. Co., Long Island City, N. Y., manufacturer of Berg Artone portables, returned from Europe on August 24 on the "S.S. Berengaria." Mr. and Mrs. Berg were touring Europe and in response to a cable by Sales Manager E. R. Manning Mr. Berg returned three weeks earlier than planned, due to an exceptional rush of business at the Berg factory.



For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer . . . that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers . . . in recommending the grade of felt best suited to each requirement. Our customers profit by all this. Write us for quotations.

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th St., New York City

325 So. Market Street, Chicago

Salt Lake Dealers View Equasonne Line

SALT LAKE CITY, UTAH, September 5.—Details of the improvements in the Sparton radio were explained to a big group of dealers handling this instrument in the Salt Lake City territory at a conference held at the Newhouse Hotel, this city, in August. Frank Edwards, head of the Motor Equipment Co., distributor for the Mountain States, presided. The new Sparton Equasonne radio circuit was explained by Frank Purviance, service engineer, who showed what the instrument was capable of doing. Frank Drake, service representative for the Western district, gave an explanation of the

unit type of construction of the new Sparton Equasonne, pulling the various units apart and indicating their construction.

V. A. Searles, advertising manager of the Sparks-Withington Co., Jackson, Mich., gave a comprehensive talk on radio advertising. Willard French, of Brook, Smith & French, advertising counselors, also made an address. Lee Borden, Pacific Coast manager, gave a resumé of the activities of the company from its foundation to the present. He said they did not drift into the radio business, but their entry into it was deliberately planned. He gave an illustrated talk on factory production, and also discussed the policies of the company. Mr. Edwards, presiding officer, spoke on the sales possibilities of the Sparton radio. A banquet was held at the hotel in the evening.

Cathode Type Tube May Become Standard

The cathode or heater type of tube may eventually be the standard for all receivers, whether operated from AC house lines or batteries, according to L. P. Naylor, sales manager of the Arcturus Radio Co., Newark, N. J.

"The reduction of microphonics and the exceptionally long life that can be built into these tubes," said Mr. Naylor, "are considerations that recommend the heater-cathode tube for DC as well as AC receivers."

The new music store of Clarence C. Shaffer has been formally opened in Oil City, Pa.

NEWCOMBE-HAWLEY RADIO REPRODUCERS

Tie up with the complete Newcombe-Hawley line and enjoy maximum turnover and profit.

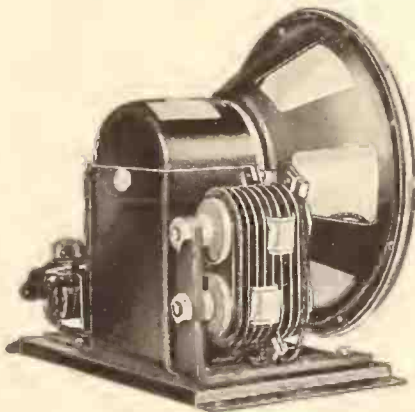
DYNAMIC CONE MODELS

Unsurpassed tone quality and volume. Fine cabinet work. Excellent finish. All models furnished for battery or light socket operation.



Table

With D. C. or A. C. Dynamic Cone Reproducer. Wide enough to hold most radio receivers.

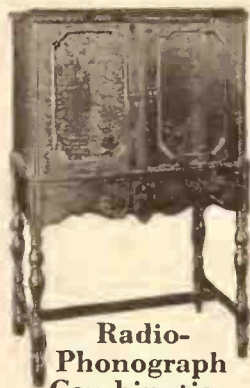


The Heart of Newcombe-Hawley Dynamic Cone Reproducers



Small Console

For the smaller receivers. With Dynamic Cone Reproducer.



Radio-Phonograph Combination

With Dynamic Reproducer, electric turntable pickup and space for set.



Portable

Satinwood front. With Dynamic Cone Reproducer.



Portable

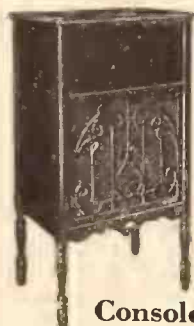
Burl walnut cabinet. With Dynamic Cone Reproducer.



Large Console

For large R. C. A. Model 18 and other large sets. With Dynamic Reproducer.

AIR COLUMN MODELS



Console

With Newcombe-Hawley 72-inch air column and Nathaniel Baldwin unit.



Portable

Equipped with Nathaniel Baldwin unit. 56-inch air column. Bronze metal case.



Portable

A beautiful portable reproducer in burl walnut cabinet.



Table

For large receivers such as R. C. A. Model 18 A. C. sets. Unit mounted behind grill. Requires little space.

Send for complete catalogue
Newcombe-Hawley, Inc.

203 First Ave., North, St. Charles, Ill.

Sterling Sponsors Dealer Meetings

Kolster Dealers Attend Meetings at Kansas City, Mo., and Wichita, Kan.—New Models Demonstrated

Enthusiastic dealer meetings were recently held in the interests of Kolster Radio by the



Third Annual Dealers' Meeting of the Sterling Radio Co. in Kansas City

Sterling Radio Co., Kansas City, Mo., Kolster distributor. The meetings were conducted at the President Hotel at Kansas City and the Lascen Hotel at Wichita, Kansas.

H. C. Bonfig, vice-president of the Sterling Radio Co., welcomed the assembled dealers. Addresses were delivered by H. A. Hutchins, assistant general manager, and F. J. Kahn, service manager of the Kolster Radio Corp., outlining the merchandise program of the organization and discussing service matters. C. M. Willis, sales manager of the Sterling Radio Co. talked on Kolster advertising and dealer helps.

An address by Merle Smith, a noted economist and merchandiser, was the feature of after-luncheon activities at both meetings. Mr. Smith gave the dealers an insight into the radio busi-

ness viewed from the angle of the consumer.

Approximately 200 dealers from Kansas, western Missouri and northwestern Arkansas attended the Kansas City meeting, and approximately 75 dealers were present at Wichita. Many had an opportunity to see and hear the new Kolster line of receivers and speakers for the first time, and favorable comment was heard on every set.

In commenting on business prospects, Mr. Bonfig stated that the outlook was unusually

optimistic, adding that business already written for immediate and future deliveries indicates the doubling of the large volume transacted by the Sterling Radio Co. last year.

Edward Baraban Passes Away

Edward Baraban, office manager of Studner Bros., Inc., manufacturers' representatives, New York City, died suddenly on August 12 from an infected foot. Mr. Baraban had been connected with the Studner organization for several years, and very efficiently conducted the many details coincident with the main office of the company. He was twenty-seven years old and left a widow and young child.

Blackman Co. Holds Meetings for Dealers

All-American Mohawk Lyric Receivers and Ansonia Loud Speakers Exhibited at Enthusiastic Meetings

The Blackman Distributing Co., New York City, one of the leading radio distributors in the East, held several very successful dealer meetings recently featuring All-American Mohawk Lyric receivers and Ansonia loud speakers. The first meeting was held at the Hotel Whitehall, 100th street and Broadway, New York City, and a few days later another meeting was held at the Leverich Towers Hotel in Brooklyn, N. Y.

C. L. Johnston, vice-president and general manager of the Blackman Distributing Co., was in active charge of both meetings, ably assisted by M. E. Kuhn, Eastern sales manager of the All-American Mohawk Corp. The new All-American Mohawk Lyric receivers were received enthusiastically by the dealers in metropolitan territory and many important dealer accounts were signed at both meetings. Mr. Johnston is very enthusiastic regarding the outlook for the coming Fall, stating that the class of dealers now handling All-American Mohawk products represents the most progressive and successful merchants in the territory.

E. R. Smith With Fada Jobber

Eugene R. Smith, a sales pioneer in the radio field, has become associated with the radio department of Noyes Bros. & Cutler, Inc., St. Paul, Minn., distributor for Fada radio in that section. Prior to his entry into the radio industry several years ago, Mr. Smith was in charge of the telephone department of the St. Paul Electric Co.

FASTEST SELLING CABINETS

Stenola CABINETS

EQUIPPED WITH RCA, 100A OR ANY POPULAR DYNAMIC SPEAKER

Imitators never catch up with the leader. That's why Stenola Radio Cabinets sell faster and make more money for dealers than any other line on the market. Stenola Cabinets are always ahead in design and construction. Comparison proves their originality, beauty, finer workmanship and greater value. Stenola Cabinets are made in woods to match all standard sets.

Attractive Dealer Proposition

Write today for circular showing complete Stenola line of console and table models and full particulars regarding discounts.

Set Manufacturers

Let us quote on your cabinet requirements

At the New York Radio Show see the Stenola exhibit in section D. D. Booth 16.

STETTNER PHONOGRAPH CORP.

"Pioneers in Radio Cabinets"

314-322 E. 75th St. Tel. Butterfield 4777 New York City

MOST STENOLA CABINETS ARE PATENTED FOR DESIGN



MODEL 83

The DeLuxe Beauty of the Stenola line. Finished in walnut, front panel slide. Equipped with R.C.A. 100A, Peerless or any popular Dynamic Speaker. Accommodates the new Radiola 60 or any set that fits panel—dimensions: Ht., 11"; W., 27"; D., 14½".



MODEL 80-A

Finished in walnut. Set is installed through back. Equipped with R.C.A. 100A, Peerless or any popular Dynamic Speaker. Accommodates the new Radiola 60 or any set that fits panel—dimensions—Ht., 9¾"; W., 25½"; D., 13".



MODEL 61

Finished in walnut to match the Radiola 18. Tables made in various sizes to accommodate any radio set including the new Radiola 60. Equipped with R.C.A. 100A or any popular Dynamic Speaker.



MODEL 82

The newest beauty of the Stenola line. Finished in walnut. Front panel slide. Equipped with R.C.A. 100A, Peerless or any popular Dynamic Speaker. Accommodates Radiola 18 Chassis, the new Radiola 60 or any set that fits panel. Dimensions—Ht., 10½"; W., 25½"; D., 13½".



MODEL 80

Front panel slide. Finished in walnut. Equipped with R.C.A. 100A, Peerless or any popular Dynamic Speaker. Accommodates any set that fits panel—dimensions—Ht., 9¾"; W., 22"; D., 13".

FADA Radio

The outstanding features
of the Chicago Radio Show

FADA A. C. ELECTRIC	"10"
FADA A. C. ELECTRIC	"70"

Time after time this remark was made,
"Fada has done it again"

The **FADA "10"**



—with Fada "10", the long looked for great performer in the class around the \$100 market, and Fada "70", the console model that will take the class market by storm.

The **FADA "70"**



Handsome burlled walnut Sheraton console with built in Fada "14" Dynamic Power speaker. Operates on disappearing loop antenna which rests in cabinet when not in use.

The Big Parade in Radio marches on with the Fada "10" and the Fada "70". They'll bring the dollars to Fada dealers — and the Fada franchise grows more and more valuable. Don't delay — see if your territory is open — write or wire.

Fada A. C. Electrics from \$110 up

F. A. D. ANDREA, INC., LONG ISLAND CITY, N. Y.

Fada prices slightly higher West of the Rockies

How about cutting down on Service Calls ?

ICA RESISTOVOLT

REG. U. S. PAT. OFF.

stops AC tubes from blowing out by checking all line voltage in excess of 110 volts.

ICA RESISTOVOLT

REG. U. S. PAT. OFF.

acts as fuse in case of short circuit—the tubes and set wiring remaining unharmed.

ICA RESISTOVOLT

REG. U. S. PAT. OFF.

checks extraneous line noises caused by the use of electric switches and appliances in the home.

ICA RESISTOVOLT

REG. U. S. PAT. OFF.

works on any AC tube or eliminator operated radio set, AC or DC.

ICA RESISTOVOLT

REG. U. S. PAT. OFF.

is installed in an instant, just plugging in between wall socket and the radio set plug.



Retails at

\$1.50

PACKED IN COUNTER DISPLAY CARTONS CONTAINING ONE DOZEN

Backed by National Advertising to help dealers

Order from your Jobber or from

INSULINE CORP. OF AMERICA

Standard Products Since 1921

Insuline Building 78-80 Cortlandt St.
New York City

Profusion of New Models Acts as Sales Stimulant in Buffalo

Increased Facilities in Brunswick Branch—New Models on Display—Radio Trades Association Show Opens September 17—Philco Dealers Attend Conference

BUFFALO, N. Y., September 7.—With new models in both talking machines and radio appearing in profusion the trade has been given a stimulant, which is more than seasonal, in the opinion of both wholesalers and retailers. Early September business has been particularly good, with dealers stocking up in anticipation of one of the best Autumn sales volumes of all time.

Federal, for example, is working its big Elmwood plant to capacity, and is unable to approach full delivery of its new models in the volume sought by its jobbers and retailers. It may be trite but it certainly is true that the reception of the new Federal Ortho-sonic models has been most enthusiastic, and this company's volume of sales during the last half of the year is likely to prove a surprise to even its most optimistic officials. The new H model is in particular demand, it is reported.

C. N. Andrews, RCA distributor for this territory, reports big volume business on models 18 and 60. The dealers are delighted with the RCA line, Mr. Andrews reports. Incidentally, this widely known distributor has been seriously ill for the past three weeks, returning to his office on September 4, after a period of confinement in his home and in a Buffalo hospital.

The Victor Models 711 and 726 are being moved briskly, the Buffalo distributors, Mr. Andrews and the Buffalo Talking Machine Co. report. Victor talking machines and records have had a very fair mid-Summer movement in this territory and apparently Fall business will be all that could be desired.

Installation of the enlarged facilities for the new Buffalo branch of the Brunswick-Balke-Collender Co. is nearing completion under the direction of George A. Lyons, branch manager. Formerly Buffalo was a sub-district under the Cleveland branch, but it is now a complete factory sales and service unit with fine stocks of the entire Brunswick phonograph, radio and record lines. Mr. Lyons is well known among the Eastern trade, and has an able sales staff under his direction, covering the greater portion of New York State and six counties of Pennsylvania.

The new Brunswick models of all types are on display in attractive quarters at the Buffalo branch, 221 Washington street, and have been seen by many dealers who expressed their approval with orders. New record racks and other service facilities are being installed.

Henry J. Rowerdink, Kellogg dealer, at Rochester, has moved from the Case Building to the Temple Building, at 14 Franklin street, in that city. He plans to show his full line at the Rochester radio show, scheduled for the latter part of this month.

The Erskine-Healey Co., distributor of Sylvania tubes in this territory, had dealers in western New York as its guests at the Sylvania Products Co.'s plant in Emporium, Pa., recently, going there by motor and inspecting the factory under the direction of B. G. Erskine, president of the company.

J. W. Million, Jr., radio engineer of the King Mfg. Co., and Howard J. Smith, of the Linde Air Products Co., recently were elected directors of the Buffalo Institute of Radio Engineers.

Practically every make of radio represented in this vicinity will be shown at the fifth annual show of the Buffalo Radio Trades Association to be held September 17 to 22, inclusive, in the Broadway auditorium. Elmer C. Metzger will be general chairman, and John M. Kibler, vice-chairman of the exposition.

More than 400 persons attended the annual outing of the Buffalo Radio Trades Association held at the Trap & Field Club. many

members of the trade in Rochester and other western New York points being present. An afternoon of games and sports was followed by dinner in the club dining-room and dancing. All music-radio stores were closed for the afternoon of the outing.

Philco dealers in western New York attended a sales conference at the Hotel Sagamore, Rochester, as guests of the Beaucaire-Mitchell Co., of that city, distributor for the Rochester territory. Following a showing of new models by factory representatives dinner was served in the hotel. Speakers from the company's home office included James E. Carmine, L. E. Gubb, George M. Agnew and R. F. White.

Temple Making Over-size Display Speaker

"Dealerola" Oversized Temple Air Chrome Speaker Is Thirty-six Inches Square—To Be Used in Store Door

CHICAGO, ILL., September 6.—Temple, Inc., is making an effective display for its dealers in the form of an "oversize" Temple Air Chrome



Temple Oversize Display Speaker

speaker which has been found very effective in stimulating interest and creating business. This speaker is thirty-six inches square and is equipped with brackets for use in dealers' doorways or for suspension in the interior of the establishment.

It has the same tone as the regular model and will handle the volume of the most powerful amplifier without distortion.

This Temple "Dealerola" may be lettered with the dealer's slogan or other advertising copy, further increasing its effectiveness.

Godard Leases New Quarters in Syracuse

SYRACUSE, N. Y., September 6.—The Godard Music House has taken a long-time lease of the Duguid Building, 428 South Warren street, this city, which will be occupied by the company after extensive alterations have been made. The plans call for a most attractive music store, together with a number of studios for teachers, an artists' studio for the use of visiting artists, and an auditorium where music pupils can give recitals.

Federal Retailers Are Staying "Federal"



THIS is a year of many "switches" in lines. Hundreds of retailers are still unsettled, but Federal Retailers are staying "Federal" — an increasing number of Retailers are turning "Federal" — many of them exclusively Federal.

These are the reasons they give us —

- 1. Federal is a radio pioneer. Federal knows how to build quality into radio — has always built that kind of radio and still is.
- 2. Federal offers a complete line of radio — in every pocket-book range (\$90 to \$1290) — without a sacrifice of tone quality, selectivity or distance range in any model.
- 3. Federal's increased discounts and Federal prices assure the Retailer a profit on every sale — and the confidence and applause of customers.
- 4. Federal's policy never overloads the Retailer with merchandise — or overloads his territory with Federal Designated Retailers.

Phone, wire or write for the Federal proposition.

FEDERAL RADIO CORPORATION, BUFFALO, N. Y.
OPERATING BROADCAST STATION WGR AT BUFFALO
Federal Ortho-sonic Radio. Ltd., Bridgeburg, Ont.

Federal Radio

ORTHO-SONIC*

Licensed under patents owned and/or controlled by Radio Corporation of America, and in Canada by Canadian Radio Patents, Ltd.

* Federal's fundamental exclusive development making possible Ortho-sonic reproduction is patented under U.S. Letters Patent No. 1,582,470

FEDERAL RADIO CORPORATION,
1738 Elmwood Avenue, Buffalo, New York

Please send me complete details of the Federal proposition.

Name.....

Address..... City.....

Walter Giesecking Is New Brunswick Artist

Famous Pianist Is Most Recent Addition to Brunswick "Hall of Fame"—Has Won World-wide Renown as Artist

Another famous musician announced by the Brunswick Co. as having joined the "Hall of Fame" is Walter Giesecking. Mr. Giesecking is not only a great musician and a technician, he



Walter Giesecking

is also a poet of the piano, and an artist of the finest grain. Giesecking is of German ancestry, although born in Lyons, France. The first sixteen years of his life were spent on the lovely Riviera, where he had time and opportunity to drink deep of nature's beauties. Under Carl Lerner, of the Hanover Conservatory, he won first recognition as a pianistic phenomenon and the crowning point in his career was reached with his American debut in January, 1926, and America pronounced Giesecking the greatest emotional pianist since Rubinstein. His first Brunswick record is an unusual Debussy theme, a melodic valse, "La Plus Que Lente," and on the reverse side, "Die Silberne Cascade" (The Silver Cascade).

Associated Cabinet Mfrs. Corp. Formed

Will Act as Factory Representative for Wolf Mfg. Industries, Chickasaw Products, King-Haase Co. and St. John's Co.

The Associated Cabinet Mfrs. Corp. has been organized by D. Golenpaul and Julian T. Mayer, both well-known executives in the music-radio industries. Mr. Golenpaul is president of the new company, and Mr. Mayer is vice-president. The organization will function as exclusive direct factory representative on a national scale for the Wolf Mfg. Industries, Kokomo, Ind.; Chickasaw Wood Products Co., Memphis, Tenn.; and King-Haase Furniture Co., Memphis, Tenn. The St. John's Table Co., Cadillac, Mich., will also be represented in the Eastern territory.

Sales and showrooms of the Associated Cabinet Mfrs. Corp. have been established at 100 Fifth avenue, New York, and warehouse and executive offices at 417 West Twenty-eighth street, New York. Mr. Golenpaul states that district representatives are being appointed throughout the country. In the metropolitan district of New York a new departure will be inaugurated by his company, according to Mr. Golenpaul, who states that the various lines of radio cabinets will be merchandised to the dealers direct, with a complete stock in the company's New York warehouse, thus insuring prompt deliveries and efficient service to the retail trade throughout this district.

Mr. Golenpaul's experience covers five years in the cabinet business, and he was formerly Eastern sales manager of the Emerson Phonograph & Radio Corp. Mr. Mayer was formerly owner and manufacturer of the J. & C. Fischer Piano Co. and later was district factory representative of the H. C. Bay Piano Co. At one time he was the piano trade executive of the Commercial Investment Trust Co.

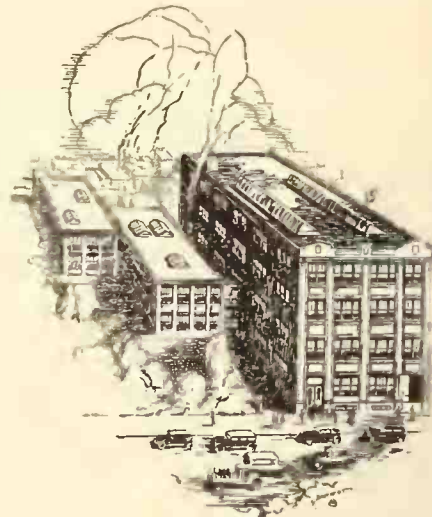
New Store in Chester

Edward Boon, proprietor of the Blue Bird Music Shop, 6020 Lansdowne avenue, Philadelphia, Pa., has opened a new store at 119 South Eighth street, Chester, Pa., for handling radio. The main store features musical merchandise and phonographs in addition to nationally known lines of radio.

Sonatron Adds New Unit to Factories

Four-story Building Connected to Older Units by Bridges—Will Enable Company to Triple Its Production

Officials of the Sonatron Tube Co. have announced that a new unit is to be added to the present Newark, N. J., factories which will triple the firm's production. The new factory,



New Sonatron Factory Unit

which will be connected to the older units by means of bridges placed at two levels, will be four stories in height. The new structure will front on State street, while the old one fronts on Eighth avenue, this giving Sonatron a series of buildings a block long. In addition to incorporating many new industrial building features the factory will be outfitted with the latest developments in tube machinery.

Nathan Chirelstein, president of the firm, stated that it has been his aim to depart from the conventional factory building, and his architects have created a structure which is not of the usual, bare, cold and forbidding type of manufacturing unit. There is a generous use of stone trim, and the building is to be done in warm shades of brick. Refinements in the layout of machines will serve to further increase production, and it is expected that the total output of the factories will be about 18,000 tubes a day.

Mr. Chirelstein said that the retail value of Sonatron tubes, which will be produced within the next year, will reach \$15,000,000, and adds that prospects have never been brighter. He further stated that the firm has secured several other pieces of land close to the present plants to provide for further expansion.

Make Airplane Trip to View Orchestrope

Officials of Greene Co., of Toledo, Fly to Huntington to Inspect New Model of the Capehart Orchestrope

The first party to make an airplane trip to the factory to view the new Capehart Orchestrope dropped down out of the sky recently, having flown from Toledo, O., to Huntington, Ind., in about an hour. The party of seven came from the J. W. Greene Co., Toledo's exclusive Orchestrope dealer, and spent the day going through the Capehart factory and viewing the new model of this wonderful automatic phonograph. The airplane party included J. H. Beat, C. H. Wolfert, W. W. Baillie, manager of the phonograph department of the J. W. Greene Co., Allen D. Gutchess, Mary Wirt, Russell Hosler, pilot, and Frank A. Bailey.

Fred Smith, formerly of Lebanon, Ky., has just opened a music store on Third street, Danville, Ill., handling Baldwin pianos, sheet music and small instruments.

Thoroughbred Plywood Cases

You stress quality in your cabinets. Follow through and specify high grade shipping cases.

We call our plywood cases thoroughbred cases because they deserve the term. These Birch and Maple cases with Spruce cleats have made an enviable reputation among exacting millmen. Their background is inexhaustible virgin timber resources, the last word in milling equipment and seasoned manufacturing experience of 19 years' standing.

These cases cost no more and they are every bit worthy of your product.

Send for a trial shipment



Statler Building

Boston, Mass.

“Have Made Only One Service Call”

says an Iowa dealer of his experience with

Bremer-Tully

RADIO

—and he has sold a lot of them.

He further states, “After several trying experiences on price goods we are through with the so-called cheap sets.”

Years of radio dealership have shown him that Bremer-Tully Radio *insures greater safety, better results, less service expense, better unit sales and more repeat orders.*

That is why the thousands of Bremer-Tully dealers all over the country are content to renew their franchises year after year.

And that’s your safest guide to the selection of a profitable line—the successful experience of the dealers handling it.

If you are not yet franchised by Bremer-Tully send the coupon.



A complete line of seven models from \$115.00 to \$500.00 meets every reasonable requirement.



The B-T Seven-Seventy-One

—an exceptional radio value.

Distinctive in design—it set a new style in radio furniture—and combines quality in radio performance far beyond that ever believed possible at its price.

Better value cannot be found anywhere and in few instances can 7-71 quality be equalled—even at considerably higher prices.

Genuine American walnut with sliding doors of burl-maple and satinwood overlay panels and a speaker of finest quality. Model 7-71M, Magnetic Speaker, \$245.00. Model 7-71D, Dynamic Speaker, \$280.00. Prices quoted less tubes.

Bremer-Tully Speakers

—a revelation to all who hear them. They simply cannot be surpassed.

The outward excellence of the solid walnut cabinets is less than half the story—it’s the interior mechanism that counts. The Magnetic cone is \$30.00—and the Dynamic \$60.00 and \$65.00. The coupon will bring details.

COUPON

Please send information checked

Dealer Franchise Speakers

Dealer

Street

City State

Improved Employment Situation in Detroit Is Aid to Business

Dealers Anticipate Banner Season Due in Large Measure to Fact That Employment Situation Is 75 Per Cent Better Than a Year Ago—Atlas Co. Buys Five Stores

DETROIT, MICH., September 6.—Talking machine and radio dealers say that prospects for good Fall trade are exceedingly bright, basing their statements on the fact that business always picks up after Labor Day and the further fact that this year the employment situation is 75 per cent better than a year ago.

The Serlin Radio Stores, of which there are five, have been sold to the Atlas Radio Co., which operates a chain of radio stores throughout the country.

J. P. J. Kelley, salesman for the Columbia Phonograph Co. wholesale branch in Pittsburgh, while on a motor trip to his boyhood home in Peterboro, Can., stopped off in Detroit to visit his old friend, Thomas Devine, local manager for Columbia wholesale, and who was for a number of years connected with the Pittsburgh branch. Mr. Kelley is one of the oldest employes of the Columbia Phonograph Co. He was accompanied by his wife.

The Libreria Popolare Italiana Music Shoppe,

2296 Mack avenue, is moving to the corner of Mack and Chene streets, which will be a much larger store than the old one and also a more up-to-date store in every way.

The Frank Bayley Music Co., which recently moved to larger quarters on Broadway, is featuring the Victor line as well as the Atwater Kent radio line. The new store represents a considerable investment for new fixtures and Mr. Bayley is carrying very large stocks.

Thomas Devine, Detroit manager of the local Columbia branch, and his sales force are all keyed up over the new line of Columbia radio sets, which will be offered some time this month. Columbia dealers are getting the first opportunity to secure the franchise for the new Columbia radio products, which will consist of two table models and three cabinet models of the highboy type, prices ranging from \$140 to \$350. A recent visitor was R. J. Mueller, district manager for the Columbia Phonograph Co., with headquarters in Cleveland.

Julius Dsubak, formerly salesman in the Detroit territory for the foreign record department of Columbia wholesale, and now with the New York Columbia branch, was in town the other day arranging to take his family to New York, where they will reside permanently. While in Detroit Mr. Dsubak called on a number of Columbia dealers.

The People's Music Store, 3813 Industrial avenue, Flint, Mich., has just leased the corner store in the Theatre block. Frank Kiljanski, proprietor, is sparing no expense in fitting up the new and larger store.

September celebrates the forty-seventh anniversary of the J. L. Hudson Co. and special offerings are being made in all departments, including the music store.

The Detroit Electric Co., Detroit, Mich., distributor of products of A. H. Grebe & Co., Inc., New York, in the Detroit area and surrounding territories, announced late in August the reopening of its Kalamazoo branch at 132 North Rose street, Kalamazoo, Mich. The new branch is under the managership of S. Kenneth Shull. Mr. Shull has associated with him H. P. Lockwood assisting in the territory.

You Get More than "Just an Aerial" When You Buy a "TOBE" ~ ~

The Better and Practical Aerial for the Electric Set

This TOBE product combines an excellent aerial or a good ground—a thru-way electrical outlet serves as lightning arrestor—reduces static pick-up and—is sold with a FREE five-day \$2.00 trial

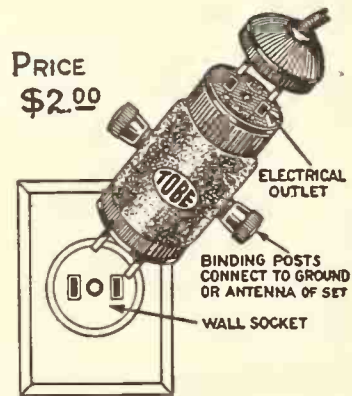
The Public Will Demand This Unit

4 Purpose



Light Socket Aerial

TOBE DEUTSCHMANN CO.
CANTON, MASS.



Chooses Federal Set for Antarctic Trip

Lieutenant T. B. Mulroy, Chief Engineer of Byrd's Expedition, Chooses Ortho-sonic Receiver for Own Use

A 7-tube Federal Ortho-sonic receiver has been chosen by Lieutenant Thomas B. Mulroy,



Federal Set for Use in Antarctic by Lieut. T. B. Mulroy on Byrd Expedition

chief engineer of Commander Richard E. Byrd's South Pole Antarctic Expedition, for his personal use aboard the "City of New York." This model, which has been installed in Lieutenant Mulroy's cabin, operates on either antenna or loop, and he expects to receive international programs during the two years the expedition plans to spend in the Polar wastes.

ATWATER KENT RADIO

THE 1929 ELECTRIC SET

MODEL 40

\$ **77**

(without tubes)

MODEL 40 A. C.

More powerful, more sensitive. New sealed power unit. FULL-VISION Dial. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current, \$77.

MODEL 41 D. C. Requires five D. C. tubes and two power tubes, \$87 (without tubes).



Make the dollars spin !!

"HOW can I speed the rate of turnover? How can I make my capital work faster—yield more?"

Dealers who concentrate on the Atwater Kent Radio have found the answer.

PUBLIC DEMAND for an article makes turnover.

Atwater Kent Radio is most in demand. The dollars you invest in it come back to

you quickly—again and again—with profit.

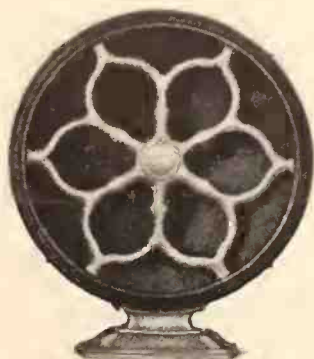
That's turnover. That's the logic of concentrating on the inexpensive radio that most people ask for by name.

On the air—every Sunday night—Atwater Kent hour—listen in!
Write for illustrated booklet of Atwater Kent Radio

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President
4725 Wissahickon Avenue Philadelphia, Pa.



MODEL 42 A. C. Similar electrically to Model 40, with addition of automatic line voltage control. Many refinements in cabinet design—crowned lid, panelled corners, ball feet. FULL-VISION Dial with over-size numbers. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current. Without tubes, **\$86**



Prices slightly higher West of the Rockies

"RADIO'S TRUEST VOICE." Atwater Kent Radio Speakers: Satin finished—some in dark brown and gold, some in deep golden bronze and gold. Models E, E2, and E3, same quality, different in size. Each **\$20**



MODEL 44 A. C. Extra-powerful, extra-sensitive, extra-selective. Crowned lid. Panelled corners. Ball feet. Automatic line voltage control. Local-distance switch. FULL-VISION Dial with over-size numbers. Requires seven A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current. Without tubes, **\$106**

Columbia Phonograph Co. Announces Radio Receiver Line

Five AC Models, Two of Which Are Also Available for DC Operation, Comprise First Offerings—Important Features Incorporated in Each Model—Prepare Dealer Aids

Several months ago this publication and leading newspapers all over this country and in Canada carried a news story to the effect that W. C. Fuhri, vice-president and general sales

features: They operate direct from the lighting circuit on alternating current, 100-120 volts, 40-50-60 cycle, single tuning control, with



H. C. Cox, Columbia President

manager of the Columbia Phonograph Co., announced that the Columbia Co. was to enter the radio field. The name of the new set was to be called the "Columbia." The Columbia radio set in five striking models—two table types and three cabinet designs—is now ready for the market.

The news story on Columbia radio was of great interest to the public at large, because of the picturesque background behind Columbia products, their history extending over a period of forty years, back to the days when dictating machines and phonographs were interchangeable and it was customary for guests to gather around a table in the music or drawing room to listen to the playing of a record by placing tubes in their ears, much in the manner of the present-day radio head-set. Through these years Columbia has been a pioneer in the highly specialized science of recording and reproducing sound. It was the Columbia Phonograph Co. that was one of the first to experiment with and manufacture the electrically cut phonograph records, which are recorded through a radio microphone.

The new "Columbia" radio sets round out for Columbia dealers a comprehensive and unusually salable line of Columbia cabinet, portable and electric reproducing phonographs, and radio-phonograph combinations, all of which have met with outstanding public acceptance.

Each of the five "Columbia" sets, detailed descriptions of which are given in the "Newest in Radio" section of this issue, combines great selectivity, splendid volume and remarkable tone. Each is a piece of fine furniture—an outstanding example of the cabinet-maker's skill—with its own distinctive art motif.

All these sets have the following important



W. C. Fuhri, Columbia Vice-President

illuminated dial. Two of the five models are supplied also for use with direct current. No batteries are needed, the set simply being plugged into the house current. In each model the Columbia receiver uses tuned radio frequency. Three models are equipped with built-in loud speakers. All models are provided with a jack so that the amplifier may be used for the reproduction of phonograph records. All of these models operate on alternating current; two of them, however, may be had for use on direct current. In this latter case while cabinets are exactly the same a different model designation is given for those using direct current.

A striking descriptive booklet for distribution by Columbia dealers to their customers is being made available by the company. This booklet depicts the five instruments in settings with a futuristic touch. Moving picture slides are also being produced for dealers' use.

RCA Jobber Starts Promotion Dept.

A sales promotion department, in charge of Paul R. Krich, vice-president, has been inaugurated by the Radio Distributing Corp., wholesaler, Newark, N. J., with branches in Asbury Park and Trenton. The Radio Distributing Corp. is wholesaler of RCA Radiolas, RCA loud speakers and RCA Radiotrons.

The sales promotion department was designed to actively assist RCA authorized dealers in selling, servicing and advertising RCA products. Mr. Krich has formulated plans, ideas, suggestions and selling methods both effective and timely with a view to helping the dealer reach

his potential market more quickly and with least cost per sale. These include ideas on inside selling, street location, window displays, tie-ups with the RCA national advertising campaign by means of local newspapers, billboards, street car cards and direct mail, as well as handbills circularized through fairs and club functions. Mr. Krich explained that the material will be furnished by the Radio Corp. and distributed by his sales promotion department.

Martwel Representing "President" Radio

Exclusive Sales Representation Granted Martwel Corp. in New England States, New York and Other Big Cities

The Martwel Corp., New York, a national sales agency recently established by Paul S. Weil and Martin Zatulove, has announced its appointment as representative of the "President," a new AC radio receiver sponsored by the S. Freshman Co., Chicago. The executive head of this company is Sig Freshman, formerly in charge of the mid-West territory for the Chas. Freshman Co., Inc., New York. It is announced that the chassis of the "President" is fully licensed by the Radio Corp. and associated companies. Exclusive sales representation has been granted to the Martwel Corp. in the New England States, New York, New Jersey and the following cities and their trading areas: Philadelphia, Washington, Baltimore, Cleveland, Detroit, Pittsburgh, Akron, Canton, Columbus and other key cities in a large, important territory.

Buffalo Distributor's Unusual Publicity

All-American Mohawk Lyric Sets and Temple Loud Speakers Given Wide Publicity by Cycle & Auto Supply Co.

The Cycle & Auto Supply Co., Buffalo, N. Y., of which Ed Bihl is the head, was the sponsor recently of an unusual sales promotion idea. A



Lyric Radio and Temple Speaker Publicity miniature airplane depicting the "Spirit of Temple" was mounted on top of an automobile which proceeded to tour the city. The All-American Mohawk Lyric radio receivers were also advertised in large banners on the sides of the car, and in front of the City Hall, the mayor and the chief of police of Buffalo were presented with a Lyric radio and a Temple speaker.

Death of Geo. E. Mickel

OMAHA, NEB., September 6.—Geo. E. Mickel, one of the founders of the Geo. E. Mickel Co., and the Mickel Bros. Co., talking machine and radio jobbers and general music retailers in this city and Des Moines, died at his home here recently. Mr. Mickel, who was at one time president of the National Association of Talking Machine Jobbers, is survived by his widow, a son and a daughter. Mr. Mickel was widely known to the trade in this territory and his passing is mourned by a host of friends.

The Demand for Quality Never Ceases

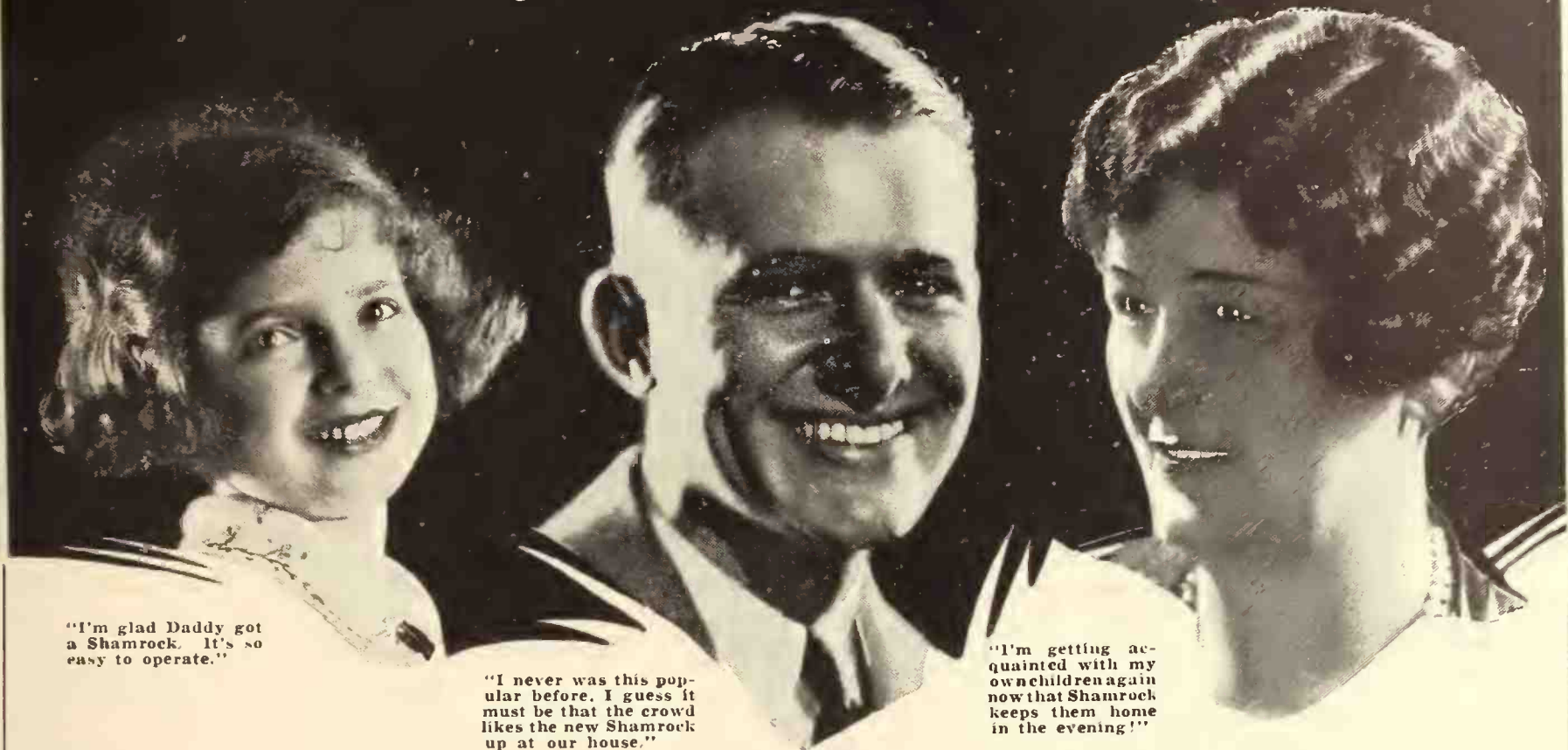
To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Standard No. 920 for Phonograph Record Manufacturing.

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

Everybody likes a Shamrock

The one thing the whole family agrees on!



"I'm glad Daddy got a Shamrock. It's so easy to operate."

"I never was this popular before. I guess it must be that the crowd likes the new Shamrock up at our house."

"I'm getting acquainted with my own children again now that Shamrock keeps them home in the evening!"

**JUST
PLUG IT IN
YOUR LIGHT
SOCKET**

List Price

\$95.



Shamrock Cabinets are available in finishes to accord with every color scheme—Antique Walnut, Chinese Jade Green, Mandarin Red, Ebony and Gold, and Ivory. Their beauty of design and decorative hand-carved wood panel make them effective on any type of table, cabinet, or console, yet they are modestly priced at only \$95 list.

Nationally Advertised!

SHAMROCK

DYNAMIC ELECTRIC

SHAMROCK MANUFACTURING CO.

154 Summit Street, Newark, N. J.

NOW

THE DYNAMIC ELECTRIC

"THE one thing the whole family agrees on." That's what we said when we introduced the new Dynamic Electric. Frankly we had a hunch it would also prove the one set the *dealers* agreed on—and, sure enough, it's proving to be just that!

Wherever this set has been heard it has aroused the most enthusiastic comments. It fully lives up to the reputation of the organization which developed it — the organization that pioneered the one dial set and ever since has maintained its position of leadership in radio engineering genius and manufacturing efficiency.

The new Shamrock Dynamic Electric will vindicate all claims made for it. Test it yourself for distance, volume, selectivity, tonal value. Hear it! It will convince you by *performance!*

Twin Cities Distributors Report Increased Business in All Lines

New Brunswick Radio Models Enjoy a Fine Demand—Kern-O'Neill Co., Columbia Jobber, Observes First Anniversary—Crosley Dealers to Meet Soon—Other News

ST. PAUL AND MINNEAPOLIS, September 7.—The fulsome prophecies made earlier in the Summer and accompanied by raps on wood are now repeated without the raps. Northwest music dealers are all agreed that the Fall season should inaugurate a very successful year.

Brunswick dealers have received an elaborate and beautiful color folder showing the new Brunswick models. The Brunswick dealer need not depend on the printed exposition, for delivery has started on the new line.

No favorites have been picked as yet, and the greatest enthusiasm is shown for all the models. The radio console model 5-KRC at \$115 is a sensation and no less popular are the 5-KRO high-boy cabinet with enclosed speaker at \$215 and the combination model Radiola 3-KRO at \$395. The latter has caused much superlative comment for the graduated volume control and the "filter" system which is said to insure wonderful tone. All the new models make the most of eye appeal with beautiful cabinet finish.

S. C. Schulz, manager of the Northwestern Brunswick offices, says that records have gone wonderfully well and that there has been a steady monthly increase over a year ago. Mr. Schulz believes the increased record sales are due to the interest in combination instruments as well as the new-type straight phonographs. Also the movietone pictures and the publicity given the featured songs have done much to add to record sales.

The Brunswick Co. will have its recording instrument in Minneapolis, and Northwest dealers will have the opportunity of seeing the latest type of records made. Local talent will be used. There is a great deal of interest throughout the trade in the event.

Out-of-town visitors to Brunswick headquarters include S. L. Sather, of Grand Rapids, Mich.; Mr. and Mrs. Winters, of Minot, N. D.; N. P. Lilly, A. B. Ettleson, of the Glass Block, Duluth, and George Costen, Huron, S. D.

J. E. Henderson, Jr., has concluded his first

month as manager at the Aberdeen, S. D., branch and has a very satisfactory volume of business to his credit.

S. A. Hilde, who covers northern Minnesota, gave a successful demonstration of the new Brunswick line at the Holland Hotel, Duluth, and many accounts were added to his books. A phenomenal sale of portables has helped the Summer volume of business.

Kern O'Neill Co., Columbia distributor, has celebrated its first anniversary as a firm, and everyone concedes the success of the combination. Arrival of the straight Columbia radio is eagerly awaited. A. J. Heath was in Minneapolis from the Chicago offices late in August.

The George C. Beckwith Co., Victor dis-

tributor, sponsored a presentation of the new Victor line at the Nicollet Hotel. Over 150 Northwest dealers were present. A fleet of Paige cars with large signs carried the visitors on a sight-seeing tour of Minneapolis, a police escort preceding them. A luncheon at 1 o'clock was followed by demonstrations of the new instruments. Representatives of the Victor Co. who were here for the meeting included A. W. Deas, Jr., N. H. Norvell, Howard Kupp and K. McInis.

R. C. Coleman, manager of the radio division, plans to announce soon a meeting of Crosley dealers. Merchandise has been absorbed in phenomenal amounts. Among the important accounts opened are the Dayton Co., of Minneapolis, and the Leader's two stores, in the same city. E. W. Owen, of Mankato, well-known furniture dealer, is planning an active Crosley drive, to include billboard displays.

The Belmont Corp., distributor of the Sonora line, has had a very successful August. George Michel, president of the company, says they are oversold on the Sonora portable. They are anticipating the arrival soon of the new combination instruments.

New Jersey Jobber Holds Sales Meeting

RCA, Magnavox and Wasmuth-Goodrich Executives Give Talks at Sales Gathering of Radio Distributing Corp.

The Radio Distributing Corp., Newark, N. J., with branch offices at Asbury Park and Trenton, New Jersey, distributor of the Radio Corp. of America and other nationally known lines of radio apparatus, recently held its pre-season sales meeting at the Washington Hotel in Newark. Max H. Krich, president, presided.

Arthur Byer, district sales manager of the Radio Corp., outlined the RCA sales policies and the importance of the distributor in radio merchandising, as well as the need for closer co-operation with authorized RCA dealers. W. W. Cohen, assistant advertising manager of RCA, described the sales promotion and advertising activities of the company and their direct bearing on the dealer. Bayard Clarke, representative of the Magnavox Co., Chicago, manufacturer of Magnavox dynamic speakers, told of the sales opportunities in the Magnavox line, and

demonstrated various models. Lambert Friedl, national sales manager of the Wasmuth-Goodrich Co., Peru, Ind., addressed the gathering on radio furniture from its inception, the magnitude of the business and the quality of the line. An enjoyable luncheon brought this most successful meeting to a close.

Stevens to Market New Dynamic Speaker

New Product, Different in Principle and Design, Will Shortly Be Placed on Market—Other Models in Demand

A new dynamic speaker, different in principle and in design, will shortly be placed on the market by the Stevens Mfg. Corp., New York, according to Clifford E. Stevens, treasurer of the company. "Our engineering and acoustical laboratories have been at work on this new product for some time," Mr. Stevens said, "and I can safely say that it is a startling product which will be of great interest to the radio industry. In our organization we notice a marked increase in inquiries for the Burtex cone, one of our exclusive products, since the advent of the dynamic speaker idea and the use of more power in reproduction."

Mr. Stevens stated that production of the Sibley motor for phonographs is well under way, and the Stevens Mfg. Corp. has been enjoying a splendid demand for this product.

Ideal Radio Cabinet Mfg. Co. Expands

New Product, Different in Principle and Design, Will Shortly Be Placed on Market—Other Models in Demand

A new plant, designed for the purpose of finishing and shipping cabinets and affording 25,000 square feet of space, has been established by the Ideal Radio Cabinet Mfg. Co., New York. The actual manufacturing of cabinets will be continued in the old quarters of the company, according to Sam Rappoport, president, who stated that the new facilities were engaged in order to speed up deliveries of the finished product, and render more efficient service to dealers, jobbers and manufacturers.

A well-rounded line of radio cabinets has been announced for the 1928-29 season by the Ideal Radio Cabinet Mfg. Co., designed to be equipped with a variety of magnetic and AC or DC dynamic speakers, at the option of the purchaser.



The COMPACT

A Profit Leader. Eight tubes (including rectifier). Full AC operation; single dial control; artistic wood cabinet. Three tuned stages. Complete (less tubes) \$98



The GLORITONE

Radio's supreme musical instrument. The finer CASE Nine-tube Neutrodyne (including rectifier) in combination with electric phonograph. Dynamic speaker. Loop operated. Luxurious cabinet, gold fitted. Less tubes... \$500

CASE

Master Builder of Fine Radios

offers a new and complete line of super-powered AC Neutrodyne at lower prices!

The CASE franchise assures bigger sales and bigger profits by offering a complete line of 7 and 8 tube, full AC sets from \$98 to \$500, backed by an intelligent merchandising plan that assures liberal dealer co-operation.

CASE RADIO is full licensed. The CASE Chassis are famous for their rugged construction that withstands rough handling in shipment and continuous satisfaction in the hands of owners.

CASE SUPER-POWER stage by stage meets the public demand for clear, pure tone with real volume.

Write today for full details regarding these finer sets and our liberal dealer plan.

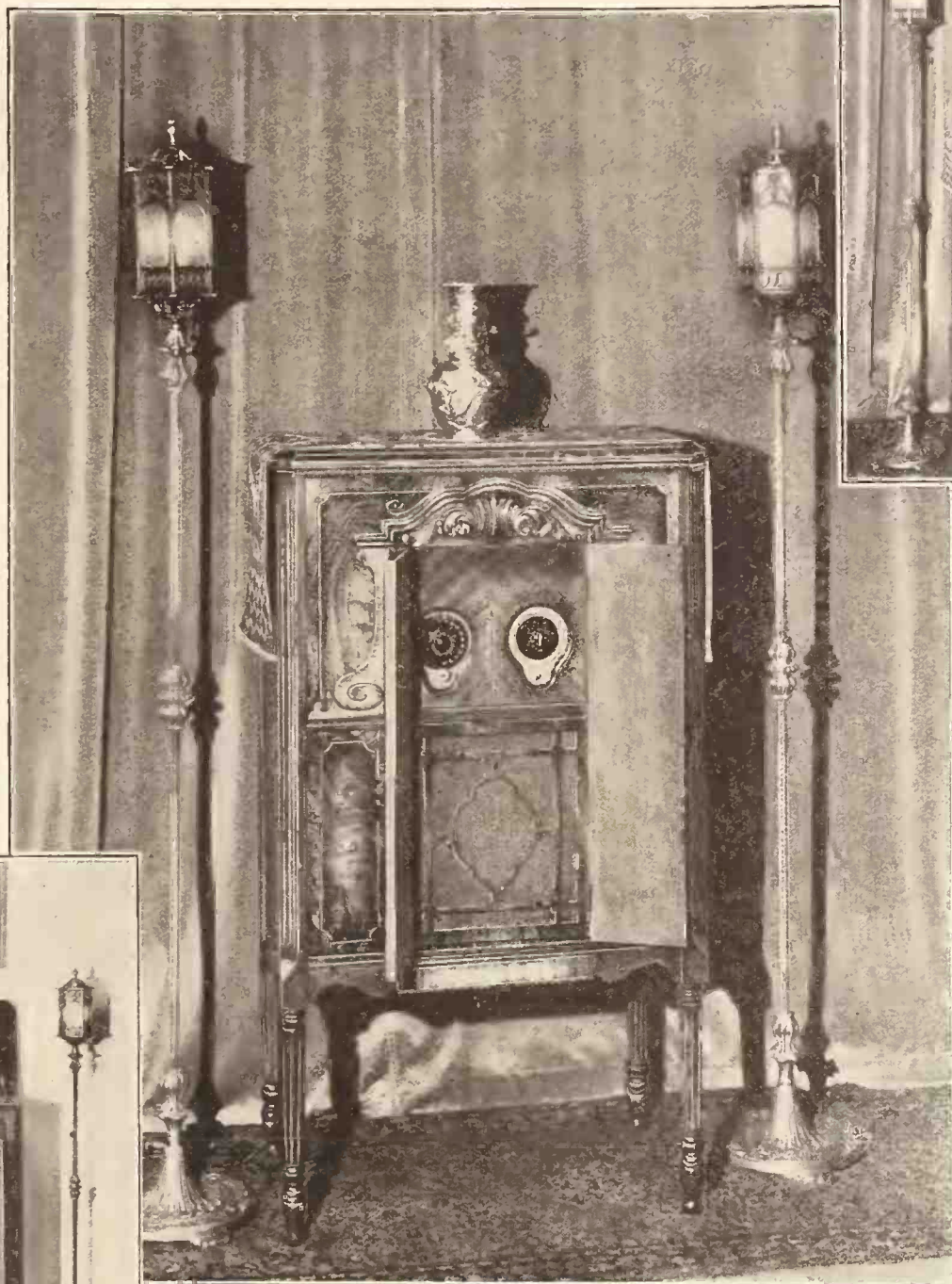
CASE ELECTRIC CORPORATION

Division United States Electric Corporation

MARION, INDIANA



Red Lion
Cabinets
are the
Authorized
Furniture
for all
Atwater Kent
Radios



*Model 115
Phonograph and
Radio Console*

This new cabinet has a rich, modern elegance that makes it an adornment to any home. Finished in Walnut of beautiful grain, artistically high-lighted. Cabinet is 26 inches long, 15 inches wide, 45 inches high. Three views are shown here; at lower left, phonograph in use; at center, radio in use; at upper right, cabinet completely closed, showing beautiful angle-matched doors. Further description and list price are given below.

A New Red Lion Triumph

A new Red Lion Cabinet for Atwater Kent Sets 40 and 42 and Atwater Kent Speakers —but that is only half the story.

This cabinet comes to the dealer already equipped with an improved phonograph driven by a built-in electric motor — and its list price, so equipped, is only \$135.00!

Add to this figure the list price of an Atwater Kent Set, Speaker and tubes and see what an incomparable value you can now give your customers in a complete phonograph and radio combination.

RED LION CABINET COMPANY



RED LION, PA.

Introduction of New Models Is Feature of Philadelphia Trade

Many Dealer Conventions and New Model Demonstrations Held During the Past Month—Record and Portable Sales Well Maintained—Victor Dealers Meet

PHILADELPHIA, PA., September 7.—While the past month was of the usual mid-Summer type with a quieter trend indicating the absence of customers throughout the vacation days, there was a livelier side to the trade in the demand for certain commodities and interest in the coming new types of machines and radios to be launched this month.

September days will be replete with the many new devices in radio and talking machines and combinations which are now being shown to the dealers by manufacturers and wholesalers for Fall stocking. Trade conventions and demonstrations are being held with a view to introducing the newest sets and phonographs and the generous attendance of retailers and associates as well as public indicates the growing interest which is manifested in these devices. The newer radios are not only entertainers but also provide attractive household furnishings and the cabinets and perfection of reproduction in the latest improved talking machines are excellent drawing points for the purchases of these musical wares.

Record sales throughout the month were well maintained and portable talking machines likewise were seasonally active among the retail

stores, with manufacturers reporting a gratifying business. Talking machine repair parts and accessories held to a steady Summer demand which indicated the coming Autumn needs were being anticipated.

Victor Dealers to Meet

The important trade event in the Quaker City field in the current month is the coming introductory session of the Victor Talking Machine Co. to be held jointly with the distributors for the local territory. The assembly of the retailers from the Eastern Pennsylvania, Southern Jersey, and Delaware territories will take place on September 9 at the Bellevue-Stratford Hotel when the latest automatic Orthophonics are to be shown to the trade in advance of stocking for the Fall and the holidays. More than 1,000 dealers are expected to attend the combination session to be held with the factory representatives, H. A. Weymann & Sons, Inc., and the Philadelphia Victor Distributors, Inc., acting as hosts. Those who will represent H. A. Weymann & Sons, are President Harry W. Weymann, A. C. Weymann and Herbert Weymann, of the firm, with Manager Charles W. Bahl, of the wholesale Victor department and his associates on the sales staff,

Lawrence Urband, Roland Burrows, William Doerr and Everett McCormick. Those who will extend a welcome from the Philadelphia Victor Distributors, Inc., are President Louis Buehn, Vice-President Harry A. Ellis, Secretary Frank B. Reinick and the staff with Raymond J. Boldt, manager of the record department, Manager William Anderson, of the service branch, and Miss Irma Groelle, who this year has taken over the problem of record promotion sales among the dealers.

The Victor Co. will be represented by President E. E. Schumacher, and other executives, while a specially arranged talk on advertising has been planned in the program with a speaker from the N. W. Ayres Co. occupying the rostrum. The new line of automatics will be displayed, while the speakers will give educational sales and business talks for the promotion of talking machine and record sales in the coming season. There will be service of refreshments and demonstration concerts as an important part of the social and entertainment features of the session.

Additions to Brunswick Staff

The staff of the Brunswick Co. has been enhanced by the addition of two men who will cover Philadelphia. They are E. F. Zervieve and Walter Kelly. The foreign record sales now are under Max Sacks. Several new Brunswick dealers have been added this Summer and sales of records have been unusually active throughout the warm weather.

New Columbia Radio Sets to be Ready Soon

The Columbia Phonograph Co., 40 North Sixth street, Philadelphia branch, is now mak-

(Continued on page 100)

Majestic Radio

You can share in our success—because our attainment has been reached by providing dealers in our territory with the acme of service on the Majestic set—the overwhelmingly popular radio line of the season.

Let us serve you

PEIRCE-PHELPS, Inc.

224 N. 13th Street



"THE CYCLE OF SERVICE"

PHILADELPHIA

Quality Products

Quality Service

This Entire Building
devoted to the distribution of
ATWATER KENT products
and accessories in the PHIL-
ADELPHIA territory



NEW QUARTERS
NEW EQUIPMENT
NEW PHONE NUMBERS
NEW ENTHUSIASM



1,000,000 A. K. Sets Will Be Sold This Year



The Philadelphia territory quota will be reached. To render adequate and efficient service to our splendid dealer organization, we have acquired this entire building in the heart of the city. **YOU ARE INVITED** to visit us real soon and see for yourself the facilities available.



The LOUIS BUEHN COMPANY

PHILADELPHIA

NOTE—New Address . . . 835 ARCH STREET
New Phone . . . WALNUT 3050-1-2-3

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 98)

ing a drive on the newer sets of radio in five models at list price from \$140 to \$350. Samples are now on display and will be ready for sale by mid-September. There were added September 6 several new records that have attracted dealers as novel and unusually good renditions. There has been a heavy demand for Paul Whiteman records due to his appearance at Willow Grove Park and tie-up with dealers at the time. Broadcasting of Moran and Mack every Sunday night has helped materially in increasing the sales of the Two Black Crow Records.

Brunswick Atlantic City Display

The complete line of Brunswick phonographs and radio sets is being shown throughout the late Summer weeks in Atlantic City in the Boardwalk headquarters of the manufacturers, where Ivan Brooks is manager of the concert and demonstration hall. The new table models are now being shown to the vacationists at the seashore resort.

Good Demand for Honest Quaker Products

Exports of the Honest Quaker main springs and the line of portables made under that name featured by Everybody's Talking Machine Co., Inc., 810 Arch street, have been holding steady throughout the Summer months and show a decided picking up since the late season brought about preparation for the Autumn's needs. There have been improvements in the Honest Quaker portable talking machines that give excellent tonal qualities to the handy sizes in the line for Summer outing, or convenient for the smaller homes or apartments. Repair parts are in demand and showing a growing shipment to all parts of the world. President Philip Grabuski, of the company, is now in Havana, where he will remain for several weeks.

National T. M. Co. in New Home

Larger quarters have been secured by the National Talking Machine Co. at 44 North Ninth street, where Leo Marks has removed his stock of talking machines, repair parts and records. The old quarters at 35 North Ninth street have been abandoned.

New Bosch Models Displayed

As the Lewis Radio Jobbers' campaign on Bosch AC radio receivers progresses, the headquarters of the distributor for the Philadelphia district have been busily engaged in shipping all available supplies received from the American Bosch Magneto Co., of Springfield, Mass., to dealers. There are three new sets in the

Distributors for Eastern Penna. and Southern New Jersey

We offer the largest stock of this nationally known radio line in the East, together with a Service, not infallible, but embodying the spirit of helpfulness and cooperation to the limits of our power. Our continuous growth is an unfailing sign that our efforts are helping an increasing host of radio dealers to "Grow With Us."

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

N. W. Cor. 7th and Arch Streets

"Grow With Us"

PHILADELPHIA, PA.

Branch Office: 218 Chestnut St., Sunbury, Pa.

latest improved designs, one of which, Model 29-3, in a beautiful Saginaw cabinet console, with sliding panels for doors, has been a most popular set with dealers and a large waiting order list is now held at the firm for future deliveries. The new console has eight tubes and an illuminated single dial. It retails at \$295.

At a meeting at the Hotel Sylvania during the past month the three models were on display and more than 500 dealers viewed the latest additions to the line. In the evening a large number of citizens were attendants at the public concerts held jointly with the show. M. J. Lewis, of the firm, presided and was assisted in extending the firm's welcome by the sales staff. Factory Sales Manager for the Eastern Division Harry Russell and Field Representative H. Stratton of the American Bosch Magneto Co. gave talks on constructive sales cam-

paigns and advertising plans for the coming season. The group of dealers represented the territory in eastern Pennsylvania, southern New Jersey and Delaware.

Crosley Campaign Covers Wide Area

Under the direction of Sales Manager John Marden, of the radio division of the Motor Parts Co., 818 N. Broad street, there has been a constructive sales and exhibition drive held throughout the eastern Pennsylvania, southern New Jersey and Delaware territory, covered by the local distributors of the Amrad and Crosley radio lines. The Motor Parts Co. has arranged this campaign for eleven counties in this State, eight in Jersey and two in Delaware, making the County Fairs now under way the centers of activity and displays. These lines are being carried by the leading department stores in the city. Lit Bros., Wanamakers, and Gimbel Bros., all are carrying the Crosley. The popular-priced models have been particularly attractive to the public as giving good quality with conservative price range.

Majestic August Demand Big

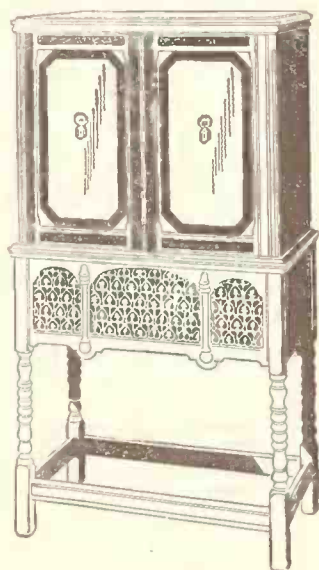
A record August sales volume was scored by Peirce-Phelps, Inc., 224 N. Thirteenth street, on Majestic radio sets, which have been sent in large numbers to the whole territory covered here by the distributors. The firm reported the month of August sales record to be on a parity with the usual Fall activity and shipments have been consumed by the dealers just as fast as they are received from the factory. In the new branches in Harrisburg and Wilkes-Barre the efficiency and speed of handling shipments to that territory have enabled the retailers to score an equally rapid sale of available models of the new AC Majestic. There are now more than 500 dealers handling the Majestic radio line in this section.

Visits Grigsby-Grunow Plant

Charles W. Phelps, secretary and treasurer of Peirce-Phelps, journeyed to the Chicago headquarters of the Grigsby-Grunow Co. in late August remaining for a few days with the manufacturer while enroute to Denver, Col., for a two weeks' vacation. J. T. Peiree, of the firm, has been sojourning in the New Hampshire resorts at New Found Lake where the family Summer home is maintained.

All-American Mohawk Lyric Dealers Meet
Displays of the latest additions to the All-

(Continued on page 102)

Victor Electrola Radiola

List Price \$425

The newest all-electric radio, combined with the famous Victor adjustable volume Electrola.

When customers talk "radio" sell them a Victor combination instrument. Your record business will increase.

H.A. WEYMANN & SON, INC.
1108 Chestnut Street—Philadelphia, Pa.

Victor Wholesalers

Slagle Radio



Slagle Model Ten 29-D

THE Slagle model pictured above is a ten-tube radio and phonograph combination, and one of five quality console numbers comprising the Slagle line for Nineteen Twenty-Eight and Nine. Again we utilize the same new and revolutionary circuit which has made the Slagle—Beautiful, Faithful, Outstanding—without a peer in radio today.

Dealers are invited to write us for interesting facts on net radio profits

Slagle Radio Company

Fort Wayne, Indiana

Division United States Electric Corporation

Licensed under patents of Radio Corporation of America and associated companies—and The Technidyne Corporation

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 100)

American Mohawk Lyric and the Peerless Radio lines are being shown to the trade at the local distributor, the Philadelphia Motor Accessories Co., 3139 N. Broad street, where dealers have been invited to inspect the attractive line of AC sets. There are eight new models in the group ready for Fall stocking, including the console, table and combination sets. These were shown at a dealers' meeting at the Sylvania Hotel in July where D. D. Weiss, sales manager of the radio department, presided and Gene Walla, from the factory, gave sales talks and advertising plans and demonstrations for the dealers. Between the business sessions the manufacturers and local distributor extended the hospitality of the dinner table. The new model of the Peerless loud speaker is of the magnetic dynamic type.

Plan October Radio Exposition

Plans for a radio show to be held on October 15th are now being developed so that the manufacturers and distributors will tie in an elaborate display of the newer sets of radio and other devices used by the trade for the edification of the public and to demonstrate the improved AC sets. The show is being perfected by Lawrence Nixon, of New York, who last year staged a most successful display. All the leading manufacturers of radios, accessories and parts are to participate in the show.

New Radiolas Introduced


The newest RCA Radiolas were shown to Philadelphia dealers on August 24 by the local distributor, H. C. Roberts Electric Supply Co., Eleventh and Race streets. The Radiola 60, superheterodyne, was enthusiastically received by the dealers when it was shown. J. H. Fisher, manager of the Roberts radio department, states a big season is looked for on account of the popularity of the new set when the Labor Day holidays close the Summer season.

New Brunswick Radio Models Shown

As the new types of the Brunswick are shown here at the branch headquarters, 40 North Sixth street, there is a growing order list for the six models that embrace the radio and phonograph combination AC line. The two latest models to appear were shown in late August. They are the super-heterodyne Model 5 NO, selling \$217.50 less speaker, and the console type with super-heterodyne Model 3 NC-8 selling for \$417.50 complete with the latest dynamic speaker. These augment the four combination models brought out in early Summer. Two big hits just released by the Brunswick are those from George White's "Scandals" in the double header, "Crest of the Wave," and "What D'ya Say?" They have been immediate successes for the trade throughout this territory.

Is Awarded Bakelite Distributorship

Five entirely new models of the Steinite are being shown here by the Schimmel Electric Supply Co., 526 Arch street, local jobber. The new sets are of the AC type and have the single



The world's
great music is on
Victor Red Seal
Records

IN Philadelphia's Trading Area
most Dealers Depend on
Philadelphia Victor Distributors,
Inc., for their needs.

PHILADELPHIA
Victor Distributors, Inc.
835 Arch Street
Wholesale Exclusively

"HIS MASTER'S VOICE"
REG. U. S. PAT. OFF.

dial illuminated. J. E. Neutra, in charge of the radio department of the Schimmel Co., announces that the firm has taken over the distribution of the Balkite line of radios made by the Fansteel Products Co., North Chicago, Ill. This line is of the highest grade receivers and housed in Berkey & Gay cabinets, made by the Berkey & Gay Co., for seventy-five years the manufacturer of furniture of the best American types. A complete assortment of the Steinite and Balkite receivers is being shown to the dealers during the month for stocking for the coming Autumn.

Good Zenith Demand

Fall models of the Zenith radios are being shipped in volume from the local distributors, Trilling & Montague. These newer designs are being broadly exploited through the manager of the radio department and advertising expert of the firm, J. Lobel. There has been a brisk demand for these AC models and shipments are being sent out as soon as received from the makers.

Petition in Bankruptcy Filed

An involuntary petition in bankruptcy was filed during mid-August against the Guarantee Talking Machine Supply Co., 35 N. Ninth street, of which William Posher is head. The petition

states the New York Album and Card Co. is the principal creditor with its bill of \$1,014. The firm manufactured the Guarantee supplies and parts and a line of portables.

To Discontinue Branch Store

The store at 4 N. Eleventh street under control of Jacob Goodman will be discontinued and the stocks sold after September 1. The store at 4314 Lancaster avenue, also owned by the proprietor, will be continued as it has for the past five years with its stocks of records, talking machines and other music goods.

G. C. Ross Recovers From Illness

George C. Ross, who conducts the store at 4666 Frankford avenue, and known as the Frankford Music House, was confined to his bed for several weeks with grippe. He has again resumed duties at his store and has enlarged the stocks of the radio department with the Crosley and Atwater Kent to augment the Columbia phonographs and radio combinations.

Opens Local Warerooms

The International Player Roll Co. has acquired Philadelphia office and warerooms at 125 N. Ninth street, where the International Rolls are distributed for the manufacturer in Brooklyn, N. Y. The local distribution branch is

(Continued on page 104)

Majestic Radio

—All Set and on the Mark for the 1928-29 Radio Season

No need to tell you about this set,
—it speaks for itself

Penn Phonograph Co., Inc.

913 Arch Street

Established 1898

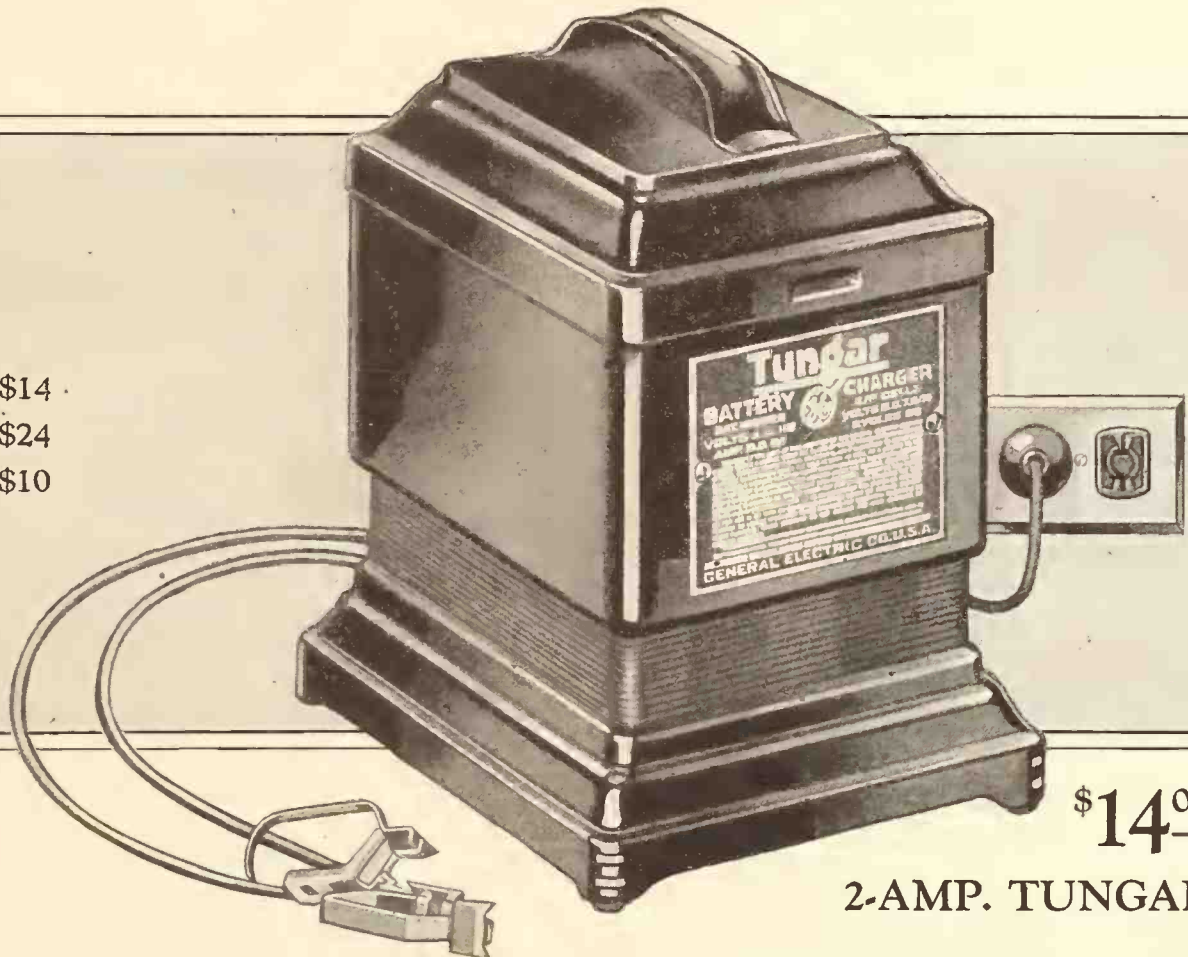
Philadelphia, Pa.

Every battery-operated set should have a General Electric Battery Charger FOR ELECTION!

Low Prices

(East of Rockies)

2-ampere	\$14
5-ampere	\$24
Trickle	\$10



\$14⁰⁰

2-AMP. TUNGAR

Hundreds of thousands of radio sets are still battery-operated. And every radio owner wants perfect reception for this election which promises to be so close—and so exciting.

General Electric Battery Chargers—known as Tungars—can be permanently

installed with ease, so that a mere turn of a switch charges the battery. Tungars stay sold—they mean satisfied customers to you.

General Electric has made and sold more than a million Tungars. They are easy to sell and you make a most generous margin of profit.

Get all the facts from your nearest Tungar Distributor!



5-AMP. TUNGAR \$24⁰⁰



Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.



TRICKLE TUNGAR \$10⁰⁰

GENERAL ELECTRIC

MERCHANDISE DEPARTMENT, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONNECTICUT

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 102)



3 1/2 inches diameter
Patented 1923

Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

under the direction of John Neldine. A wide range of choice in the Italian rolls are kept in stock for the foreign record dealers.

To Concentrate on Majestic Line

The Penn Phonograph Co., Inc., radio distributor of this city, has announced that for the coming season it will give its entire attention to the distributing and servicing of the Majestic line. T. W. Barnhill, president of the company, who recently returned from a vacation trip to the Pacific Coast, stated in reference to the new policy of the company: "We feel that it is best to give our time and effort to promoting one line rather than several. It is merely a matter of intense specialization, and I am pleased to say that our relations with manufacturers we have represented in the past are of the very best."

Carries Record Envelope Stock

M. Grass & Son, 27 S. Sixtieth street, is now jobbing record delivery envelopes in bulk quantities or in smaller bundles to meet the needs of retailers and manufacturers. The envelopes are in kraft with or without imprint for the individual firms. They are stocked in string and button or metal clasp styles in the 10- and 12-inch sizes and are proving popular.

Adds Majestic Radio Line

B. B. Todd, 1306 Arch street, has added the Majestic radio line to the stock carried in his central city store. The Summer season has been active for these radios, with constant demonstrations being carried out by the enterprising proprietor.

R. E. Smiley Home From Coast

Richard E. Smiley, assistant general manager of the Atwater Kent Mfg. Co., returned to Philadelphia headquarters after some time spent on the Pacific Coast. Mr. Smiley found the demand for Atwater Kent products there very substantially ahead of any other period in the past history of the company.

To Add Radio Department

A radio department is to be added to the Chester Avenue Music Store with the coming season when a line of the receivers will be

stocked at the store, 5509 Chester avenue. The store now carries records and talking machines. Proprietor Vincent Costello is planning to extend the business to other music wares.

Will Open New Store in Chester

A radio store is to be added to the business conducted by Edward Boon and known as the Blue Bird Music Shop, at 6020 Lansdowne avenue. The store, devoted entirely to radio, is to be located in Chester, Pa., at 119 N. Eighth street and will stock six well-known makes. The Philadelphia store will continue as a talking machine house with the Columbia line, radio and other music wares as it has for the past fifteen years of operation.

Carson's to Increase Stock

A broader assortment of records and radio supplies with other musical goods is to be stocked by Carson's Music House, located at 1041 South street, which recently was completely remodeled, enlarged and modernized into an attractive music emporium. Morris Sherman is manager of the store and on the reopening date in mid-August held a special sales drive with entertainment for the visiting customers. The firm carries the Victor and several makes of radio now are stocked in the attractive radio department recently opened by this aggressive and successful concern.

On Canadian Vacation Trip

P. J. Cunningham, head of the Cunningham Piano Co. and well known as a Chestnut street piano, radio and talking machine dealer, spent the month of August in Canada motoring with his daughters Helen and Mary. They toured the Breton Woods in Vermont before making the trip into Canada.

Recovers From Illness

E. T. Eiler, of Schuylkill Haven, Pa., music-radio dealer suffered an attack of the heart and was confined to his home in the mid-July month. He is now making recovery from the recent severe illness. Though still at home he expects shortly to be at his business place in the upstate town.

Sylvania Issues Folder for Dealers

Portfolio Contains Wealth of Information to Assist Dealers in Selling Sylvania Tubes to the Public

EMPORIUM, PA., September 6.—The Sylvania Products Co., which makes Sylvania radio tubes in this city, has issued an attractive and well-planned merchandising folder, described as an attempt to pass on through to the actual dealers who sell the merchandise the salesman's portfolio which is ordinarily only shown to the purchasing agents or service and jobbing houses. It is a combination advertising exhibit, dealer help and merchandising portfolio.

The Sylvania Foresters broadcast program each Wednesday night over station WJZ and Blue network is featured and attention is called to the good will that these programs are building up for Sylvania tubes among the buying public. The list of newspapers included in the Sylvania campaign together with reproductions of the various ads is also shown, as well as literature and display material. The leading article entitled "Radio tubes from a merchandising point of view" carefully analyzes the market and the sales possibilities of tubes.

Eby Licensed by RCA

PHILADELPHIA, PA., September 7.—License to manufacture under patents held by the Radio Corporation of America and its associated companies was granted to H. H. Eby Mfg. Co., of this city. This license, according to F. C. Trimble, sales manager of the Eby organization, covers the manufacture and sale of power audio amplifiers and power units. This arrangement heralds the entry of the manufacturer of the smallest radio accessory, the binding post, into the power-audio amplifier field.

Development of a combination power-audio amplifier and power pack by the Eby engineering staff has been in progress for the past year. The perfection of the unit was climaxed by the patent negotiations and license granting.

A. K. Dealers Meet

Reinhard Bros., Atwater Kent distributors of Minneapolis, held a dealers' meeting at the Nicollet Hotel, in this city, recently, consisting of a business session, luncheon, banquet and dance. Among the speakers was H. H. Reinhard, of Reinhard Bros.; George Phillips, of the Pooley Co., Philadelphia; Zeke Coleman, of the Red Lion Cabinet Co., Red Lion, Pa.; P. A. Ware, L. A. Charbonnier and L. A. Pratt, of the Atwater Kent Mfg. Co., Philadelphia.



Herman Rose and Nate Hast, respectively president and general sales manager of the Shamrock Mfg. Co., Newark, N. J., may be seen in the above photograph, snapped while they were having the time of their lives at the recent business carnival of the May Home Utilities Co., distributor in New Jersey for Shamrock radio receivers.

CROSLEY RADIO

"You're there with a Crosley"

A genuine A-C electric 6-tube receiver **\$65**



The Crosley Dynamic Speaker **\$25**

This will be Crosley's biggest year. Dealers are invited to inquire for particulars of the full Crosley line.

Wholesale Distributors

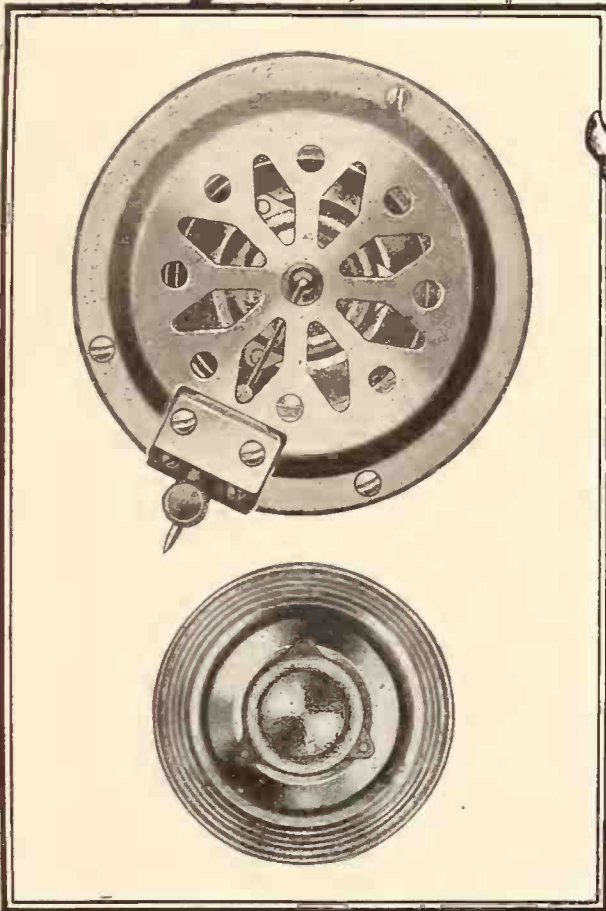
For Eastern Penna., Southern New Jersey and Delaware

WILKENING, Inc.

820 No. Broad Street, Philadelphia

WHY DO THE FINEST MUSIC STORES ALL OVER THE WORLD SELL

SUN Reproducers?



Type M-28

This reproducer with the Willett patented diaphragm is considered the most valuable contribution to the art of sound reproduction and is the greatest development in the phonograph industry. The special processed aluminum used in the diaphragm is the result of a long laboratory research.

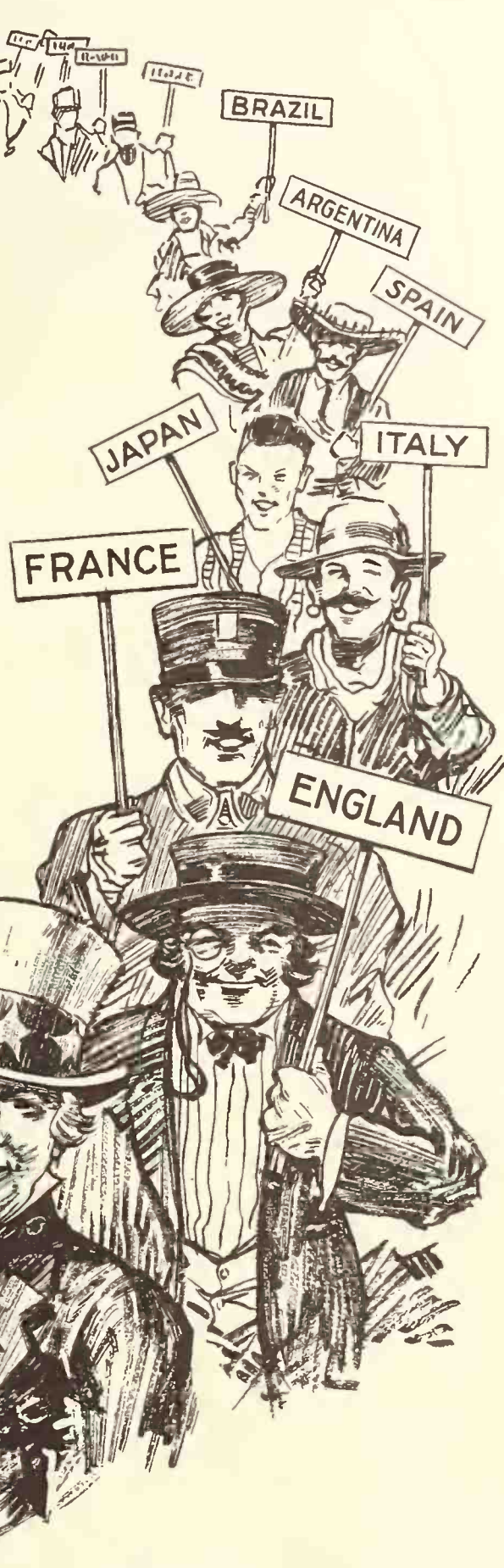
Because there is no phonograph reproducer made, regardless of price or claims, that will surpass the performance of the type M-28 Sun Reproducer. This reproducer with the Willett patented diaphragm is guaranteed to eliminate excessive surface noise, blasting and metallic shrill, and yet develops a powerful volume that is full-throated and real as life itself.

Let us prove this statement. Order a sample on approval, test it for ten days and if you are not satisfied in every way, return the sample for full credit.

WRITE TODAY FOR CATALOG AND DETAILS

THE GOLDEN SUN CO.

2829-31 GRAND AVE.
LOUISVILLE, KY.



THE TRADE IN PHILADELPHIA AND LOCALITY—Continued from page 104

Trilling & Montague Sole Zenith Distributor in Philadelphia

Recognition of Firm's Excellent Performance in Distributing Line Granted by Award of Exclusive Distributorship—Feature Zenith Automatic Week in Ads

Trilling & Montague, wholesale radio distributors of Philadelphia, Pa., report a number of important developments affecting their activities. Chief of these is that they have just been granted the exclusive distributorship for Zenith radio in their territory. Previously this line was represented by another distributor as well as by Trilling & Montague, and the decision of the Zenith Radio Corp. to entrust Trilling & Montague exclusively with representation of the Zenith line is a recognition of the excellent performance of this distributing organization in the past.

Trilling & Montague anticipate a record-breaking volume of Zenith sales this year, and have provided facilities for handling this business as well as for rendering free service to the dealers. Trilling & Montague are entering their third year as distributors.

The firm plans to augment the present sales organization by a duplicate set of salesmen in order that they may intensify their sales efforts on the Zenith line. Their present plans contemplate separate salesmen to sell Kolster radio. This sales organization will also introduce the Q. R. S. Movie Camera, for which Trilling & Montague are exclusive distributors in their territory.

Co-operating with the national activities of the Zenith Radio Corp., Trilling & Montague and all Zenith dealers are featuring the new Zenith Automatic set in a smashing campaign of billboards and newspaper advertising. The week of September 9 to 15 was known as Zenith Automatic Week, and by special window displays, newspaper advertising and other sales promotion activities a great deal of inter-

est was aroused in the Zenith Automatic set.

Trilling & Montague made arrangements with station WLIT of Philadelphia for a series of bi-weekly broadcasts for a Zenith radio period to begin September 16 and to continue throughout the Winter months. A similar broadcast period last year was sponsored by Trilling & Montague and was very favorably received among the radio audience of WLIT and the results obtained warranted a repetition of this feature this year. An excellent musical program was rendered with just credit to the artists as well as to their sponsors.

The new Sunbury, Pa., branch of Trilling & Montague, recently established, reports increasing activity, which is an indication that the firm made a step in the right direction when they decided to establish this branch in order to give increased service to their Zenith dealers throughout central and northern Pennsylvania. Complete stocks of the firm's merchandise are exhibited in the warehouse at Sunbury and a duplicate of the firm's shipping and servicing facilities in Philadelphia is also found there.

Dealers from surrounding towns are getting into the habit of making frequent visits to Sunbury for the purpose of picking up merchandise and also keeping in more intimate contact with Trilling & Montague activities. David M. Trilling, of the firm, spent a great deal of his time in Sunbury in the recent months to make sure that nothing was overlooked in their efforts to establish the Sunbury branch on an equal footing with the Philadelphia headquarters as a distributing point which radio dealers can point to as a model of efficiency and service in radio distribution.

representative of the Red Lion Cabinet Co., Red Lion, Pa.

Other speakers on the program were Vernon W. Collamore, general sales manager of the Atwater Kent Mfg. Co.; C. E. Sheppard, advertising manager of the Louis Buehn Co.; John F. McCoy, Atwater Kent representative; Henry Canada, of Barton, Durstine & Osborn, Atwater Kent advertising agents; Leon E. Charbonnier, manager of the service department of the Atwater Kent Co.; Eli Dyson, credit manager of the Atwater Kent Co., and R. E. Smiley, the genial and aggressive assistant general sales manager of the Atwater Kent Co.

After the luncheon buses were boarded for "the big parade" to the Atwater Kent factory, where the afternoon was devoted to an inspection of the plant. The evening was given over to a banquet and an exceptionally enjoyable entertainment. Many well-known entertainers on the Keith circuit had been secured for the occasion.

During the entire course of the day the new lines of the Atwater Kent Mfg. Co., Pooley Co. and Red Lion Cabinet Co. were on display and attracted considerable interest. The Red Lion Cabinet Co. had on display for the first time its two new models announced elsewhere in this issue, and the Atwater Kent Mfg. Co. displayed for the first time its new dynamic speaker, known as the Model F. The affair was a decided success from every angle and tremendous enthusiasm was manifested. At the business session 330 were present and 500 were gathered together for the banquet. The Louis Buehn Co. presented each registrant with an automatic pencil and leather-bound notebook to make record of the many important facts brought out at the business meeting. The affair was under the capable management of T. Wayne MacDowell, convention manager of the Atwater Kent Co., and the decorations in both the exhibition room and banquet room were by "Cap" Morgan, display manager of the Atwater Kent Co., assisted by Paul J. Lennon.

Superior Cabinet Working at Capacity

Full capacity production is now under way at the factory of the Superior Cabinet Corp., New York, utilizing 50,000 square feet of manufacturing space, according to Bernard J. Greenbaum, secretary of the company. Mr. Greenbaum states that the superior organization is enjoying the best year in its history, and the factory is working on a seven-day schedule.

"We are opening new jobber and dealer outlets throughout the country," said Mr. Greenbaum, "and the Superior line of cabinets is proving popular wherever shown. We have recently been appointed one of a group of eight cabinet manufacturers authorized to distribute the Peerless Magnetic and Dynamic speakers. The Superior models will be on display at the Radio World's Fair in Madison Square Garden in an attractive setting."

E. C. Rauth Resigns Koerber-Brenner Post

Sr. Louis, Mo., September 6.—E. C. Rauth, vice-president and secretary of the Koerber-Brenner Co., local Victor distributor, has resigned, effective September 1, it was learned recently. Mr. Rauth was one of the best-known music men in the city, and had been identified with the Koerber-Brenner Co. for several years. He has been connected with the talking machine and record trade for a long time, and his decision to sever his connection with the local Victor organization was viewed generally with regret by his many friends throughout the talking machine trade here.

Philadelphia Atwater Kent Dealers Hold Annual Convention

Louis Buehn Co. Holds Open House in New Home—Host of Gathering of Dealers at Hotel Pennsylvania—Interesting Addresses Feature Latter Event

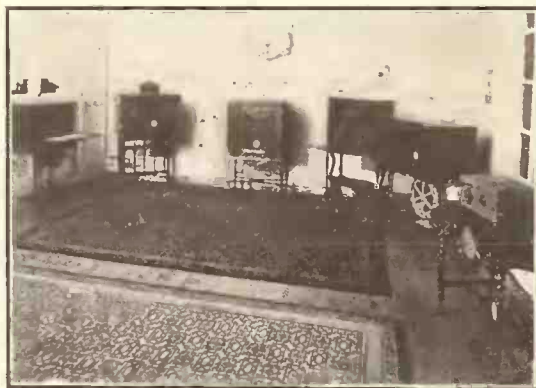
PHILADELPHIA, PA., September 6.—The Louis Buehn Co., of this city, Atwater Kent distributor, has engineered two very important events recently in local Atwater Kent circles. On

On Wednesday, September 5, the Louis Buehn Co. was host to Atwater Kent dealers upon the occasion of the fourth annual convention of dealers in the Philadelphia territory, held at



Louis Buehn General Offices

Monday and Tuesday, August 13 and 14, respectively, the Louis Buehn Co. held "open house" at its new building at 835 Arch street. Dealers throughout the territory visited these new quarters, which were described in last month's issue of *The Talking Machine World*, and were impressed with the remarkable facilities. Complete lines of the new Atwater Kent, Pooley and Red Lion products were on display and they aroused enthusiasm among dealers who had the chance to see them.



Louis Buehn Display Room

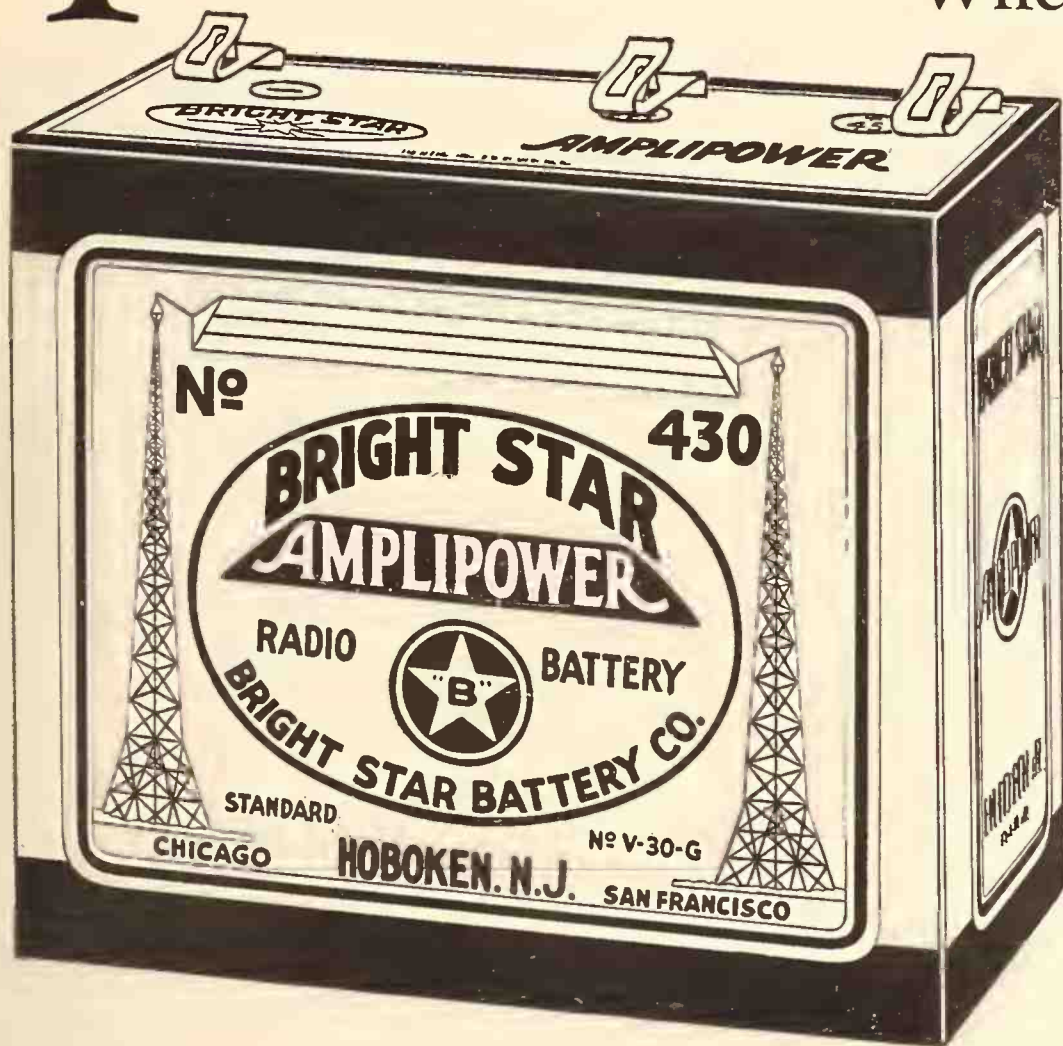
the Hotel Pennsylvania. The morning session was given over to business. After the opening address of welcome delivered by Louis Buehn, president of the company, Russell E. Hunting, sales manager, presented a brief outline of the program for the day. The new lines were presented as follows: Atwater Kent, by W. R. Cunningham, Philadelphia representative; Pooley cabinets, by B. R. Stauffer, treasurer and sales manager of the Pooley Co., Philadelphia; Red Lion cabinets by Charles Coleman, rep-

You're Selling Satisfaction—

When You Sell the New

BRIGHT STAR AMPLIPOWER

—The Guaranteed "B" Battery



Now that your customers are back from vacation, and broadcasting conditions are improving, you can build good-will and increase your profits by pushing AmpliPOWER—the only "B" battery that is guaranteed.

The customer must be satisfied when he equips his set with AmpliPOWER—BECAUSE AMPLIPOWER IS GUARANTEED TO GIVE SATISFACTORY SERVICE FOR 12 MONTHS FROM DATE OF PURCHASE, WITH ANY TUBES OF STANDARD TYPE!

AmpliPOWER possesses all the well-known Bright Star features—Bag Type Cell Construction, silent operation—unequaled power—and in addition, a long life that makes it the logical choice of those who want complete, uninterrupted radio enjoyment! AmpliPOWER is indispensable to those who are exploring the fascinating field of Television.

Popular demand has already created a ready-made market for you—cash in on it NOW. Ask your jobber about the AmpliPOWER today, or communicate direct with us.

See our Exhibit at the Fifth Annual Radio World's Fair, Madison Square Garden, New York, September 17-22

BRIGHT STAR BATTERY CO.
HOBOKEN, N. J.

Chicago San Francisco

“NINETEEN YEARS BUILDING THE QUALITY LINE”

Oregon Radio Trades Assn. Not to Stage Radio Show This Year

Dealer Meetings and Demonstrations of New Models Feature of Month in Music-Radio Trade—Brunswick, Philco and Stewart-Warner Models Shown to Trade

PORTLAND, ORE., September 4.—At a meeting of the Oregon Radio Trades Association, which was held in the banquet hall of the Congress Hotel, August 20, several matters of great importance were discussed and acted upon which had a distinct bearing on the Fall trade. The most important subject before the Association was the abandonment of the Fall radio exposition. The pros and cons were presented and it was finally decided to abandon the show.

Premier showings were held last week before Portland dealers of the new Brunswick radio receivers that have been announced by the Brunswick-Balke-Collender Co., of Chicago. The Northwestern debut was engineered by A. R. McKinley, manager of the local branch, and G. T. Fullman, who is in charge of distribution in the States of Oregon, Washington and parts of Idaho. At the demonstration in Portland before the dealers of the city and vicinity, attention was called to Brunswick entering the radio field.

Several console highboys of American walnut were shown at the Brunswick demonstration, and in Model 13KRO a combination of the Brunswick electric Panatope with Radiola is incorporated in a smart console.

Announcement has been made that the local Zenith dealers will put on public displays during "National Zenith Automatic Week," starting September 9. Daily demonstrations will be held in the stores and windows of all Zenith dealers and distributors during that week and will unveil the mystery of automatic tuning. It is announced that the Zenith window displays

will include the "station-a-second" demonstration by girl models showing how even a child can rapidly and without hesitancy provide a complete evening's radio program on the new Zenith automatic without a touch of the dial.

Harry Boyd Brown, merchandising and advertising counselor in the marketing of the new Philo electric radio sets, and Sayre M. Ramsdell, Philo sales promotion manager, spoke at a recent meeting of Philo dealers in the Portland territory. The men were on a cross-country merchandising tour, speaking at similar meetings, over an 11,000-mile route. About 200 dealers attended, according to H. D. Heenan, local branch manager. Mr. Ramsdell was the principal speaker at the meeting and in addition to Mr. Boyd, the dealers were addressed by R. F. Herr, service engineer, who was present. The latest Philo sets were exhibited and demonstrated for the dealers.

The Sunset Electric Co., distributor of Atwater Kent radios for the Portland territory, had a \$50,000 fire and the complete stock of radios was practically destroyed. George Sammis, manager of the Sunset Electric, lost no time in recovering from the fire and in two days was in temporary quarters doing business as if nothing had happened. The building was repaired and inside of three weeks all traces of the fire had disappeared. Two carloads of radio equipment were rushed to supply the depleted stock and since then large supplies have reached the company via the water route.

The Graybar line of receivers which has been placed on the market will be distributed in

Portland by A. M. McMillan, manager of the Portland branch. As yet no definite plans as to distribution have been announced.

The new Bush & Lane radio has reached Portland and the Interstate Sales Co. has been named as distributor for Oregon.

A special demonstration display was given by the Stewart-Warner Co., of Portland, of their new radio receivers at the local office, 495 Burnside street. O. M. Hill, manager, announced that the display was open to the public every evening until 10.30. The display is a radio show in miniature. Every variety of radio equipment is displayed, including the eight new Stewart-Warner models for 1928-29.

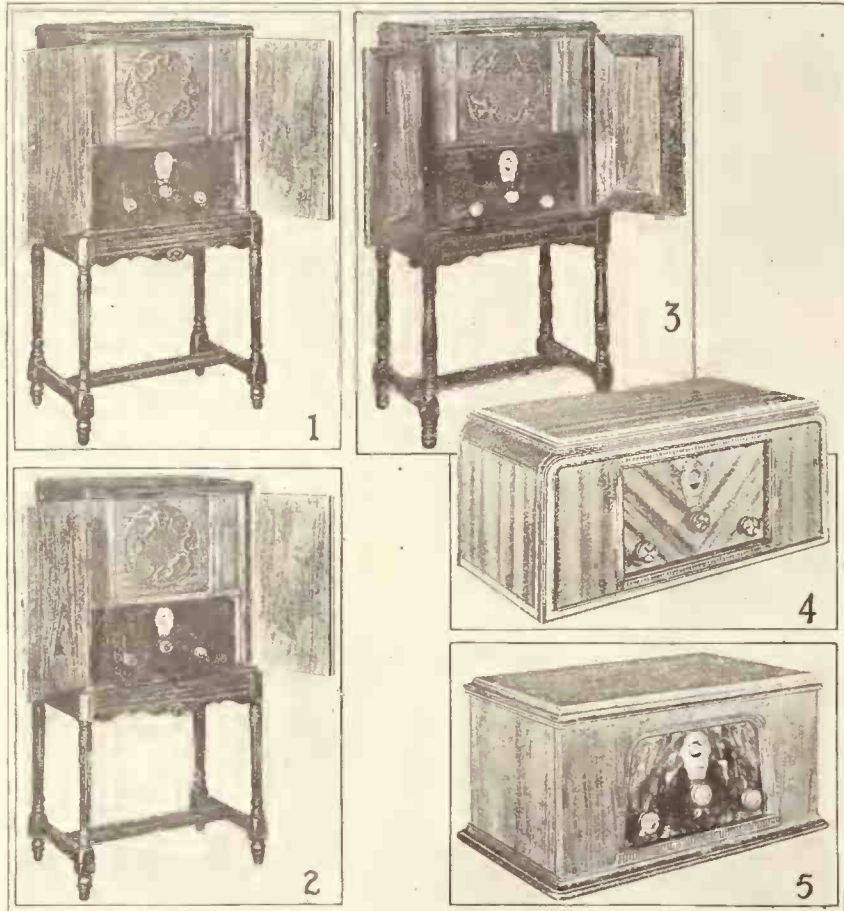
The music trade of Portland and vicinity suffered a severe loss in the death of Frank Lucas, of the Seiberling-Lucas Music Co. Mr. Lucas was 58 years old and has been identified with the music industry of the city for the past 22 years, entering business with F. A. Seiberling. He was a musician and band leader and the bands directed by him have won many national trophies.

Arcturus Plans Display

Nineteen different types of Arcturus AC tubes will be on display at the booth of the Arcturus Radio Co., at the Radio World's Fair, in Madison Square Garden. These tubes include low-voltage replacement tubes as well as the standard Arcturus 15-volt line. Particular interest has been stimulated by the Arcturus AC shield grid tube and the quick-acting 2.5-volt type 127-detector tube.

The Radiovision Corp., 62 West Thirty-ninth street, New York City, announces that station KSTP, operated by the National Battery Broadcasting Co., Inc., St. Paul, has been added to the chain of stations that are presenting radio pictures through the Cooley Rayfoto process as regular features on their programs.

The Newest in Radio



New Columbia Phonograph Co. Models: (1) Model C-5. (2) Model C-4. (3) Model C-3. (4) Model C-2. (5) Model C-1

Columbia Phonograph Co., New York City. Model C-1 is a six tube table model. Cabinet: Early English, walnut veneer. Height 12½ inches, width 24 inches, depth 15½ inches. Radio Set: AC, three stages of tuned radio frequency and one detector. Single tuning control, rotating illuminated dial. Operates on ordinary house current of 110 volts, 60 cycles, alternating current. No batteries required; simply plug in. Set uses following tubes: 1 CX-371A or UX-171A; 4 CX-326 or UX-226; 1 CX-327 or UX-227; 1 CX-380 or UX-280. Tubes are extra. A jack is provided so that the amplifier may be used for the reproduction of phonograph records. List price, \$140.00. West of Rockies, \$145.00. Model C-6. The above described instrument may be had to operate on direct current, and, in this case, is designated as Model C-6. List prices, on this model the same as those quoted above on Model C-1.

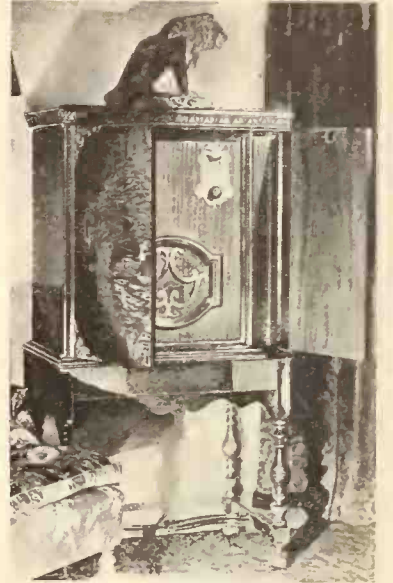
Model C-2 is a seven tube table model with cabinet of modern art design of Oriental walnut veneer, high lighted, with antique ivory white and ebonized mouldings. Height 11½ inches, width 25 inches, depth 14¼ inches. Radio set: AC, four stages of radio frequency and one detector. Single tuning control, operating variable condenser bank and rotating illuminated dial. Operates on ordinary house current of 110 volts, 60 cycles, alternating current. No batteries required; simply plug in. Set uses following tubes: 1 CX-371A or UX-171A; 5 CX-326 or UX-226; 1 CX-327 or UX-227; 1 CX-380 or UX-280. Tubes are extra. A jack is provided so that the amplifier may be used for the reproduction of phonograph records. The ornamental dial escutcheon is oxidized antique bronze. The cabinet hardware is gun-metal finish. List price, \$160. (Price west of Rockies same).

Model C-3 is a six tube receiver in

high-boy cabinet of early English design, walnut finished, with striped walnut veneer. Height 45 13-16 inches, width 21½ inches, depth 16 inches. Radio set: AC, three stages of radio frequency and one detector. Single tuning control operating variable condenser bank and rotating illuminated dial. Built-in cone type dynamic loud speaker. Set is non-oscillating, fully shielded. Operating on ordinary house current of 110 volts, 60 cycles, alternating current. No batteries required; simply plug in. Set uses following tubes: 1 CX-371A or UX-171A; 4 CX-326 or UX-226; 1 CX-327 or UX-227; 1 CX-380 or UX-280. Tubes are extra. A jack is provided so that the amplifier may be used for the reproduction of phonograph records. List price, \$200. (West of Rockies, \$220). Model C-7. The above described instrument may be had to operate on direct current, and, in this case, is designated as Model C-7. List prices on this model, the same as those quoted on Model C-3.

Model C-4. Open cabinet. Seven tube high-boy. Georgian period, walnut finished, front and dial board of figured butt walnut. Height 47 inches, width 23 inches, depth 16 inches. Radio set: AC, four stages of radio frequency and one detector. Single tuning control operating variable condenser bank and rotating illuminated dial. Set is non-oscillating, fully shielded. Built-in cone type dynamic loud speaker. Operates on ordinary house current of 110 volts, 60 cycles, alternating current. No batteries required; simply plug in. Set uses following tubes: 1 CX-371A or UX-171A; 5 CX-326 or UX-226; 1 CX-327 or UX-227; 1 CX-380 or UX-280 and 1 CX-381 or UX-281. Tubes are extra. Jack is provided so that the amplifier may be used for the reproduction of phonograph records. The ornamental dial escutcheon is oxidized antique bronze. The cabinet hardware is gun-metal finish. List price, \$235. (West of Rockies, \$300).

Model C-5 Open is a seven tube receiver in English 18th Century high-boy cabinet, walnut finish. Hand-carved veneered with butt walnuts. Height 48 inches, width 24 inches, depth 19 inches. Radio set: four stages of radio frequency and one detector. Single tuning control, operating variable condenser bank and rotating illuminated dial. Set is non-oscillating, fully shielded. Built-in dynamic loud speaker with power amplification. Operates on ordinary house current of 110 volts, 60 cycles, alternating current. No batteries needed; simply plug in. Set uses following tubes: 1 CX-310 or UX-210; 5 CX-326 or UX-226; 1 CX-327 or UX-227; 2 CX-381 or UX-281. Tubes are extra. A jack is provided so that the amplifier may be used for the reproduction of phonograph records. List price, \$350. (West of Rockies, \$375).



RCA Radiola 62

toned walnut. Bronze escutcheon plate in center of panel encloses selector dial and conceals small bulb which illuminates the dial and tuning control, power switch and volume control provided. List price, \$175, without Radiotrons.

Model 62 employs the same super-heterodyne circuit and Radiotrons as Radiola 60, with the additional feature of built-in RCA dynamic loud speaker. List price, \$375, without Radiotrons.

Model 64 AC super-heterodyne cir-



RCA Radiola 64

cuit employed in Radiola 60 is used with modifications and additions. Nine tubes, one of which functions as an automatic volume control, and two rectifier tubes supplying current for set as well as built-in RCA dynamic speaker. Use of UX-250 power amplifier gives large volume without distortion.



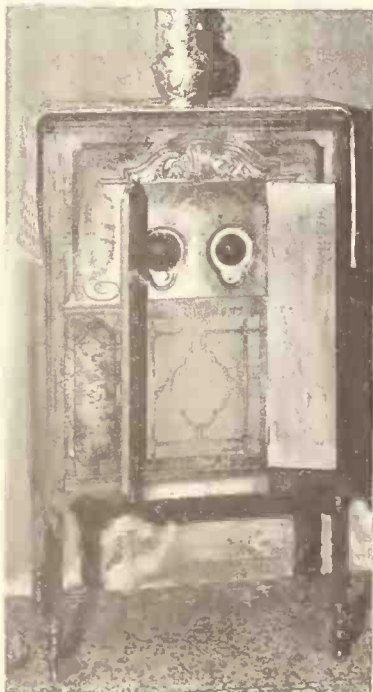
RCA Radiola 60

tion. Tuning meter for accurate tuning, and an automatic volume control, keeping loud speaker output at desired level of sound and avoiding necessity of frequent adjustment of volume control, thus tending to eliminate fading of distant stations. Sensitivity control permits variance in accordance with seasonal static conditions. Walnut cabinet. List price, \$550, without Radiotrons.

RCA loud speaker 103, wooden frame and pedestal moulded to resemble hand-carved oak. Not susceptible to variations in temperature or moisture. Tapestry medallion conceals the mechanism and completes decorative design of the instrument. List price, \$37.50.

Areturus Radio Co., Newark, N. J. AC amplifying tube, type 48, for use in radio and audio frequency amplifiers. Fifteen volt heater design, to operate with a 4.5 volt bias at a plate potential of 135 volts. Type 48 is an improvement over the type 28 amplifier, raising voltage input without distortion and increasing its amplifying volume.

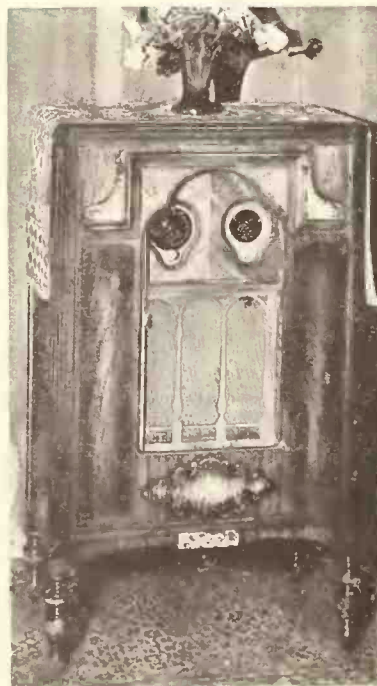
Red Lion Cabinet Co., Red Lion, Pa. Model 115, combination phonograph and radio cabinet, made to accommo-



Red Lion Cabinet Model 115

date Atwater Kent Models No. 40 and 42 and Atwater Kent speakers. Cabinet equipped with an improved electrically driven phonograph already installed. List price, \$135.

Model No. 4500 also for Atwater Kent Models No. 40 and 42 and Atwater Kent speakers. This number, in design, choice of woods, and cabinet making, is described as the mas-



Red Lion Cabinet Model 4500

terpiece of the line. Finished in walnut of contrasting tones, with angle-matched double sliding doors.

DeForest Radio Co., Jersey City, N. J. DeForest Audion 426, AC filament type amplifier with mica spacer at top of elements for maximum rigidity and special oxide coated filament.

DeForest Audion 427, heater type AC detector amplifier with five-prong base. New insulating material and special heater wire improves length of

service. Mica space for maximum rigidity.

DeForest Audion 471-A, power amplifier, with special oxide coated filament and mica spacer for maximum rigidity.

DeForest Audion 480, full wave rectifier, oxide coated filaments. Accurate positioning of elements said to insure equal rectification of both halves of AC cycle. Higher voltage for a given current drain may be obtained.

Radio Corp. of America, New York. Model 60 AC super-heterodyne circuit, eight tubes and rectifier, two stages of tuned radio frequency amplification, first detector, oscillator, two stages of tuned intermediate frequency amplification, a second (power) detector, and one stage of power audio frequency amplification. Voltage switch provided for variations in line potentials of 105



RCA Loud Speaker Model 103

to 125 volts. Antenna and ground connections and loud speaker pinjacks at rear of cabinet, which is of two-

The Newest in Radio



Kellogg Wrought Iron Radio Chair

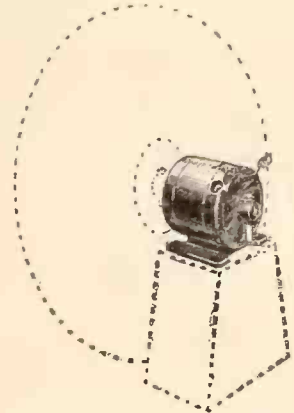
Kellogg Switchboard & Supply Co., Chicago. Wrought iron tables, benches and chairs for use with Kellogg Model 515 table type receivers. Dealers may obtain this special equipment designed



Kellogg Wrought Iron Table and Bench

especially for the Kellogg table model receiver through Kellogg distributors in their territory. In territories not served by a distributor, dealers may purchase equipment direct from the Kellogg Switchboard & Supply Co., Chicago.

Bodine Electric Co., Chicago, Ill. Three motors, types TV-30, TV-20 and TV-12, to meet the demand for a re-



Bodine Motor for Television

liable electric drive for television scanning discs. Provides unusual stability of speed, and yet with a suitable rheostat, can be varied in speed 25 per cent above or below normal enabling the scanning disc to be perfectly synchronized with the sending apparatus. Designed to operate 18-, 20- and 24-inch scanning discs at speed of 1080 R.P.M. Through a special compensating winding can be operated on either alternating or direct current.

Gulbransen Co., (Radio Division), Chicago. Model 160-T, table model,

Graybar Electric Co., New York. Receivers and speakers. Graybar 300, table set, six tubes, battery operated, tuned radio frequency circuit, three stages of radio frequency, two stages of audio frequency and detector. List price, \$72.25 less tubes.

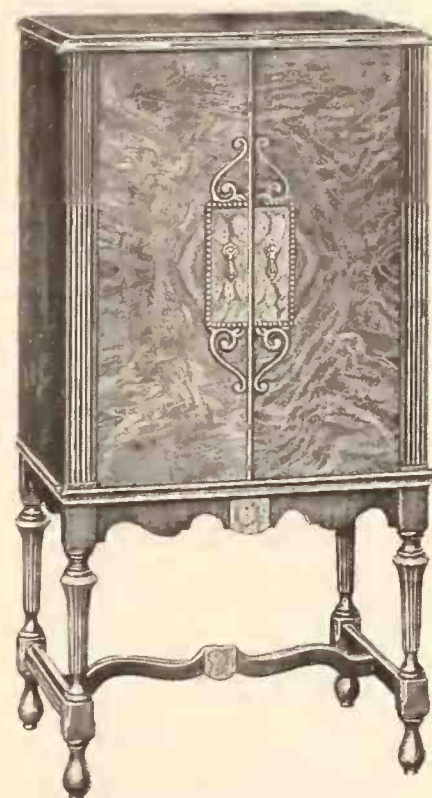
Graybar 310, table set, AC operated, six tubes and rectifier, radio frequency circuit, three stages of radio frequency, two stages of audio frequency and detector. Single illuminated dial control. Cabinet of five-ply walnut veneer, with overhanging top and bottom. List price, \$115 less tubes. A Graybar table will be supplied with this set, if desired, equipped with a built-in magnetic type speaker.

Graybar 320, console cabinet of five-ply walnut veneer with high lighted finish, equipped with magnetic speaker on right side of cabinet. AC operated, six tubes and rectifier, illuminated dial, single control, and employing the same circuit as Graybar 310. List price, \$195 less tubes.

Graybar 330, table model, eight tubes and rectifier, super-heterodyne, AC operated. Single control, illuminated dial, four stages of radio frequency amplification, oscillator, first detector, second (power) detector and one stage of audio frequency amplification. This set may also be obtained with specially designed table and built-in magnetic type speaker. Cabinet finish in five-ply walnut veneer, fluted corner posts and overhanging top and bottom. List price, \$175 less tubes.

Graybar 340, console model, of five-ply walnut veneer with three-quarter

six tube AC receiver, single dial control, pilot light, burl walnut cabinet,



Gulbransen Model 260-C

piano finish. Retail price, \$112.50. Model 260-C, six tube AC console



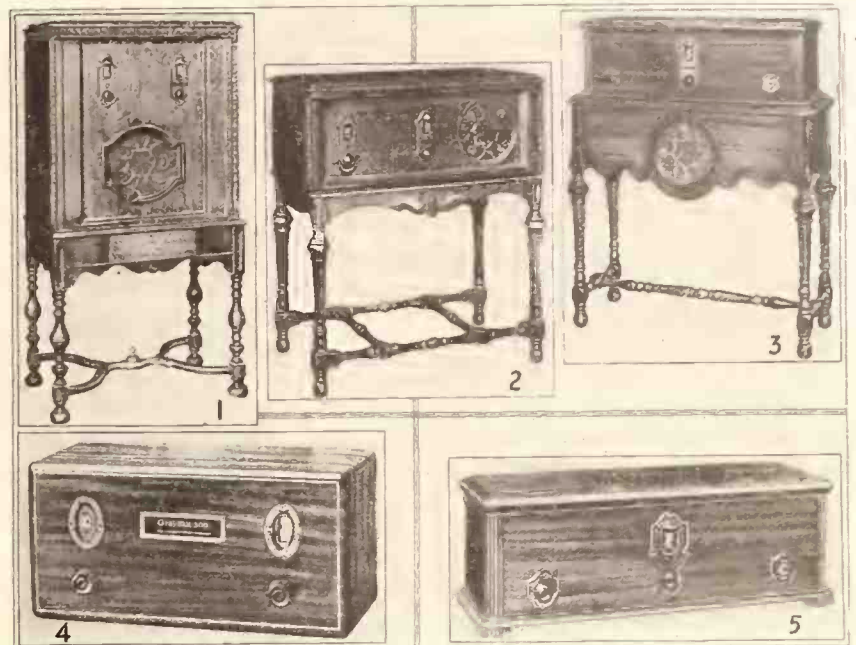
Gulbransen Model 160-T

type receiver, single dial control, pilot light. Cabinet of burl walnut, piano finish. Contains built-in Gulbransen speaker equipped with Farrand unit. Retail price, \$187.50.



Gulbransen Speaker

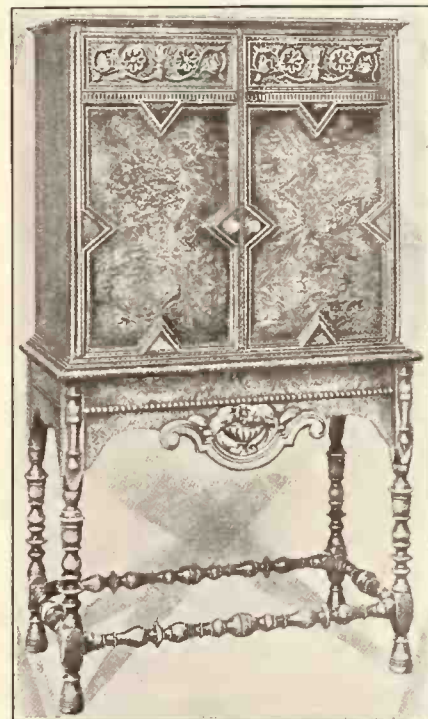
finish, equipped with Farrand speaker unit, 12 inches high, 8 1/4 inches deep and 11 1/2 inches wide. Retail price, \$30.



Graybar Electric Co.'s Radio Line: (1) Model 310. (2) Model 320. (3) Model 310. (4) Model 300. (5) Model 330

revolving doors, super-heterodyne, eight tubes and rectifier, AC operated, with built-in dynamic speaker.

Chassis similar to Graybar 330. Single control illuminated dial. List price, \$375 less tubes.



Irwin Cabinet Model 416

Robert W. Irwin Co., Grand Rapids, Mich. Complete line of artistic radio cabinets in true period design. Illustrated herewith Model No. 489 Tudor. Doors embellished with grapevine scroll carving across top and

of loud speakers. Easy rolling tray for sets up to 24 inches long, 10 inches high and 13 inches deep. Overall dimensions 43 inches high, 28 inches long by 17 inches deep. Model No. 486 Jacobean Highboy of matched burl framed with walnut mouldings. Upper part of door decorated with carved moulding of true Jacobean motif. Upper deck of interior is made to accommodate a loud speaker. Lower section equipped with sliding tray to hold standard sets up to 28 inches long, 10 inches high and 13 inches deep. Overall dimensions 58 inches high, 34 inches long by 13 inches deep. Also produce Models No. 487 and 484 in the Tudor period. Model No. 485 in the Jacobean period. Model No. 488 early American, Model No. 482 Queen Anne and Model No. 481 Moderne.

American Reproducer Corp., Jersey City, N. J. American Liberty speaker, designed as a plaque of the statue



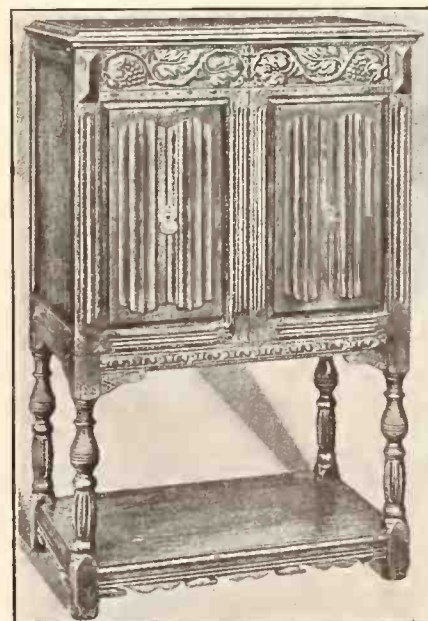
American Liberty Speaker

of Liberty finished in bronze, list price, \$30. Type AC No. 1 American dynamic chassis for operation on 110 volts, 50 to 60 cycle AC, power transformer and dry rectifier, list price, \$50. Type DC No. 2, dynamic chassis for opera-



American Dynamic Chassis

tion on 90 to 110 volts DC as well as from 90 volt tap of B power units, list price, \$30. Type 6 volt No. 3, chassis for operation on 6 volt storage batteries with a current drain of one-half ampere, list price, \$30.



Irwin Cabinet Model 489

Flemish linen folds on panels with hardware in center of panels. Lower section equipped to hold various types

Polymet Mfg. Corp., New York. Strip resistances in various bright colors, designed to increase speed in assembly.

The Newest in Radio



Associated Cabinet Mfrs. Model 830

Associated Cabinet Manufacturers Corp., New York. Model 830, Lowboy chest, fancy burl walnut with burl maple overlays, five-ply walnut top and front. This cabinet is adapted for Pacent phonograph combination unit, including Pacent electric pick-up, electric motor, etc. Height 40 1/4 inches, width 31 1/4 inches, depth 17 inches. Set compartment 27 1/2 inches wide, 10 inches deep, 13 inches high. List \$60.

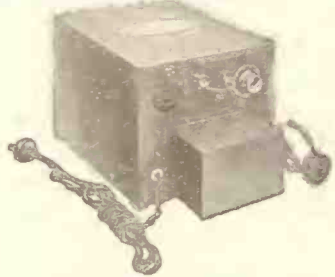
Model 855, Highboy chest, burl walnut panels, with maple overlay and



Associated Cabinet Mfrs. Model 855

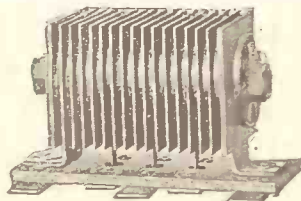
five-ply walnut top and sides. Height 48 inches, width 27 inches, depth 18 1/2 inches. Set compartment 8 inches high, 23 inches wide and 15 1/2 inches deep. List \$40.

Elkon, Inc., Portchester, N. Y. A-power supply, rectifier replacement units. A-supply, four or six volts from



Elkon A Power

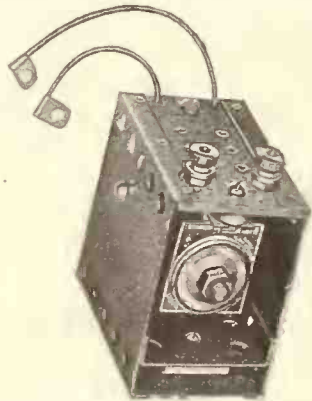
same unit. Three taps located on panel for various voltages. Dry throughout. Over-sized filter system consist-



Elkon Type M-16

ing of three dry Elkon condensers and two large choke coils, total mf capacity 4500. Delivers 2 1/2 amperes at six

volts, and proportionate amperes at four volts. Operates at 105-120 volts AC, 50 to 60 cycles. List price, \$37.50. Replacement unit type BNK takes the place of acid jars in trickle

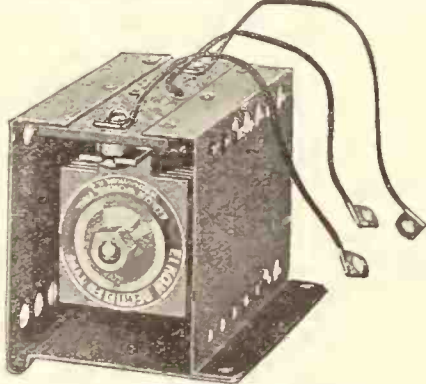


Elkon Type BNK

charger and increases charging rate. List price, \$5.

Replacement unit type BJ said to increase charging rate 20%, list price, \$7.50.

Type M-16 and type V-4 replacement



Elkon Type BJ

rectifiers designed for various types of chargers, list prices, \$7 and \$4, respectively.

Metallic rectifier, type EBH for replacing BH type tubes. Shaped like



Elkon Type EBH

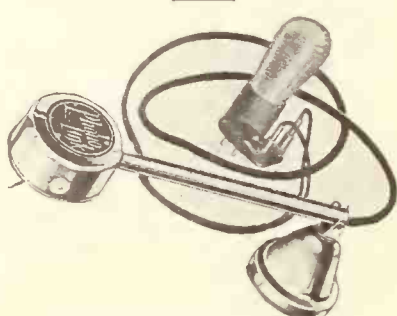
a tube and has standard tube base. Guaranteed life of 5,000 hours. Designed solely as replacement unit and fits all types of tube sockets. List price, \$6.

F. A. D. Andrea, Inc., Long Island City, N. Y. Fada 12 table model, DC receiver for operation from 105 to 125 volt DC power lines. Identical in appearance with Fada 10 AC model,



Fada Model 12

and built on the same chassis. Fada 12 designed to operate with the 200-A type detector, 171-A type power tube, other tubes 201-A type. List price, \$120.



Allen-Hough Phono-Link

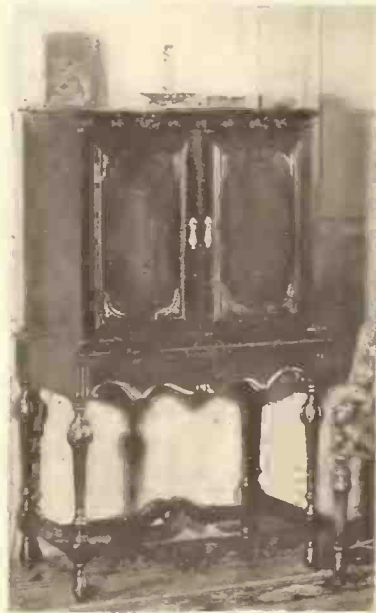
Allen-Hough Mfg. Co., Racine, Wis. Phono-Link for phonograph-radio

hook-up. Finished in double nickel plate or gold plate. New 1929 model is said to give clearer tone and greater volume. Is made in two models, one for use with plug-in jacket and the other for use through the detector tube.



Superior Cabinet Model 601

Superior Cabinet Corp., New York. Model 601 cabinet, genuine butt walnut finish, height 49 1/2 inches, width 25 1/4 inches, depth 17 1/2 inches; panel size 21 inches x 11 inches. May be



Superior Cabinet Model 81

obtained equipped with various types of Magnetic or Dynamic speakers.

Model 801 cabinet, genuine butt walnut finish, height 49 1/2 inches, width 28 1/2 inches, depth 17 1/2 inches; panel size 24 inches x 11 inches. Can be obtained equipped with various types of Magnetic and Dynamic speakers.



Temple Speaker

Temple, Inc., Chicago. Model 50 Temple Dynamic speaker, finished in walnut. Operates on either AC, DC or battery power, 14 1/4 inches high, 11 inches wide, 6 1/4 inches deep, weight 18 pounds. Retail price, \$49.



Ideal Console Cabinet

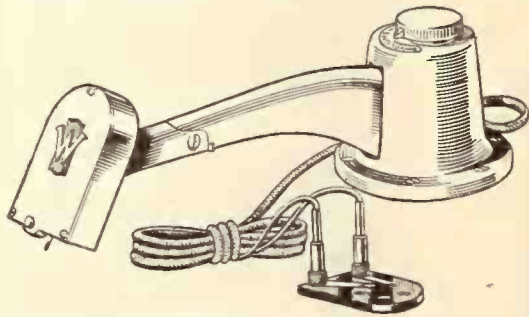
Peerless Magnetic speaker \$80; with Jensen or Newcombe-Hawley AC Dynamic speaker \$130; with Jensen or Newcombe-Hawley DC Dynamic speaker \$120; without speaker \$65. Table for new Radiola 60 in walnut, size 13 inches x 32 1/2 inches. List



Ideal Table Cabinet for Radiola 60

prices with RCA 100-A or Peerless Dynamic Magnetic speaker \$50; with Jensen or Newcombe-Hawley AC Dynamic speaker \$85; with Jensen or Newcombe-Hawley DC Dynamic speaker \$80; without speaker \$30.

Webster Electric Co., Racine, Wis. Webster electric pick-up, made in two models. Model 1-A includes pick-up head, supporting arm with a volume control incorporated in the base and



Webster Electric Pick-up

necessary adapters. Model 1-B includes pick-up head, separate volume control and necessary adapters. Model 1-A lists at \$17.50; Model 1-B lists at \$12.50. Two adapters are packed with each model so that pick-up is readily adaptable to either battery operated or AC sets.

Pilot Electric Mfg. Co., Brooklyn, N. Y. Variable condenser. Mounting legs permit this condenser to be mounted on either front or sub-panel or both. Shaft is removable, facilitating the substitution of longer shafts for coupling mechanically to coils or other condensers, also making it possible to mount the condenser for clockwise or counter-clockwise rotation. Made in the usual standard capacities.

Ideal Radio Cabinet Mfg. Co., New York. Universal console in walnut and mahogany, size 17 1/2 inches x 33 inches x 45 inches; inside measurements, 11 inches x 14 inches x 29 inches. List prices with RCA 100-A or

(Continued on page 114)

And Now
TEMPLE DYNAMIC
SPEAKER



Price \$49.00

THE New Temple Model 50 Dynamic sets another standard of tone value. It is a table model for A. C., D. C. or Battery Operation.

In quality it is amazing. The low notes—clear down to the lowest register—are reproduced in their true values, round and mellow, absolutely lifelike in their realism. The treble notes and overtones—all important for faithful reproduction—display a tonal splendor that sets the actual broadcast right before you. Volume aplenty for a small auditorium — yet it may be operated at a whisper without loss of quality.

Model 50 Temple Dynamic is a worthy addition to the famous Temple line of reproducers — every comparison means a sale.



Model 15
Air Column Speaker

Model 15 is the refined and improved air column speaker—the same type of speaker upon which Temple success was founded—but now better than ever. It is a true exponential design, mathematically correct and perfect in its quality.
 Price \$29

Model 20
Air Chrome Speaker

Model 20 Temple Air Chrome Speaker represents a sensational new development in loud speakers. The open radiator consists of two sections instead of one, driven by the powerful Temple Double Action Unit, thus substantially increasing the volume and tonal range.
 Price \$29



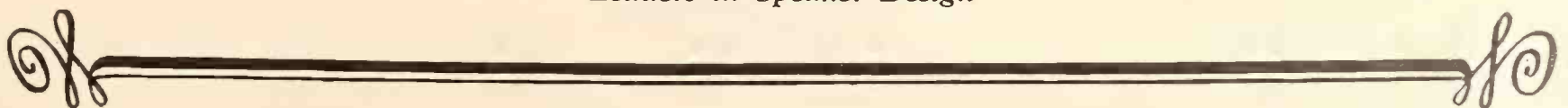
Write for Full Particulars

TEMPLE, Inc.

1915 S. Western Ave.

Leaders in Speaker Design

Chicago, U. S. A.



Baltimore Music-Radio Dealers Face Fall With Great Optimism

Excellent Volume of Business Accomplished During Summer, and Heavy Orders for Latest Models Hearten Dealers—Await Samples of New Columbia Radio Models

BALTIMORE, Md., September 7.—The talking machine and radio dealers enter into the 1928-29 season with feelings of unbounded optimism, due to a number of reasons. In the first place the past Summer has been one of the most successful ever experienced. Talking machine and record sales continued to be satisfactory, and even more heartening was the fact that radio receivers were in heavy demand throughout the entire vacation season, showing that the public has ceased to regard radio as a seasonal product.

For the past week or two a glance at the show windows of the various music-radio stores gives ample evidence of the opening of the season. The latest products of various manufacturers are being shown in elaborate settings with the new refinements and improvements indicated. The amount of advertising lineage being used to present the new talking machine and radio products to the public has shown a considerable increase over that used last month.

Columbia Wholesalers, Inc., despite the fact that last year was the best ever enjoyed, expect to greatly exceed it when figures for 1928 are finally compiled, basing their expectations on the number of back orders now in hand and the tremendous sales volume piled up in the first part of the year. At the present time orders for straight Kolster receivers and Columbia-Kolster combinations far exceed the firm's ability to deliver. The new line of Columbia radio receivers being introduced this month is another reason why the officials of this company are expressing pleasure in the Fall's outlook. Dealers who have viewed advance showings of the five models are enthusiastic and are eagerly awaiting early shipments.

Columbia record sales are continuing along the same satisfactory lines that have characterized them during the year. The regular releases of Paul Whiteman records are being well received, and dealers report that the regular weekly radio broadcasts of Moran and Mack are having the effect of further stimulating

sales of the "Two Black Crows" discs. The recent issue of Charles Mack's book "Two Black Crows in the A. E. F." has also helped to renew interest in the black-faced comedians.

Cohen & Hughes, Inc., newly appointed Fada distributors, held the first formal showing of the line at the Alcazar, attended by a large number of local dealers who were entertained following the showing at a dinner in the Blue Room. C. M. Sherwood, Fada district sales manager, was a guest and delivered the principal address.

Parks & Hull, Atwater Kent distributors, whose territory was recently enlarged to include several other States or portions of them, recently held a meeting of dealers to outline sales and advertising plans for the coming season. A number of new accounts have been opened by this enterprising firm during the past month.

Zenith dealers who have secured models of the Zenith Automatic receivers have created quite a sensation by displaying and demonstrating the instruments to interested customers. The National Piano Co., Zenith dealer, is featuring the Automatic through window displays and advertising.

Dr. Kolster Develops Sound Film Method

The following statement has been issued by Ellery W. Stone, president of the Kolster Radio Corp., Newark, N. J.:

"Due to certain unauthorized statements which have appeared recently the management of Kolster Radio Corp. consider it desirable to announce that Dr. F. A. Kolster, chief research engineer, and his staff have completed the development of new methods of sound recording on film for use in phonographic recording and for phonographic reproduction. Dr. Kolster's new invention is also applicable to the recording and reproduction of talking motion pictures.

The laboratory development of these inventions has already proven highly successful. The superiority of Kolster's invention we believe to be an accomplished fact, and the company is devoting its efforts to commercializing these inventions."

Wins Contest for Vari-tone Design

Miss Grace Fithian, winner of the Sterling Mfg. Co.'s contest for design of the new Vari-tone speaker, is shown working on color effects to bring out the beauty of the lines of the



Miss Grace Fithian

instrument. She won the contest when nearly fifty designs were submitted by students of the Cleveland School of Art, from which she graduated last June. The design represents rays of the sun shining through banked clouds. The color is rich brown with shaded gold, and was planned to assure pleasing harmony with any style of color scheme in a home.

Sterling engineers have developed the Vari-tone around an exclusive Sterling feature, which allows an actual adjustment of varying of the tone through the use of a control in the base of the instrument. As a result the tone quality of the new Sterling speaker compares favorably with that of many dynamic speakers on the market.

When the instrument is installed, an average setting is made, which usually is never changed. Some users prefer to change the adjustment to reproduce sharp and incisive pitch and tone, or, on the other hand, depth of tone which predominates in the lower registers.

Delicate parts of the driving unit are die castings, finished to the most rigid standards, and an entirely new method has been devised to eliminate loss of motion of the driving pin.

DeForest Appoints District Managers

An organization of thirteen district managers, covering every part of the country, has been announced by H. C. Holmes, sales manager of the DeForest Radio Co., Jersey City, N. J.

"These district managers have their individual staffs of representatives who call on jobbers and dealers in their respective territories, insuring closest possible contact with the musical and radio trade. I shall personally visit the various territories from time to time, so as to co-ordinate all efforts and to lend my utmost aid to managers, jobbers and dealers."

The main point in merchandising DeForest Audions is repeat sales, according to Mr. Holmes, who pointed out that the DeForest line is not intended to compete on a price basis.



Columbia Radio Sets Are Here!

Now Columbia dealers can offer their customers Columbia Radio — thus completing the famous Columbia line of Vivatone Columbia Phonographs, Columbia New Process Records, Electric Reproducing Phonographs, and Phonograph and Radio Combinations.

For descriptions and photographs of the Columbia Radio Sets, now going on the market, see the four-page insert of the Columbia Phonograph Company in this issue.

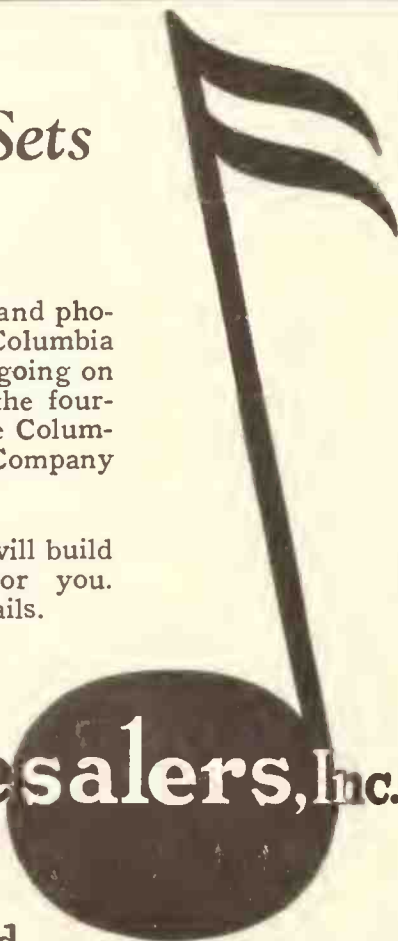
Columbia Radio will build bigger profits for you. Write us for details.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



A Little Book That Is Doing a "BIG JOB"

for the
Music Dealers
of
America

That Musical
Pal of Mine



How to Play the
HARMONICA



INSPIRING everyone to play a musical instrument means laying the foundation for much happiness and contentment.

No instrument is better adapted to universal use than the *Harmonica*. May the time soon come when every man, woman and child will feel it is an important part of their equipment.

PETER W. D

Professor of Music
Columbia U.
New York



Making Musicians Is the Problem of the Music Trades Today

To keep the music business alive and growing, interest in music and the desire for musical expression must be inculcated in the minds and hearts of our youth.

HOHNER is doing a tremendous job in that direction through general publicity, a large advertising campaign, and through the distribution of a beginners' instruction book on "How to Play the Harmonica."

More than five millions of these books have been distributed free.

Much of the music business of today represents the growth of musical ability among boys and girls who were first introduced to music through the Harmonica.

Every time you sell a harmonica or pass out free instruction books, you are making a musician for the future. The more you make, the bigger that future will be.

Our work creates the customers for you. All you need do is let them know you carry harmonicas—by proper counter and window display—and keep a full stock to meet their varied preferences.

Somebody will get the bigger harmonica business that we are rolling up for Fall. Why not make that "somebody" you?

Help Yourself—Here's How!

First, get a supply of free instruction books. Second, get one of the popular display assortments for your counter. Third, get the money-making electric window flasher which we supply practically free with one of our fast turnover assortments. Then you'll not only make more in immediate profits, but you'll be making future customers for other musical instruments.

Ask your jobber, or write us, for helpful suggestions

M. HOHNER, Inc., Dept. 72, 114 East 16th St.
New York City

The Newest in Radio

(Continued from page 110)

The A. L. Smith Iron Works, Chelsea, Mass. Wrought iron radio furniture, designated by the name of Smithcraft. Smithcraft Model D Con-



Smithcraft D Console

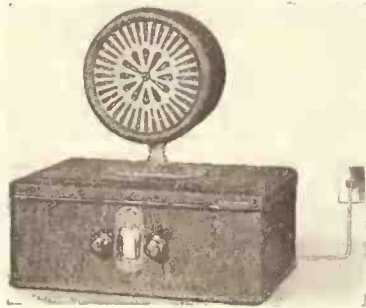
sole type, made to accommodate all of the standard makes of radio sets; Smithcraft Model F Queen Anne table also designed to support all makes of popular receivers. These models may be obtained in color combinations such as antique brown and



Smithcraft Model F

pale gold, black and silver gray, Chinese vermilion and black, blending greens, hammered silver and many others. Price range, from \$14 to \$47.50.

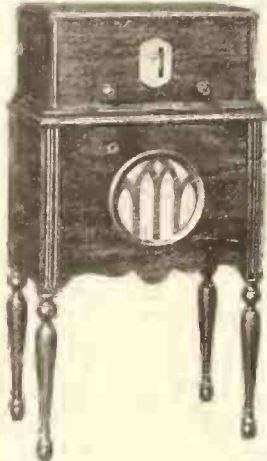
Apex Electric Mfg. Co., Chicago, Ill. 1929 Model 36 AC table type receiver, employing six tubes and one rectifier tube. Neutrodyne circuit. Single-dial



control, illuminated. Metal cabinet, walnut finish. List price, \$85, less tubes. Slightly higher west of Rockies.

New Apex magnetic type loud speaker, designed especially for use with Model 36 Apex receiver. (Speaker shown on top of set in illustration.) Mounted on lid of Model 36 with two screws. May be used with other receivers, placed on table or stand, etc. Speaker is of mantel clock design, with gold grille. List price, \$25.

Consolidated Radio Corp., Arborphone Division, Ann Arbor, Mich. Arborphone model 45 AC receiver using four UX-226 tubes, one UX-227, two UX-171 and one UX-280 rectifier



Arborphone AC Set and Cabinet

tube. Three stages of radio frequency amplification, detector, one straight audio and push and pull audio output employed. Has patented AC hum filter, single control and phonograph pick-up jack. Is fully adjustable to



Arborphone AC Set

variation in house current voltage. Housed in mahogany cabinet. List prices: chest type cabinet, \$75. BM base with balanced armature speaker, \$45; BD base with AC rectifier and dynamic speaker, \$70.



Marti Console

Marti Electric Radio Co., Inc., West Orange, N. J. Marti electric power



Marti Table Model

radio receivers, table and console models; equipped with the new Marti

automatic meter selector. All receivers equipped with phonograph pick-up jack. An additional socket for dynamic speaker is part of standard equipment in all Marti receivers. Console equipped with dynamic speaker. Table model lists at \$195, and console model at \$350.

The Atwater Kent Mfg. Co., Philadelphia, Pa. Dynamic speaker to be known as Model F and which is expected to list at \$15. This new speaker is somewhat similar in size to the Model E-3, the depth being greater, to take care of Dynamic mechanism.

Clarostat Mfg. Co., Inc., Brooklyn, N. Y. Television Clarostat, designed to fulfill the requirements of a precision control for the scanning disk of television receivers. Comprises a special power type Clarostat, with short-circuiting push-button, contained in a ventilated metal housing with mounting feet. This device has a resistance range of from 25 to 500 ohms. Dissipates up to 80 watts and is capable of controlling either a universal or condenser type motor on AC or DC up to one-eighth horsepower.



Stettner Model 82

Stettner Phonograph Corp., New York. Model 82 cabinet, finished in walnut and high-lighting, with doors of butt walnut. May be obtained with



Stettner Model 83

RCA 100-A speaker or Dynamic speaker, built-in. Designed to accommodate all models of receiver chassis. Model 83 cabinet, finished in walnut and curly maple overlay, with doors of butt walnut. Designed to accommodate all models of receiver chassis, and may be obtained with RCA 100-A speaker or Dynamic speaker built-in.

A. H. Grebe & Co., Inc., New York City. Grebe CR 18 Special, a popular-priced short-wave receiver, containing all the features of the CR 18 and an additional stage of audio frequency amplification, together with other engineering highlights. Two audio transformers of modern design have been included, and the last audio stage has been designed with provisions for power-tube operation. Color coded cable-attached facilitating connections between the set and external batteries.

H. B. Eby Mfg. Co., Philadelphia, Pa. New 171 power audio amplifier, operating directly from AC house supply circuit, with an output of approximately 1.5 watts, known as the 220 power audio amplifier. It is a two-stage transformer coupled unit, employing 226 AC tubes in the first stage and two 171 tubes connected in push-pull fashion as the output stage. A three-stage amplifier utilizing a 227, 226 and a pair of 250s ready shortly.

Columbia Wholesalers, Inc., Open Branch

BALTIMORE, Md., September 10.—Realizing the need for local service and local deliveries, Columbia Wholesalers, Inc., of this city, exclusive Kolster and Steinite radio distributors for Maryland, District of Columbia, parts of Delaware, Pennsylvania, Virginia and West Virginia, have opened a sales and service branch at 1619 L street, N. W., Washington, D. C. Leroy McDowell, formerly with the Philadelphia Battery Co., will be in charge of the new branch house. Stocks of batteries, Cunningham tubes, Marathon kits and tubes, Brach antenna equipment, Kolster, Farrand and Temple speakers, in fact, every item necessary to a radio dealer's business, will be carried. A stock of Kolster and Steinite sets, also Columbia-Kolster radio combinations and electric phonographs, will be carried for immediate delivery by truck to Washington dealers.

A complete service department will be installed so that prompt and efficient service will be given on Kolster, Columbia-Kolster and Steinite products. A forty-eight-hour tube replacement service will also be inaugurated.

Mr. McDowell has been a resident of Washington all his life and has been in the radio and phonograph business as dealer, factory representative and salesman. He hardly needs any introduction, either in Washington or adjacent territory in Maryland and Virginia.

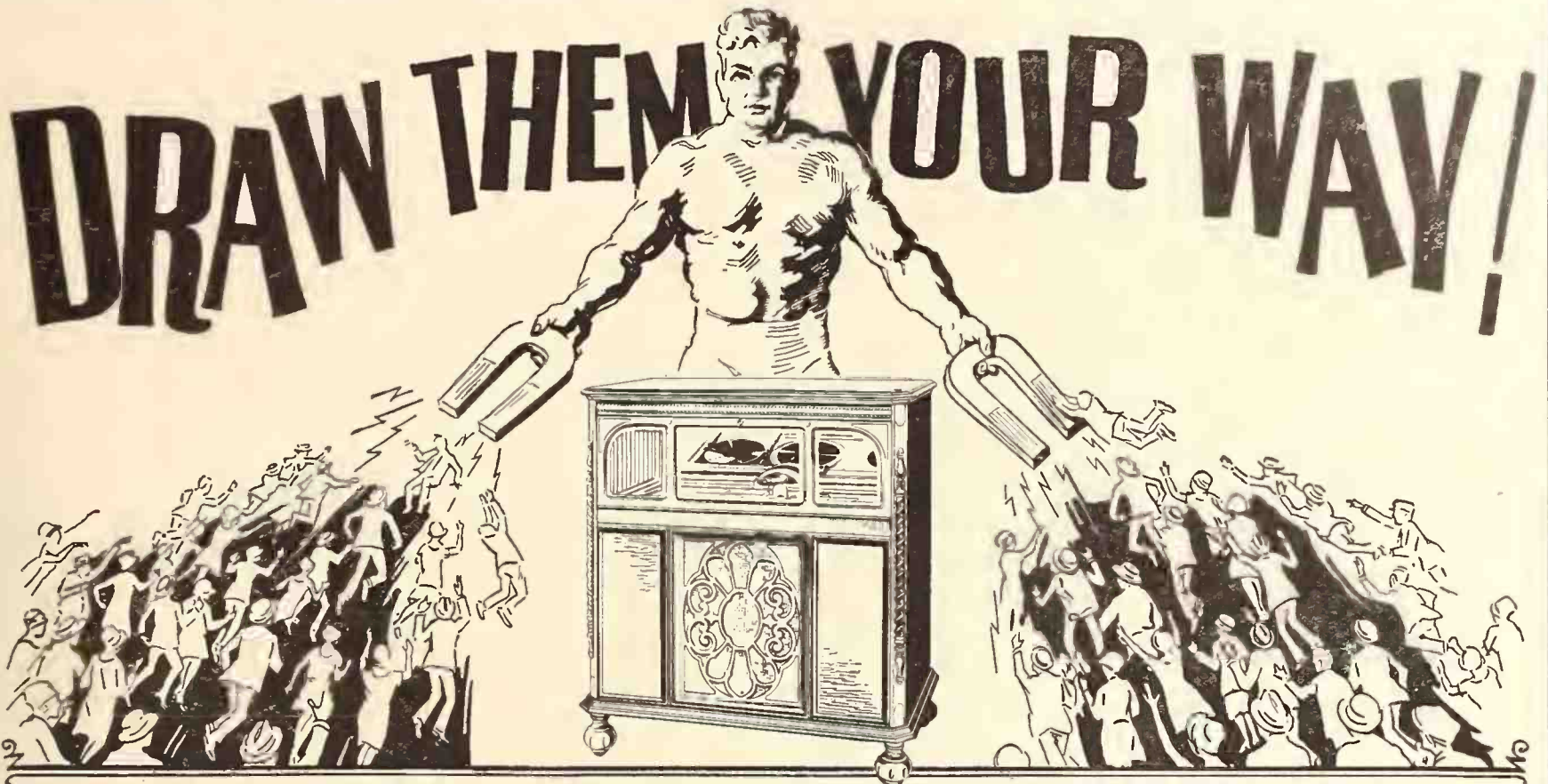
Raymond Reilly continues as Columbia's representative on phonographs and records in Washington and will make his headquarters at the new branch.

Portable's Gain Told in Plaza House Organ

The growth of the portable business is interestingly related by S. Kornberg, secretary of the Plaza Music Co., New York City, in the feature article of the current issue of Sound Facts, the Plaza dealer publication. Mr. Kornberg pointed out that eight years ago portables were first introduced in the United States with a first year's total sales of approximately 50,000 machines. Last year over one million were sold, it is stated, with the probability that this year an even greater number will be reached. The article entitled "The Goose That Laid the Golden Egg" continues to tell of the importance of portable business to the music dealer and stresses the evils of price-cutting. It contains food for thought regarding the profitable market that still awaits exploitation by dealers.

MASSACHUSETTS GEAR AND TOOL CO.
 23 Nashua St. Woburn, Mass.
Specialists in Small and Medium Size Cut Gears, Worms, Sprockets, Etc.

**They will put
Life
In Your Motor
or Equipment**



THE CAPE HART *Orchestrope*

Music that Masters *any* Audience!

COMFORTABLY seated in the lobby of a large Eastern Hotel a group of men sat ready to criticize a new Musical Instrument. At the first touch of the needle their faces, to a man, registered mild surprise. Then as the music progressed smiles of wonderment covered their faces as they glanced from one to another. Before the first record was completed the demonstrator was besieged with questions. "Where do you get such powerful amplification?" . . . "How have you accomplished that rich tonal quality?" . . . Such exclamations as "Man, there's absolutely no difference between that and the Orchestra recording!"

The phenomenal success with which the ORCHESTROPE was greeted by these men was truly justifiable. Its mechanism is almost human. THE ORCHESTROPE PLAYS 28 RECORDS ON BOTH SIDES CONTINUOUSLY—TURNING AND CHANGING THEM AUTOMATICALLY. 56 SELECTIONS—4 HOURS OF UNINTERRUPTED HARMONY.

Never before has such an instrument been introduced to the public with such rich quality of correct volume at any amplifications. Nor has there ever been an instrument that will turn a group of critics simultaneously into loyal supporters! EXACTLY AS THE GREAT MASTERS THEMSELVES PLAY IT—THE ORCHESTROPE REPRODUCES MUSIC AT ANY DESIRED VOLUME.

THE Magnetic Power of Music—that irresistible force that draws people through your front doors and into your place of business. If you serve a public, that public will be better pleased with music, and to keep a business secure, naturally, only the very best music will suffice. The ORCHESTROPE stands alone in the Commercial field as an instrument with enough controlled volume to master and entertain perfectly any size audience in any imaginable setting. Mechanically it is almost human. The most critical "ear" for music is the most easily won by ORCHESTROPE reproduction!

Sold only through Dealers

The CAPEHART AUTOMATIC PHONOGRAPH CORPORATION
Factory and General Offices: HUNTINGTON, INDIANA

Atwater Kent Gives Dealers "New Roads to Radio Sales"

Series of Folders Outlines Comprehensive Sales Campaign Detailing Methods to Be Employed by Dealers to Stimulate Sales—"Tone in the Home" Mail Campaign

The season of 1928-29 opens with dealers in enviable positions with new models of instruments, a waiting market, more fertile than ever before because of the improvement in broadcasting and the important part which radio is playing in the Presidential campaign, and with a wealth of material provided by manufacturers to assist in stimulating sales. In addition to the usual aids supplied dealers in the forms of display material, consumer literature, etc., several manufacturers have this season prepared sales campaigns which if followed and properly ap-

plied should prove of inestimable value in building profits.

One of the most complete and comprehensive campaigns ever offered to the retail trade is that of the Atwater Kent Mfg. Co., which has prepared and distributed to its representatives a series of folders, handsomely printed and profusely illustrated, outlining fully the steps to take to make "1928 and 1929 the biggest Atwater Kent year." The first of the series is entitled "New Roads to Radio Sales," and lists the roads as: 1. Better executive management; 2. Better

finance plans; 3. Better understanding of the market, and 4. Better direction of selling effort. The early pages of the book are devoted to illustrations of the original Atwater Kent plant and the present-day fifteen-acre factory and views of various departments with text matter explaining the policies which actuate the company. In detailing the need for better executive management the book states that every department must be operated efficiently; expenditures must be planned on a definite budget; accurate records must be kept; faster turnover should be obtained through stock control, and other items of supervision must be observed. Planned effort is stressed as being essential to successful selling. The necessity for adopting a sound financing plan is urged because "the right finance plan will make business capital more workable when it is most needed, and it will secure sales in a bigger market because it makes small down payments possible." Four rules are given to be followed by the dealer to know his market better. They are "Know your logical training area; know the characteristics of the people in your community; secure data on the number of wired homes, and, to verify your quota, take into consideration those factors that indicate the purchasing power of your community—population, earning power, home ownership, car registrations and advertising circulations." Co-ordination of the selling staff is also put forward as an essential as is the adoption of a definite plan of operation.

A number of pages are used to illustrate and describe the tremendous program of advertising, radio broadcasting and sound merchandising which the Atwater Kent Co. has planned to support dealers. A double-page spread shows a map of the United States with the territory covered by the weekly Atwater Kent broadcast programs with photographs of twenty-six of the world-famed operatic and concert artists who have been heard and will continue to entertain under the sponsorship of Mr. Kent. Reproductions of typical magazine and newspaper advertisements occupy several pages as do replicas in color of five of the billboard posters which bring the Atwater Kent name to the attention of passers-by.

In presenting a "Co-ordinated Plan of Sales Promotion" it is suggested that 5 per cent of the estimated gross be put aside as an advertising appropriation to be spent in newspaper advertising, billboards, direct mail, literature and display material and miscellaneous advertising. Four roads to sales are indicated to the dealer. The first is that of identification, and dealers are urged to let the store front and windows tell everyone who passes that the store is the place to buy Atwater Kent radio. Illustrations showing how some dealers identify themselves with the product occupy a page. The second road is that of good display and numerous illustrations of material supplied by the company are shown. The third road is that of good selling, and the fourth is the road that leads to the home through the use of posters, newspapers and sales promotion.

Supplementary to this campaign is the "Tone in the Home" campaign described in a separate booklet. The opening chapters deal with the building of a prospect list. Four methods are given: First, by telephoning customers to secure names of friends; second, through service calls; third, by having bright boys and girls make a house-to-house survey, and lastly, by keeping a record of the best customers in other lines than radio. The dealer having made a list of likely prospects it is sent to the Atwater Kent distributor, who puts the dealer's imprint on four mailing pieces, which are addressed to the list of prospects, stamps are attached and the dealer receives the material bundled in lots, marked "mailing No. 1," etc., ready to be mailed on scheduled dates. These mailing pieces pave the way for a salesman's call to arrange for a home demonstration.

The first piece makes a strong bid for a "Tone in the Home" demonstration, the second
(Continued on page 117)



Rola Dynamic
Table Speaker
Model 30

Radio's Latest Achievement

THE NEW Rola Dynamic Power Speakers, sensational wherever demonstrated, are taking radio users by storm. From the deepest bass to the highest treble, these new speakers reproduce with marvelous accuracy—attaining a degree of realism never before equaled. They operate with type 171, 210, or 250 tubes. The new Rola Dynamic gives a response approximately twice that of any other dynamic on a given input. In the complete Rola line, dealers and manufacturers find just the right loudspeaker for every radio installation, regardless of kind or cost.

Model 35. A console dynamic speaker. Top dimensions sufficient to accommodate any standard radio set. Operates directly from 110-volt AC socket. List Price **\$110**

Model 25-D. A radio speaker table with built-in dynamic power unit. List Price **\$90**

Model 30. A dynamic table speaker equipped for light-socket operation. List Price **\$75**

Model D-110. A complete, self-contained, dynamic speaker unit, with built-in transformer-rectifier for exciting field from 105/125-volt, 60-cycle current, and with base bracket, 20-1 input transformer, equalizer filter, tinsel cord and ten-foot power cord with through-switch. List Price **\$50**

Model D-110-2. Same as Model D-110, but with special input transformer for push-pull sets and amplifiers. List Price **\$50**

Model D-90. A complete dynamic unit with 20-1 input transformer, equalizer filter, and tinsel cord, but without transformer-rectifier unit—the field coil being wound to 1950 ohms for excitation by 40 to 80 milliamperes of direct current at 75 to 150 volts. List Price **\$35**

Model D-90-2. Same as Model D-90, but with special input transformer for push-pull sets and amplifiers. List Price **\$35**

Model J-M. A magnetic-armature cone unit with low-pass filter, solid pole pieces, armature, tinsel cord and square wooden baffle housing. List Price **\$18.50**

MANUFACTURERS: The following units are ready for installation in cabinet and console sets. Write for prices.

Model D-180-M. A dynamic unit with field coil wound to 7,000 ohms for excitation by 20 to 30 milliamperes at 150 to 225 volts.

Model D-90-M. Same as D-90, but without base bracket, 20-1 input transformer, equalizer filter or

tinsel cord.
Model M. A magnetic-armature cone unit with low-pass filter, solid pole pieces, armature, and tinsel connecting cord. Dimensions and mounting same as Model A.

Ask your jobber for full details on the 1929 loudspeakers, or write factory for name of Rola jobber nearest you.

THE ROLA COMPANY

CHICAGO
612 North Michigan Ave.

NEW YORK
47 West Sixty-third St.

OAKLAND, CALIF.
Forty-fifth and Hollis Sts.



is built around the importance of tone in reception, the third and fourth stress various features of the Atwater Kent receiver, in addition to requesting a home demonstration.

Another booklet similar to that describing the "Tone in the Home" campaign deals exclusively with a Christmas campaign. Two mailing pieces are included in this sales drive, and the distributor will prepare and address them to the list of prospects, so that the dealer need only mail them and follow up with a personal call.

The expense to which a dealer need go to avail himself of this service is so slight that it scarcely need be mentioned. The entire campaign for the year is prepared and outlined in such a wealth of detail that it seems impossible that any dealer can fail to use it with increased sales and profit.

Oro-Tone Announces New Tone-Arm Line

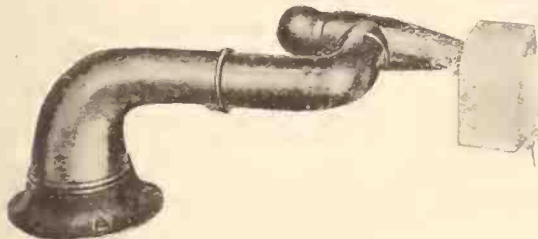
In Keeping With Demand for Electric Reproduction of Records Oro-Tone Co. Will Market Special Tone-Arms

CHICAGO, ILL., September 6.—Keeping pace with the demand for the electric reproduction of phonograph records the Oro-Tone Co., manu-



Oro-Tone Tone-Arm Model 16 1/2

facturer of tone-arms and reproducers, recently announced a line of tone-arms, each of which is specially constructed so as to counter-balance the weight of the pick-up. Attractive in line and finish, these new models, two of which are herewith illustrated, are designed to accommodate any style of pick-up. They not only meet the requirements of each type of mounting but also hold the pick-up in exactly the proper playing position. Each of the models possesses exclusive Oro-Tone features. The needle point is



Oro-Tone Tone-Arm Model 19 1/4-91

correctly centered in relation to the pivot and each arm is equipped with a counter-balance which properly distributes the weight of the pick-up, giving the right pressure at contact point of needle and record.

Dealers' Sales Kit Issued by Philco

In a complete dealers' kit sent out by the Philadelphia Storage Battery Co., Philadelphia, a plan of operation has been included which suggests that when a housewife is called on during the day by a salesman, the early call is followed immediately by a call on the husband. Thus both by letter and by personal attention the husband will have word of all sales talk advanced to the wife and instead of resenting the intrusion on her time will have an opportunity to know all the details about the product which he, in the end, must purchase.

In addition to the sales guide the Philco kit includes, among other things, a bronzoid sign, display card, announcement banner, handsomely lithographed photographs of all radio sets and speakers for sale, cut-out photographs making a complete window display, and finance plans.

One photo shows a cross-section of the inside of a Philco radio set which describes every detail concerning the sixty different parts that go to make up the Philco outfit. Time payment plans and a complete course of instruction in the plans of this firm to market its product are provided salesmen by means of the kit.

George Eltz Directs Freshman Laboratory

The research and test laboratory occupying over 1,000 square feet in the Bronx plant of the Charles Freshman Co., Inc., New York, is now in operation under the direction of George Eltz, vice-president in charge of engineering, who states that his department is equipped with every facility for carrying out new developments as well as checking up on present production. A staff of graduate engineers is directly assisting Mr. Eltz, with numerous assistants.

W. B. Puckett Named Acoustic Treasurer

New Acoustic Products Co. Executive Has Had Long Experience in Music-Radio Industry in Canadian Capitals

William B. Puckett, formerly general manager of the Brunswick-Balke-Collender Co., in Canada, has been elected treasurer of the Acoustic Products Co. Mr. Puckett has had many years' experience in the radio and phonograph industries. Prior to his joining the Brunswick Co. he was head of the Musical Merchandise Co., of Toronto, Canadian distributor for Brunswick, with offices in Toronto, Montreal, Winnipeg and Calgary.

Mr. Puckett has already taken over his new duties with the Acoustic Products Co., with offices in the new Sonora Building, at 50 West Fifty-seventh street, New York City.

These distinctive cabinets will be one of the features at the New York Radio Show

"Fitting companions for the finest radio receivers built." That is how one manufacturer of fine radio receivers described these distinctive Buckeye cabinets. It is a high tribute—and a deserved one.

Buckeye cabinets, of choicest walnut and fine American gum wood, are a distinct sales asset to any radio equipment.

Buckeye cabinets were the sensation of the recent Chicago Radio Show, both because of their quality and because of their remarkably low prices. These cabinets will be featured at the New York Radio Show. Don't fail to see them. Find out how these cabinets will help you sell your receiving sets. Write today for complete information.

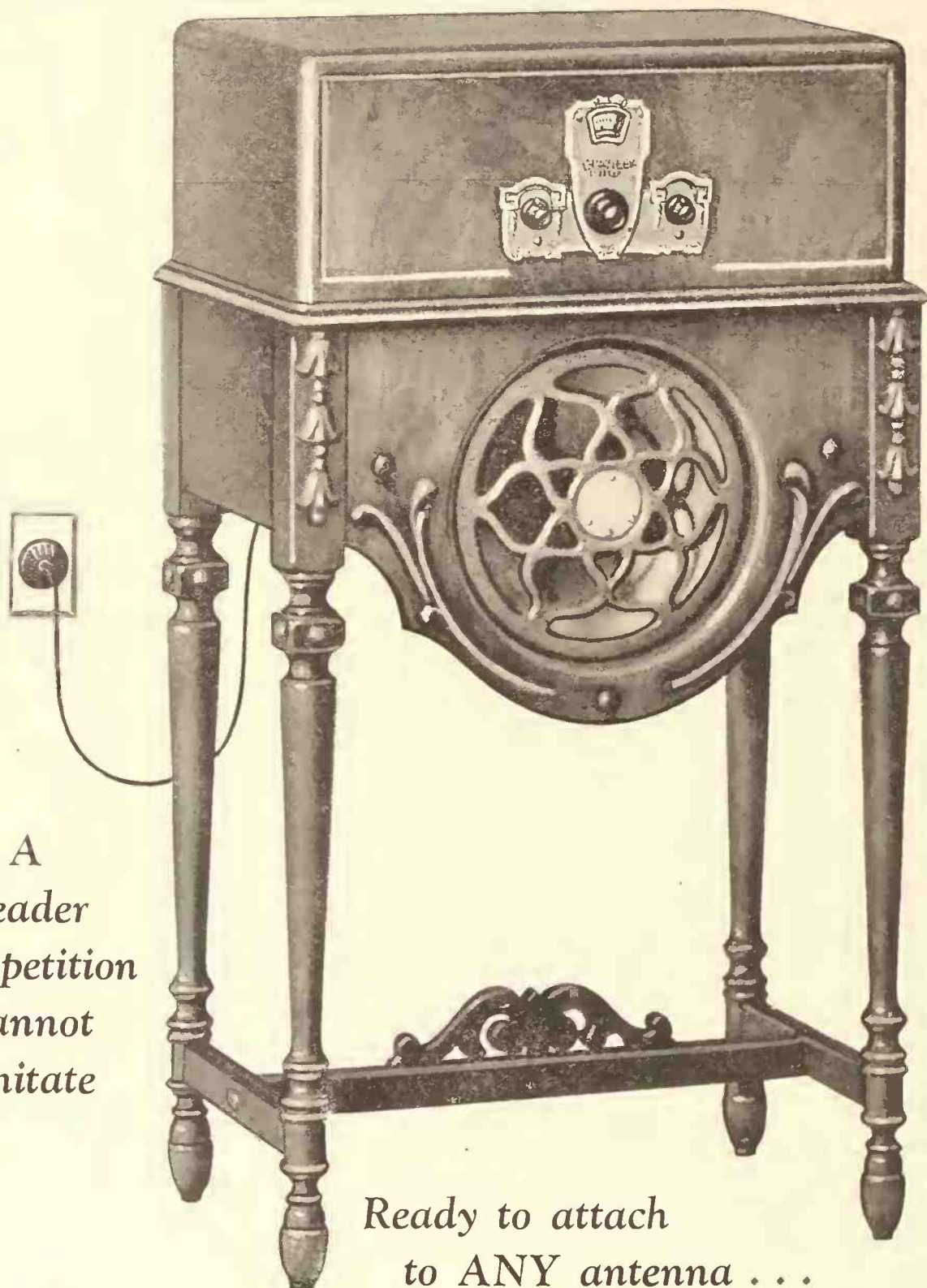


This is model No. 33

Buckeye Manufacturing Company
SPRINGFIELD, OHIO

National Sales Agent, Studner Brothers, Inc., New York City,
67 West 44th Street; Chicago, Ill., 28 East Jackson Boulevard

Buckeye
RADIO FURNITURE



A
Leader
Competition
Cannot
Imitate

Profit comes from leading competition. Here's your opportunity. There's no radio VALUE like this on the market today. Two leaders in their field combine to produce an unmatched merchandising item — this 38-inch walnut veneer console with power speaker built in and AC electric Crosley GEM-BOX installed. Note the cut out panel which allows GEMBOX to be fitted into place without removing escutcheon or metal case.

Ready to attach
to ANY antenna . . .

SHOWERS-CROSLEY

UNMATCHABLE COMBINATION

SHOWERS CONSOLE

Beautifully finished walnut veneer console built on straight line production basis such as has made Crosley radio extraordinary values. Largest furniture factory in the world like all gigantic endeavors is in economical position to undersell any lesser effort. If not a Crosley dealer write us.

POWER SPEAKER

Everything in radio today demands the power speaker and Crosley is first to produce true dynamic reproducer at low price of \$25. Built into this console, its realism, true tone and powerful action is actually enhanced by the baffle board construction of the cabinet.

AC ELECTRIC RADIO

There is nothing in all radio like this genuine AC electric Crosley radio—the GEMBOX that sells for \$65. Selective . . . shielded . . . powerful volume . . . distant station getter as are few others—a truly wonderful radio and the leader in the most successful radio line of 1928-29.

\$ 115

Price of Cabinet With Speaker
Built in, \$50

MONTANA, WYOMING, COLORADO, NEW MEXICO AND WEST PRICES
SLIGHTLY HIGHER

Write Dept. 26 for complete information

SHOWERS BROTHERS COMPANY
BLOOMINGTON, IND.



CROSLEY

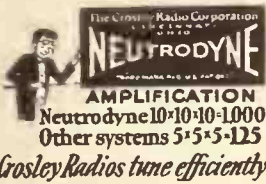
PROVES BY COMPARISON
POWER SPEAKER RADIO RECEIVER
 TO BE RADIO'S GREATEST VALUE.

NEW DYNAMIC DYNAcone \$25

• 6 TUBE • A C • Electric • GEMBOX • \$65 •

1928 Features

Few radios at ANY PRICE combine ALL these features which are essential to today's radio reception.



Crosley Neutrodyne circuit is sharp, sensitive and selective. Distant stations are easily found. Local stations tune without squealing.



Crosley Radios are shielded Each element shielded from each other provides maximum selectivity and is featured in the most expensive sets.



Crosley Radios are selective In crowded districts where many local stations fill the air you find means of listening to ONE at a time.



Crosley Radios have volume Volume may be increased to tremendous proportions without distortion.



Crosley Radios can be softened to a whisper A positive volume control enables operator to cut any program down to faint and scarcely audible reception.

Crosley radio sets have always been good sets. In them the public always got the utmost value. They have always been sold on a very close margin of profit in order to keep the price low. This margin does not permit extensive advertising as is possible with other radios.

Crosley radio is well advertised but not extravagantly. The growth of The Crosley Radio Corporation is due more to word of mouth by satisfied users than prodigious claims in printers' ink.

Last winter Crosley was first to announce that the place to buy radio is in the home, first to encourage demonstration in the home, first to give the public an opportunity to try, test and compare before buying. The growth of Crosley sales since that time has been phenomenal. *The first six months of 1928 showed sales almost four times greater than any preceding year, because Crosley sets demonstrated in the home in comparison with other sets immediately proved themselves to be the greatest value in the*



The Improved MUSICONE the fastest selling magnetic loud speaker at \$15

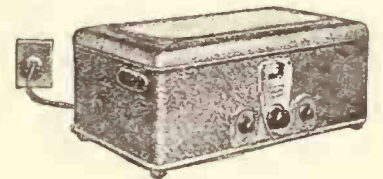
radio world. Crosley dealers do not fear competitive demonstrations in any prospect's home—they encourage them. Satisfied customers are the greatest asset Crosley can have.

The Crosley Dynacone—a dynamic power speaker at \$25, available for all Crosley models, introduces for the FIRST time in the popular priced field power, volume, depth of tone and rich reproduction never before believed possible. Immediately Crosley radio became comparable to the highest priced receivers on the market. Crosley radio with DYNAcone gives an entirely new conception of radio.

Crosley sweeps the field! Crosley outsells ANY radio on the market today! Crosley's 5 DAY FREE TRIAL OFFER is closely imitated, but be sure you TEST and TRY a Crosley set against ANY OTHER. Such direct comparison is eye-opening, for the superior Crosley receivers with this new wonder power speaker give an amazing performance.

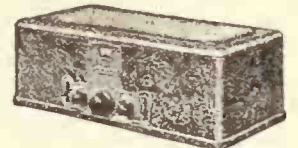
THE CROSLEY RADIO CORP.
 Powel Crosley, Jr., Pres.
 Cincinnati, Ohio

Montana, Wyoming, Colorado, New Mexico and West prices slightly higher
 Crosley prices do not include tubes



8 tube AC Electric SHOWBOX \$80

Genuine neutrodyne 3 stages radio amplification, detector, 2 stages audio (last one being two 171 push-pull power tubes) and 280 rectifier.



6 tube Battery Operated BANDBOX \$55

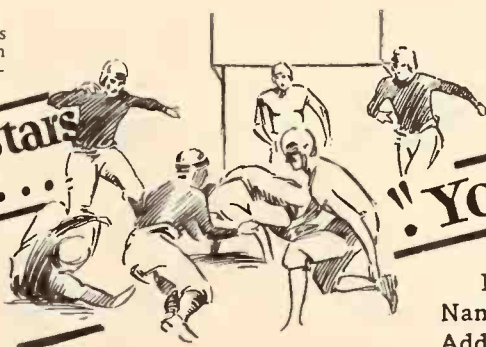
The Bandbox is the ideal radio for places where electric current is not available for AC receivers. Genuine Neutrodyne, housed in a beautiful gold highlighted case. This receiver can be converted for use from the power lines by means of a suitable power supply unit.



5 tube Dry Cell Operated BANDBOX JR., \$35

Uses 199 tubes with 120 power output tube. Ideal set where recharging of storage battery is inconvenient. Uses type D Musicone for speaker.

When college stars are shining...



"You're there with a Crosley!"

The Crosley Radio Corporation
 Cincinnati, Ohio. Dept. 26.

Please send me literature about your new radio receiver and the new wonderful DYNAcone.

AC Radio..... Battery Operated Radio..... Dynacone.....
 DC..... 5 DAY FREE TRIAL IN MY HOME.....
 Name
 Address

Northwest Majestic Dealers Hold Meet

Roycroft Co., Majestic Distributor, Host to Northwest Radio Dealers at Meeting and Banquet at Nicollet Hotel

MINNEAPOLIS, MINN., September 1.—Majestic radio dealers of Minnesota, North Dakota and Wisconsin attended a business meeting and banquet sponsored by the Roycroft Co. Northwest Majestic distributor at the Hotel Nicollet, this city, on August 7.

The business sessions were most interesting and all branches of the industry were represented on the speakers' list. Don Coats, Western sales manager of the Grigsby-Grunow Co., spoke of the success which the company has won since the introduction of Majestic receivers and told of plans for the immediate future. Other speakers included Harger Blish, Jr., of the Harger Blish Co., Des Moines, Ia., Majestic distributor; H. B. Kuhles, manager of the

The Roycroft Co. started the publication this month of a house organ "The Roycrafter," the purpose of which is stated "to aid in developing more and profitable business for Roycroft retailers everywhere." The columns of this four-page attractive publication are given over to news of the trade, advertisements of the products carried and illustrations and descriptions of activities of the company.

New Finishes for Phono-Link

The Phono-Link electric pick-up, distributed nationally by the Allen-Hough Mfg. Co., Racine, Wis., is now furnished in nickel and gold finishes. Formerly the Phono-Link pick-up was supplied only in black enamel. Several improvements have been made in the mechanical construction of the pick-up providing for greater volume and clearer tone quality, according to the Allen-Hough executives. The Phono-Link pick-up in nickel retails for \$7.50 and in gold for \$8.50. Production of Allen-Hough portable phonographs at the Racine



Majestic Dealers at Meeting Sponsored by the Roycroft Co.

radio department of the Golden Rule Department Store, St. Paul; Roy Swanstrom and Norbert Hensler, of the Cardozo Furniture Co., St. Paul, and Louis Melamed, advertising and merchandising expert. The business meetings were presided over by L. W. and Roy B. Cohen of the Roycroft Co. An enjoyable entertainment program was one of the features of the banquet which followed the business meeting.

plant of that company was increased about 25 per cent on September 1 to provide for the increased demand for the product.

The Mellow Music Shops, Inc., New York City, have been incorporated at Albany, N. Y., recently to deal in musical instruments of all kinds with a capital stock of \$10,000. W. Polans is the incorporator.

Graybar Announces Franchise System

Merchandise Managers of Graybar Electric Co. Attend Conference—Exclusive Sales Rights to Be Granted 3,000 Dealers Throughout the Country

A new national system of dealer franchises, involving allocation of exclusive sales rights for Graybar radio receiving sets to approximately 3,000 dealers in the United States, was announced by George E. Cullinan, vice-president and general sales manager of the Graybar Electric Co., New York, sales subsidiary of the Western Electric Co., at the conclusion of a week's session of the company's merchandise managers, held recently at the Sea View Golf Club, at Absecon, N. J. The decision of the conference, said to be the most important held by the Graybar Co. since it changed its name from Western Electric Supply Department in 1925, effects a distributing reorganization applied to all resale products sold through dealers supplied by the company's seventy distributing houses.

It is said that this new dealer plan for Graybar receivers creates a merchandising system affording the maximum in service and delivery to the customer. The appointment of radio receiver dealers will be made on a purely territorial basis with each dealer fully protected under the national system of wholesale distributing houses maintained by the company. The appointment of merchandising managers at each of the twenty main Graybar houses was also announced. Each new manager will have under his control the supervision and direction of all resale or merchandising items, and will appoint specialists in each of these items whose sole duty it will be to sell the dealer the product concerned.

More than fifty Graybar sales distributing managers from all parts of the country, as well as executives from the general offices of the company at New York, attended the meeting. Addresses were delivered by E. A. Hawkins, general supply sales manager; Herbert Metz, advertising and sales promotion manager; D. H. O'Brien, radio sales manager; J. L. Ray, general sales manager of the Radio Corp. of America; H. E. Young, of the Western Electric Co.; R. J. Heaney, of the General Electric Co., and Franklin L. Miller, of the Curtis Publishing Co.

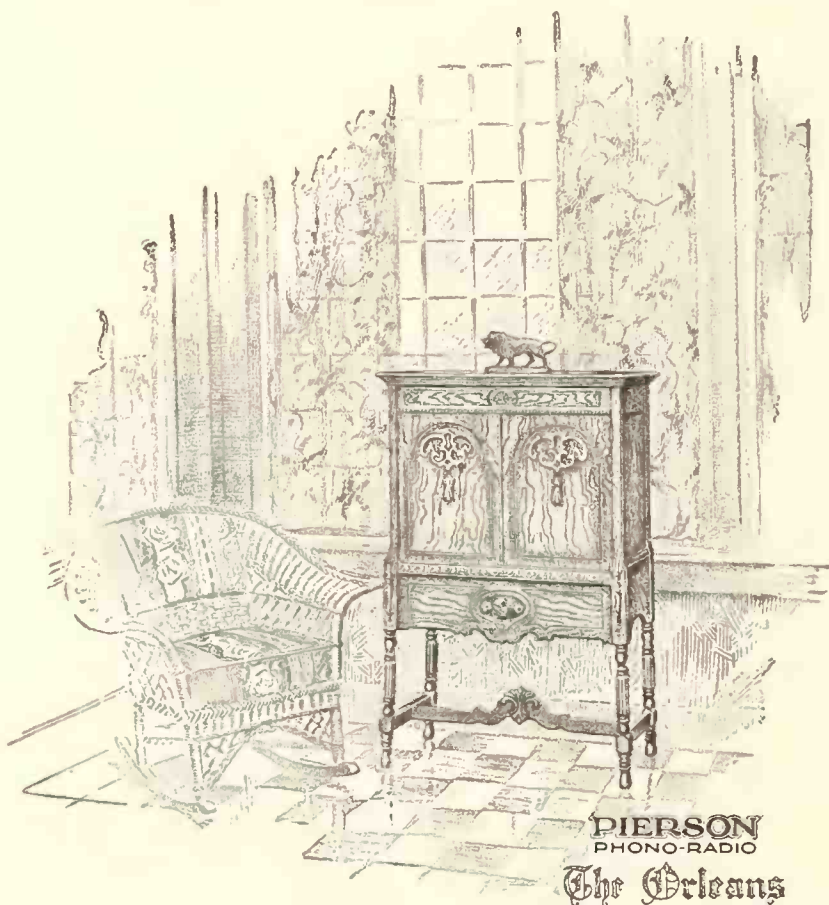
Charles Marti Visits Allen-Hough Plant in Racine

RACINE, Wis., September 5.—Charles Marti, president of the Marti Electric Radio Co., Inc., West Orange, N. J., spent several days at the offices of the Allen-Hough Mfg. Co., in this city, early in September. The Allen-Hough organization is national sales representative for the Marti electric radio receiver. Don T. Allen, president, and George P. Hough, vice-president of the Allen-Hough Mfg. Co., conferred with Mr. Marti regarding plans for the nation-wide marketing of the new seven-tube electric receiver, and Mr. Marti met several of the new distributors of the product in the Middle West during his visit.

Mr. Marti states that he has found an unusual amount of interest in the automatic meter selector, which is a feature of the Marti electric receiver, replacing the dial readings on radio sets. He stated that the Marti factory at West Orange, N. J., had been placed in heavy Fall production in order to care for the demand evidenced throughout the country for the product.

The Custis S. Guttenberger Music Co., Macon, Ga., has been purchased by Cliff Gordon, who has already taken possession of the establishment which he will direct.

Pierson Phono-Radio



LOOK at the illustration of the ORLEANS at the left. Eye Value and Sales Appeal—Plenty.

LOOK at these specifications: General Electric Motor, Highest grade Electric Pick-up; Felt-lined (patented) Record File; Newcombe-Hawley Magnetic Speaker; Special 2-way Switch; Adapter Plug and Volume Control.

LOOK—This Beautiful Walnut Phono-Radio equipped as specified at a List Price of \$185.00.

LOOK around at all lines on the market. Nowhere can you find such a value—and Remember, Pierson Quality is built into this job.

These 4 Looks Will Convince You

The Model number equipped as above is No. 502-A. Order Direct from this ad. State whether you plan to install A.C. or D.C. Radio.

THE PIERSON COMPANY

833 Cedar Street

Rockford, Ill.

LEONARD P. CANTY

Early Fall Activity Is Experienced in Mid-West Territory

Banner Season Is Anticipated as General Business and Crop Conditions Are Good—August Proves to Be Busy Month—Political Campaign Aids Radio Sales

Early Fall activity in the music-radio trade in the Middle West territory is in full sway, and trade leaders are looking forward to one of the best seasons yet experienced in the industry. General business conditions in this area, the Fall crop outlook, and the wide interest in both radio programs and recorded music are responsible for the confident feeling with which the trade is imbued.

One large distributor of phonographs and records in this territory states that August, a month best known for its "vacations" and "cut-price" sales, proved to be the best month of the year thus far. Similar reports are received from other trade sources. Record sales are forging ahead, and the interest in phonographs, especially electric reproducing and combination instruments, is keeping pace. Dealers report an exceedingly profitable Summer in their portable phonograph departments with no sign of a dropping-off in demand for the smaller instruments.

Radio interest, made more intense this Fall by the Presidential campaign, which will be conducted principally on the air, is rapidly mounting. With the intention of keeping that interest at its height, the local trade is co-operating in a Radio Festival to be held at the Stevens Hotel, on September 18, at which time the program will be broadcast from the Radio Industries Banquet, in New York. Dealers, distributors and manufacturers are combining their efforts to make the mid-West public "radio minded," and to maintain that interest through advertising, newspaper publicity, window streamers and other sales helps which will continually ask the consumer, "Have you a radio?"

Art Specialty Co. in New Home

On the morning of July 29 a fire swept the entire plant of the Art Specialty Co., Chicago, metal radio table manufacturers, practically ruining the entire stock of machinery, and destroying all records of the firm. A. V. Anthony, sales manager of the radio division, reports that a new plant at 500 South Throop street was completely equipped and in operation on the tenth of August, and that the firm is equipped with machinery and facilities to manufacture approximately 3,500 tables a day. They have doubled the factory force and now have a floor space four times greater than in the former plant.

Stewart-Warner Series "800" Feature

The new Stewart-Warner radio receivers, Series "800" can be set up and demonstrated in the prospective buyer's home in fifteen minutes, according to L. E. Parker, chief radio engineer of the Stewart-Warner Speedometer Corp., Chicago. This quick hook-up is achieved by a light socket aerial installed in the cabinet of the set, and for reception of local broadcasts neither outdoor nor indoor antenna is necessary.

The dealer carries the set into the home, makes a ground connection on the nearest radiator, plugs in the light cord, and proceeds with the demonstration. For the user who wishes only local reception, the light socket aerial is said to prove highly satisfactory, it is claimed,

as a permanent antenna. For the man who desires long distance reception, models in the "800" Series are equipped for outdoor aerials.

A tap is provided for a long aerial, and one for a short aerial. "The new Stewart-Warner models," Mr. Parker declared, "will function perfectly on an aerial of any length."

A. J. Heath Visits New York

A. J. Heath, Chicago district manager of the Columbia Phonograph Co., departed the middle of September for New York and Philadelphia. In New York City he plans to visit his relatives, the Columbia Phonograph Co. general offices and the New York Radio World's Fair. His visit to Philadelphia will be a return to his
 (Continued on page 122)

KIMBALL Phonographs

Values That Count and Make
Selling Easy

A Financing

Plan safe

and flexible

not offered

elsewhere



STYLE 275—Genuine gold-plated reproducer, tone arm and turn-table. 44 1/4 in. High—29 in. Wide—22 1/2 in. Deep

You have thorough *reliability* and a background of *prestige* when you sell the Kimball; several styles; moderate prices.

Write or wire for particulars

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Avenue

Kimball Bldg., Chicago

"The Best in Music Whenever You Want It"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

former "stamping-ground," where he directed Columbia activities for many years as Philadelphia district branch manager.

Kimball Co. Adds Cameras

The W. W. Kimball Co. has installed a camera department in its retail salesrooms at 306 South Wabash avenue. D. L. Friedman is manager of the new department in which Bell & Howell, "Filmo," Eastman "Cine Kodack" QRS motion picture cameras and projectors, accessories and films are handled. The department was opened on August 1.

New Kellogg Models Being Shipped

Three models of the new Kellogg radio receivers are now being shipped equipped with phonograph jacks. The three Kellogg models so equipped are those listing at \$375, \$495 and \$775. Kellogg sales are gaining steadily.

Reports Good Conditions in Nebraska

C. F. McCain, president of the Lincoln Fixture & Supply Co., Lincoln, Neb., was a visitor to the Columbia branch office in August. Mr. McCain reports that Nebraska is looking forward to a record-breaking crop this year and that business in general is highly satisfactory in his territory.

Columbia Manager Makes Lengthy Trip

A. J. Heath, district manager of the Columbia Phonograph Co., Chicago, recently returned from an extended trip through the State of Wisconsin, where he called on every dealer being served through the Chicago branch office. Mr. Heath placed before the dealers a new sales program that has been adopted by the Chicago office and which is showing tremendous results in the cities where it has been put into effect. Mr. Heath reports that a most healthy condition exists throughout the State of Wisconsin and that dealers are enjoying the finest Summer season in years.

Omaha Dealer a Visitor

Herbert Barger, manager of the A. Hospe Co., Scottsbluff, Neb., was also a visitor to the Columbia branch on August 15, and reported a most favorable condition existing in the southwest Nebraska sugar beet country. Mr. Barger was enthusiastic regarding the new Columbia-Kolster combination radio and phonograph and is looking forward to a large volume of business this Fall.

T. H. Endicott Home From East

Thomas H. Endicott, general sales manager of the Zenith Radio Corp., Chicago, is back at the helm after a flying trip on a general sur-

vey of sales promotion in the Eastern territory. He reports Eastern distributors to be very enthusiastic regarding "Zenith Automatic Week," September 9 to 15, as they see a heavy volume of Zenith sales for that week stimulated by the mammoth campaign Zenith is sponsoring. Mr. Endicott announced that Zenith distribution in the Philadelphia territory is now covered exclusively by Trilling & Montague, Seventh and Arch streets, Philadelphia, Pa.

Splitdorf Radio Shown to Chicago Trade

Local retail piano and radio dealers were the guests of Hal P. Shearer, sales manager of the Splitdorf Radio Corp. at a dinner given at the Graemere Hotel in Chicago on Thursday, August 23, where an exhibition and demonstration of the Splitdorf line took place. A great deal of enthusiasm was shown among the music dealers for the possibilities that radio offers, and several of the leading local piano men stated that they have found the radio is the dealers' best friend instead of enemy.

F. P. Rockenbach in Town

F. P. Rockenbach, of the Muskegon Heights Music Co., Muskegon Heights, Mich., made one of his periodic visits to the Columbia Chicago headquarters. Mr. Rockenbach was accompanied on his trip by Mrs. Rockenbach. The Muskegon Heights Music Co., under the proprietorship of Mr. Rockenbach, is an enthusiastic Columbia dealer of many years' standing.

Ruth Etting, Columbia Artist, at Oriental

Chicago loop traffic was blocked recently when boys standing at the corner of State and Madison streets, Washington and State streets, and Randolph and State streets were busy passing out throwaways announcing the appearance of Miss Ruth Etting, the "Sweetheart of Columbia Records," at the Oriental Theatre. Two arrests were made, but the boys were released through lack of evidence. There is no doubt but that thousands of these throwaways were read, for the Oriental Theatre did a capacity business all week and the management attributes it to the appearance of Miss Etting.

Holland's Adds Columbia Line

Holland's Music Shop, Sixty-fourth and Halsted streets, recently announced that they have added the Columbia Phonograph Co.'s line of merchandise. Sam Rosen, is manager of the department.

Rosenberg Bros. Use Novel Display

Rosenberg Bros., who operate two stores on Chicago's South Side, have found the new fu-

Manufacturers of the Alto Fibre Needle Cutter



Accurate!
The Alto

Automatic Stop
For Phonographs

Accuracy at low cost means satisfied customers. Fits under the turntable. Simple to attach. With a record of ten years satisfactory service in the phonograph industry.

Alto Mfg. Co., 1647 Wolfram St., Chicago, Ill.
Canadian Distributor: Universal Supply Co., Toronto, Ont

turistic idea in color schemes to be ideal for dressing windows. Recently two of their windows have been on Paul Whiteman's first release of Columbia records and Guy Lombardo & His Royal Canadians. Not only futuristic, but optimistic, are the Rosenberg Bros., and they enjoy a splendid business.

Edward Ruback Visits Columbia Branch

Edward Ruback, manager of the Rialto Music Shop, Omaha, Neb., was a recent visitor to the Columbia Phonograph Co.'s branch office in Chicago. Mr. Ruback, who was on vacation, stated that the Rialto Music Shop is enjoying its biggest year in history.

Chicago Freshman Dealers Hold Meet

Executives of Chas. Freshman Co. Address Gathering—New "Mystery Set" Greeted With Much Enthusiasm

On Monday, August 27, the Chas. Freshman Co. played host to 125 Chicago dealers at the semi-annual get-together and business meeting, held at the Stevens Hotel. The dealers were addressed by C. A. Earl, president; Geo. Eltz, vice-president in charge of engineering; James A. Frye, general sales manager, and E. S. Hilber, Chicago branch manager.

In addressing the dealers, Mr. Earl outlined the future plans of the company for expansion and closer co-operation of manufacturer and dealer. He expressed the slogan of the organization—"We must have character in the product—character in the organization. A sale is a temporary advantage, but a customer is a permanent asset."

Mr. Frye outlined the 1928-29 sales program and made several suggestions on modern merchandising that were enthusiastically received by the dealers. The advertising program was also announced by Mr. Frye and elaborate preparations are under way to furnish Freshman dealers with window displays and catalogs in color. Mr. Eltz explained the advantages of the new type of radio receiver which he and his associate engineers have designed.

The feature of the session was the unveiling of the famous Freshman "Mystery Set" which proved to be a five-tube receiver incorporating the UX 222 shielded grid tube. Keen interest was displayed in this new entry into the field of circuits, as the new design is said to hold unusual possibilities. This chassis is incorporated in a table model and also in a console. Another chassis was displayed in which the UX 250 tube is used in the last stage of amplification, also a table model and a console equipped with a dynamic speaker. The price range is from \$69 to \$300.

The Milwaukee, Wis., committee for the national radio audition has a number of names well known in the music industries. The committee is headed by Mrs. J. Herbert Stapleton, and includes Edmund Gram, of Edmund Gram, Inc.; Eric Hafsoos, of the Flanner-Hafsoos Music House, Inc., and Mrs. Hafsoos, and Hugh W. Randall, president of the J. B. Bradford Piano Co., all well known in the trade.



H18

One of our models for the Radiola 18 or 17. Furnished with 100A speaker if desired.

**DISTINCTIVE DESIGN
BEAUTIFUL FINISH
FINE WORKMANSHIP
MODERATE PRICE**

are outstanding features of the new Plymouth line of Consoles and Tables for all the popular makes of receivers.

All models can be equipped with dynamic or magnetic speakers if desired.

If your jobber does not carry the Plymouth Line write direct for particulars giving your jobber's name.

Plymouth Furniture Co.

25 E. Juneau Ave.

Milwaukee, Wis.

PROTECTION

The franchised AM-RAD DEALER sells with confidence that his standing and his profits are assured!

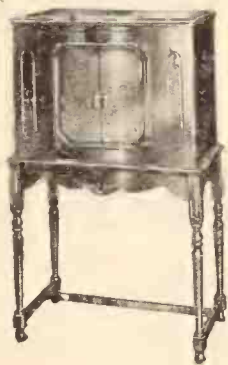
The position of Amrad in radio engineering, with five great laboratories at its disposal, is second to none in the industry.

Amrad products are priced so favorably that ready acceptance by the public may be counted upon.

Amrad, with the genius of two great manufacturing plants behind it, may be depended upon to provide radio receivers of the highest class.

And Amrad dealers are protected against a possible decline in price

What a tone to HEAR and what a line to SELL!



The NOCTURNE

Handsome walnut cabinet, built-in dynamic speaker, eight tubes, double shielded. \$295 (not inc. tubes).



The SONATA

Richly beautiful walnut and satinwood console, built-in dynamic of finest type, eight tubes, including 250 power tube. \$475 (not inc. tubes).

Prices slightly higher west of the Rockies.

AMRAD

The Amrad Corporation
Medford Hillside, Mass.

J. E. HAHN
President

POWEL CROSLY, JR.
Chr. of the Board

Chicago Prepares to Celebrate Radio Festival Day, Sept. 18

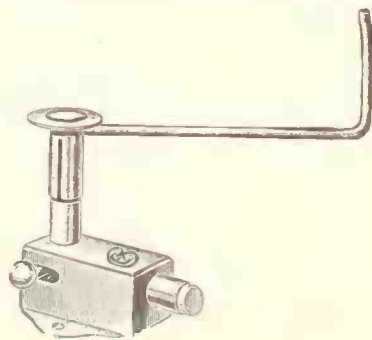
Banquet, Entertainment and Ball to Be Held at Stevens Hotel—Manufacturers, Distributors and Dealers Co-operate to Make Day a Big Success—Slogan Contest

In co-operation with "National Radio Week," which is to be staged under the auspices of the Radio Manufacturers' Association, the Federated Radio Trades Association and the National Association of Broadcasters, the Chicago Chamber of Commerce, and the Midwest Radio Trades Association, of Chicago, have created and developed a plan to stimulate local interest in radio during this annual event.

On September 18 Radio Festival Day will be celebrated in Chicago. A banquet, entertainment and ball will be given in the grand ballroom of the Hotel Stevens, beginning at 6:30 p.m. Many of the leading Chicago broadcasting stations are hooking into the Stevens Hotel and will broadcast a de luxe Chicago program, comprising a group of leading radio and theatrical entertainers from various Chicago stations and loop theatres. This talent is being donated for the occasion in a spirit of co-operation with National Radio Week and Chicago's Radio Festival Day. Between the hours of 9:00 p. m. and 11:00 p. m., Chicago daylight saving time, will be broadcast from the Stevens Hotel the New York \$100,000 radio program from the Radio Industries Banquet at the Astor Hotel, in that city.

That this Radio Festival Day may be a huge success and will play its part in the stimulation of radio business in the Chicago territory the Midwest Radio Trades Association has solicited co-operation from jobbers, manufacturers and dealers alike in the form of cash and merchandise donations, banquet ticket sales and general boosting of the event. The moneys collected will be used to finance a program of advertising which will broadcast the event to the people in the Chicago territory.

In addition to the banquet and broadcasting activities the public will be invited to partake in a radio slogan contest and those individuals sending in the best slogans will be rewarded by receiving a radio set or other valuable radio merchandise—prizes donated by various manufacturers and jobbers. In order that everyone will have an opportunity to send in a slogan and be eligible for one of the prizes each dealer has been sent one hundred or more slogan coupons to be distributed to his customers two weeks prior to the date of the announcement of the prizes. Winners of the prizes will be announced during the evening of the entertainment and ball.



Automatic Stop

Latest Novelty
For ten and twelve inch records
Simplest Construction
Exact Performance
Never fails to operate
High Polish—Nickel-plated
Completely enclosed

Dealers and Distributors are invited
to write for samples and special offer

FRANZ GREENZWEIG

Manufacturers Agent

407 W. 148th Street

New York, N. Y.

Four-page broadsides printed in colors, explaining in detail the advantages of boosting National Radio Week and Chicago's Radio Festival Day and the opportunities to stimulate radio sales, were sent to all radio dealers in the Chicago area. It announced National Radio Week and Chicago's radio festival banquet, entertainment and ball on September 18 and also the prizes which are to be given through the slogan contest. Here also were given the names of the Chicago radio stations collaborating in the event.

Accompanying this four-page letter each dealer received two large window displays in colors announcing "National Radio Week" and printed thereon in large letters "Have you a radio?" In addition each dealer received his one hundred slogan contest coupons, in line with the plan to procure the best possible slogan designed to promote increased interest in radio.

At a meeting recently held, practically all of the managers of the Chicago radio stations were present and expressed their willingness to co-operate with the Association by announcing over the air several times during the day and evening the activities which are to take place during National Radio Week and Chicago's Radio Festival Day. Practically all of the manufacturers and jobbers in the Chicago territory are voluntarily giving radio sets, speakers, or other radio accessories to be used for the slogan contest.

Furniture Orders Surprisingly Large

George M. Petrie, President of St. Johns Table Co., Tells of Record Orders Received at Furniture Mart

CHICAGO, ILL., September 5—Prosperity is on the way, if the furniture industry may be accepted as a barometer of general trade conditions, according to George M. Petrie, president of the St. Johns Table Co., Cadillac, Mich., and chairman of the board of governors of the American Furniture Mart, Chicago.

"Utmost confidence has developed among the merchandisers of the country since June 1," Mr. Petrie said. "At the American Furniture Mart market and furniture style show in June and July, buying generally rose far above the expectations of most of the 764 furniture manufacturers in the building—the largest commercial structure in the world.

"Since it has been estimated that 70 per cent of the furniture merchandised throughout the country is sold at wholesale through the Mart the outlook is exceedingly pleasing. One manufacturer reports that he did the best business he had done in the past fifteen years between June 25 and July 14—market dates. Another concern which had been working its employees four days out of the week was forced to work its men full time and in addition put on a night shift to keep up with the orders received."

While all manufacturers of furniture did not share in the better business, those who did not may blame only themselves, Mr. Petrie believes. Either their lines were not constructed to appeal to the intelligent buyer, or their sales organization was at fault, he contends. The smart merchandisers who give sales helps to dealers and who tell them how to sell are the ones who are doing a big volume of business at a satisfactory profit.

"The market held at the American Furniture

M'f'g. Radio & Phonograph HARDWARE

PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed

Star Mach. & Nov. Co.
Bloomfield, N. J.



Mart this Summer was probably the most successful in the history of the building," he continued. "Business had been dull for some months. It was a Presidential year. Orders had been slow. The natural expectation was that fewer buyers than before would attend the furniture market.

"What happened? There were approximately 1,000 more buyers from retail stores in attendance at the Summer market in 1928 than in 1927. The huge attendance and the orders that came indicate to me that the retailers are confident of their immediate prospects for selling more furniture.

"Another encouraging sign was seen in Chicago this Summer. For several years low-priced merchandise—bargains—have been stressed by retail dealers in their advertising and sales talks. This Summer furniture manufacturers sold more 'quality' merchandise than they had for years.

"This means that the buyer has come to realize that the American public is a discriminating public, that they now know that the beautiful American homes which are really the most beautiful, complete and modern homes on earth, demand the best in furniture. It means that they are going to sell quality instead of appealing to bargaining instincts."

Prospects for the remainder of a half-year were never brighter than they are at present, Mr. Petrie declared. Other industries than the furniture business are feeling cheerful about their prospects, he is informed. It is evident that an upward cycle has started and is now well on its way.

Sterling Prepares for Active Fall

W. B. Nevin, who was recently appointed sales manager of the Sterling Mfg. Co., Cleveland, O., manufacturer of Sterling radio accessories and the new line of Sterling Dynamic and Varitone magnetic speakers, is making plans for an active Fall business. Referring to Sterling accomplishments during the past few months, Mr. Nevin said: "The Sterling line of accessories for the home-set owner is now probably the most complete on the market. For twenty-three years our company has been engaged in the manufacture of small meters, and we are now making these meters for radio sets, automobile panels and for use in the home. Going back over our experience in radio it is interesting to note that we started a radio engineering division soon after the inception of broadcasting. Among our first products were the Sterling radio frequency transformer, the Air King audio transformer and the Sterling Soft Tread rheostats and potentiometers. With the introduction of radio power units, Sterling purchased the Television Co., of Cleveland, O., one of the original manufacturers of radio power units, and since that time our organization has been an active and increasingly important figure in manufacturing radio units.

"We are now entering the new season with a complete line of speakers as well as other new products, including a line-voltage stabilizer which is meeting with considerable success. In addition our 25-40 cycle products will include A and B power units, AC and DC tube testers, A-B-C Tripowers to convert DC tube sets over to AC tubes and special 25-40 cycle dynamic speakers."

**Dealers visiting
The Radio Show are invited
to see and hear the**



New York Radio World's Fair
Madison Square Garden
Exposition Floor
Space DD 12

Demonstration at
Hotel Astor
44th Street and Broadway
Rooms 194-196

September 17-22, 1928

THIS unusual automatic phonograph is the pioneer in its field, having been introduced 8 years ago.

THE *Creatone* meets with every demand of its users and is a ready seller in this era of continuous music.

YOU will be interested to see it, as this division of the music-radio business is constantly increasing in sales.

DECA-DISC CO.

WAYNESBORO, PA.

Sampson Sponsors Trade Factory Trip

Two Special Trains Carry Chicago Atwater Kent Dealers to Visit Plant at Philadelphia—Elaborate Entertainment

CHICAGO, ILL., September 12.—One of the most elaborate dealer conventions ever held in the music-radio trade was that sponsored by the Sampson Electric Co., Atwater Kent distributor, of this city, of which Peter Sampson is president. Between 300 and 400 Atwater Kent dealers participated in the event, which took place as a three-day trip from Chicago to Philadelphia with a day's sight-seeing visit to Washington, D. C.

Two special trains left Chicago on Sunday morning and arrived in Philadelphia the following morning. Upon arrival the dealers went directly to the Atwater Kent plant and made a tour of inspection, examining the processes leading up to the finished product. In the afternoon the dealers attended a baseball game en masse, and in the evening a boxing bout between Bennie Bass and Harry Blitman was the entertainment. Following the inspection tour a meeting was held at which advertising and sales plans were outlined and methods of merchandising discussed.

The party left Philadelphia Tuesday morning and proceeded to Washington for a sight-seeing trip, and left that city in the afternoon and arrived in Chicago to-day, September 12.

Mr. Sampson states that the good results which grew out of the visit of a party of thirty-five Atwater Kent dealers to the company's plant in January led him to plan the trip.

Three Coast Branches Opened by Freshman

Offices and Warehouses Established at Los Angeles, San Francisco and Seattle to Facilitate Dealer Service

Three branch offices and warehouses on the Pacific Coast, designed to provide close contact, prompt delivery and servicing for the trade west of the Rockies, have been established by the Charles Freshman Co., Inc., New York. The Far West trade will be in charge of Walter J. Epstein, according to Harry A. Beach, vice-president in charge of sales.

"The Los Angeles office and warehouse has been retained, and the main branch office and warehouse has been installed at San Francisco," said Mr. Beach. "A third branch office and warehouse will soon be installed at Seattle. Each will represent a complete, self-contained sales and service unit, ready to take care of the requirements of the trade in its respective territory. A competent branch manager will be in charge of each office."

Harry A. Beach Optimistic Over Outlook

Freshman Vice-President Impressed by Volume of Summer's Radio Sales and High Standing of Freshman Dealers

Satisfaction with the radio trade outlook for 1928-29 was expressed by Harry A. Beach, vice-president in charge of sales for the Charles Freshman Co., Inc., New York, upon his return to his desk from a nation-wide trip for the purpose of opening up new fields.

"I am impressed most by two outstanding factors," said Mr. Beach. "First, the brisk Summer radio trade which we have enjoyed this year; second, the high-grade merchants through whose hands we are now passing our radio sets on to the public. I attribute the Summertime business mainly to the splendid broadcasting service now available in most parts of the country. Increased power has served to combat static to a great extent, while quality programs have created an interest in radio which more than competes with the many appeals of the outdoor season. In other words, radio can more than hold its own. We are faced with abnormal sales resistance only in the few sections not adequately served by good broadcasting stations.

"The fact that more responsible merchants are now handling radio is due in a large measure to the safe and sane merchandising policies of leading radio manufacturers to-day. Merchants, heretofore fearful of radio merchandising because of unsound goods and methods, are now anxious to handle a sound and profitable line. We have reached the point where we choose our outlets with due discrimination, for we have come to realize that radio sales are not a matter of to-day's turnover so much as the building up of public confidence and continued good will through worthy sales representatives."

DeForest Tube Production Increased

Plant Producing 8,000 Tubes Daily—Aim to Increase to 25,000 Audion Tubes a Day—Four Popular Tubes Being Made

The DeForest Radio Co., Jersey City, N. J., has made rapid strides in getting into mass production on an improved line of DeForest Audion tubes, according to James W. Garside, president of the company.

"The DeForest Co. has been reorganized on a sound financial basis, and we have lost no time in getting ready for the present radio season," said Mr. Garside. "One complete vacuum tube production unit has been fully equipped and manned. Four popular AC Audions are being produced. By the end of September this



Nickel in the Slot Electric Automatic Phonograph

Holds and plays 5 disc records automatically.

Practically new. Have 600, and won't last long, at only \$165 each, and won't take a life time to pay for themselves.

ATLAS SALES CO.
Kaukauna, Wisconsin

production unit will be operating at maximum capacity of 8,000 tubes per day. Our ultimate aim, which will be realized within the next few months, is a daily production of 25,000 Audions, or over 5,000,000 Audions per year.

"Much of our machinery has been remodeled under the direction of A. B. DuMont, our chief engineer, and new equipment has been installed. Mr. DuMont has assembled a competent staff of engineers to carry out the ideals of Dr. Lee DeForest."

Mr. Garside stated that an extensive advertising and publicity campaign will be conducted, and that DeForest Audions are being well received by the music-radio trade, excellent jobber and dealer contacts having already been established.

Charles Marti Visits Mid-West Dealers

Also a Visitor to Headquarters of Allen-Hough Mfg. Co., Marti Factory Representative—J. B. Price Plans Trip

Charles Marti, of the Marti Electric Radio Co., Inc., has been spending some time in the Middle West visiting the headquarters of the Allen-Hough Mfg. Co., sole factory representative for Marti products. Mr. Marti has been visiting the trade accompanied by Don Allen, president of the Allen-Hough Mfg. Co., and the results of this trip have been extremely satisfactory.

J. B. Price, manager of the Eastern division of the Allen-Hough Mfg. Co., has been working upon a number of important sales plans which will be ready for presentation during the week of the New York Radio Show, at which Marti radio sets for the coming season will be presented. Immediately after the show Mr. Price is planning an extensive trip through Eastern territory.

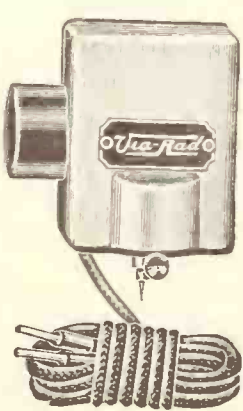
Chicago Fada Campaign

A co-ordinated drive by Fada dealers was conducted during the month of August under the supervision of J. L. DuBreuil, Chicago district manager for Fada Radio. A three-day demonstration period in the home of the prospective purchaser was the distinguishing feature of the plan, which proved to be very successful in number of actual sales.

Colonial in Larger Plant

The Colonial Radio Corp. has taken possession of a larger manufacturing plant in Long Island City in keeping with the growth of the organization. F. G. Carson, vice-president of the company, has also announced the development of the Cutting dynamic speaker.

The Des Moines Music Co. has opened a new branch at Boone, Ia., under the name of the Boone Music Co. K. G. Booth is manager.



ELECTRIC PICK-UPS

For Manufacturers


Modernize Your Portables

Write for particulars

For Dealers →

Sells on sight to every owner of a radio set. Extra profits for you.

Write us



BMS HOME BROADCASTER

BROOKLYN METAL

720 Atlantic Ave.

STAMPING CORP.

Brooklyn, N. Y.

Distinctive Radio Tables and Cabinets



Table for new Radiola 60 in walnut; size 13x32½; list prices with RCA-100-A or Peerless magnetic speaker, \$60; with Jensen or Newcombe-Hawley AC dynamic speaker, \$90, with Jensen or Newcombe-Hawley DC dynamic speaker, \$85; without speaker, \$30.

We offer a wide line of radio tables and consoles artistically designed and finished to please the most fastidious taste at a price range to suit every purse.



Table for New Stromberg in walnut; size 14x25; list prices without speaker, only \$24.

At the option of the purchaser all models may be equipped with RCA 100-A, Peerless, Newcombe-Hawley or Decatur magnetic type speakers, or Jensen or Newcombe-Hawley AC and DC dynamic speaker units.



Table for new Zenith in walnut; size 15x27; list prices with RCA-100-A or Peerless Magnetic Speaker, \$50; with Jensen or Newcombe-Hawley AC dynamic speaker, \$85; with Jensen or Newcombe-Hawley DC dynamic speaker, \$80; without Speaker, \$30.



Model No. 18A in walnut; sizes 15x30; 12x30; 14x25; list prices with RCA-100-A or Peerless magnetic speaker, \$50; with Jensen or Newcombe-Hawley AC dynamic speaker, \$85; with Jensen or Newcombe-Hawley DC dynamic speaker, \$80; without speaker, \$30.

Write or wire for samples and full details of our dealer and jobber proposition.



Universal Console in walnut and mahogany; size 17½x33x45; inside measurements, 11x14x29; list prices with RCA-100-A or Peerless magnetic speaker, \$80; with Jensen or Newcombe-Hawley AC dynamic speaker, \$130; with Jensen or Newcombe-Hawley DC dynamic speaker, \$120; without speaker, \$65.

You are cordially invited to see our display at Booth 7, section FF, at the Radio World's Fair, Madison Square Garden, September 17th-22nd.



Spinet Console in walnut and mahogany; size 15x30x45; inside measurements 11x24x12; list prices with RCA-100-A or Peerless magnetic speaker, \$70; with Jensen or Newcombe-Hawley AC dynamic speaker, \$120; with Jensen or Newcombe-Hawley DC dynamic speaker, \$110; without speaker, \$54.

IDEAL RADIO CABINET MFG. CO.

507 WEST 26th STREET

Phones Longacre 6216-7

NEW YORK CITY

Chicago Kellogg Dealers Attend Meeting

Motion Picture Films Used by Kellogg Switchboard & Supply Co. to Outline Sales and Advertising Programs

CHICAGO, ILL., September 7.—One hundred and twenty-five dealers were the guests of the Kellogg Switchboard & Supply Co. at a dinner held in the Red Lacquer room of the Palmer House, August 29. J. K. Utz, sales manager of the radio division of the Kellogg organization, acted as chairman of the meeting, and after the dinner the remainder of the evening was devoted to a series of motion picture films, which outlined the Kellogg sales and advertising program for this Fall. These films will be used in Kellogg meetings, which will be staged in the principal cities throughout the United States, the Chicago meeting being the first of the series.

One of the films showed the various stages in the manufacture of a Kellogg radio receiver, starting with the work which is done in the research and experimental laboratories and continuing down through the various factory departments to the place where the radio receiver is finally tested and packed for shipment. Another film demonstrated the right and wrong kinds of salesmanship, window display and interior store arrangement. In the film a young couple, dissatisfied with their radio receiver, start out on a shopping tour, visiting a number of radio stores. Unsightly window displays, poor salesmanship, wrong type of interior store arrangement served to repel rather than attract the young couple, who continued their search until they reached the store of an aggressive up-to-the-minute dealer. Here they listened to the demonstration of a Kellogg receiver, and finally purchased the set after it had been demon-

strated in their home. While the various films were being shown on the screen, MacHarlan, advertising manager of the Kellogg organization, added interesting notes and made timely comments regarding the topics dealt with.

Jesse F. Matteson, head of the Matteson-Fogarty-Jordan Co., Kellogg advertising counsel, outlined the nation-wide newspaper advertising campaign which has been launched by the Kellogg Switchboard & Supply Co., the phrases, "The Radio With the Cathedral Tone" and "Are You Tone-Conscious?" one or both of which will be found in every Kellogg advertisement this Fall, were discussed by Mr. Matteson, who described to the dealers just how and why those phrases were selected.

All of the new Kellogg radio receivers were on display, including the Model 514, which entertained the dealers during the dinner hour with a chain-broadcast program.

Freshman in Full Production

Two plants of the Charles Freshman Co., Inc., New York, are now in full production, according to a recent announcement. One plant is located in the Bronx, while the other is in the Bush Terminal section of Greater New York. It is said that more than 1,000 employes are now at work in these two plants, aside from the employes in the executive offices.

Dubilier Opens Branch

The Dubilier Condenser Corp., New York, has announced the opening of a branch office at 330 South Wells Street, Chicago, in order to cooperate more effectively with manufacturers and jobbers in the Middle West.

The Thomas Music Co.'s warerooms, at 101 North Pearl street, Albany, N. Y., have been completely remodeled.

Balkite Radio Line Shown N. Y. Dealers

G. J. Seedman Co. Sponsors Dinner and Meeting at Which New Balkite Radio Line Is Introduced to Trade

Approximately 200 dealers from the New York metropolitan district attended the Seedman-Balkite dinner and meeting in the small ballroom of the Hotel Pennsylvania, New York City, on Wednesday, August 29, at which the Balkite line of radio receivers was introduced to the metropolitan retail trade.

A number of interesting addresses were made by representatives of the Fansteel Products Co. and the Seedman organization. A representative of a New York daily newspaper told of the \$1,000,000 appropriation for advertising and the manner in which it is to be used to be of the greatest benefit to dealers. He was followed by Major R. A. Klock, of the engineering division of the Fansteel organization, who outlined the principal features of the receivers' construction and told of their superior qualities. At the conclusion of his talk he answered questions from dealers.

Chester Jones, Fansteel Eastern district manager, next spoke and told of the value of the Balkite franchise and of the price stability which dealers could be assured would be maintained by the Fansteel Co. George Seedman, head of the metropolitan distributing firm bearing his name, made the concluding address. He reviewed conditions in the radio field for the past few years, and said that there were undoubtedly too many dealers handling each line. He promised the dealers that there would be fewer Balkite franchised dealers in the metropolitan territory than that of any other nationally advertised receiver line. He dwelt on the co-operation which the Fansteel Co. is prepared to give dealers, using seven New York newspapers, magazines with national circulations, series of radio broadcasts, and said that the Seedman Co. would back this up with a co-operate mailing campaign with a follow-up plan. Mr. Seedman also stated that a Balkite Dealers' Association of metropolitan representatives would be formed to meet once a month and exchange suggestions.

No orders for merchandise were accepted at the meeting, the only business accomplished being the receiving of applications for a Balkite radio franchise.

New Hinners Speakers Are Ready for Market

An attractive circular fully describing and illustrating the three models of the Hinners speaker line, manufactured by F. A. Hinners & Co., Inc., New York, has been prepared to assist the dealer in consumer merchandising activities. Production is well under way, and a successful season is anticipated by Frank A. Hinners, president of the company.

Mr. Hinners is a well-known figure in radio engineering circles. He was formerly president of the King-Hinners Radio Co. and was a set designer and manufacturer for several years. In addition to speakers for the wholesale and retail trade, F. A. Hinners & Co., Inc., will market special type speakers for manufacturers' console use, and Mr. Hinners has announced his intention to work closely with individual manufacturers to the end that he may produce the most satisfactory speaker for their individual console needs.

The Kodak Electric & Manufacturing Co., Cincinnati, O., has leased broadcasting station WFBE with the privilege of purchase, and will operate it in conjunction with its own station WKRC.

YOUR COPY OF THE UDELL CATALOG IS NOW READY

Presenting the NEW UDELL LINE OF RADIO CABINETS

PLUS NEW LOW Prices on the Same QUALITY Merchandise that has Made UDELL Famous for 55 Years.

OF real interest and importance to every buyer is the new catalog just off the press showing the many exclusive designs of Radio Cabinets by THE UDELL WORKS of Indianapolis, famous makers of fine cabinets for fifty-five years.

The illustration at the left is a reduced reproduction of the cover of the new UDELL Catalog . . . and the buyer will find the catalog is not only a presentation of the artistic and moderne in radio cabinets, BUT the announcement of an important new policy on the part of UDELL, as a maker of DEPENDABLE radio cabinets . . . Meaning—

Udell Quality Now at Most Moderate Prices

Every Radio Cabinet Buyer in the country really should have this new catalog because the presentations therein will appreciably reduce selling efforts. As the edition is limited, may we suggest that you write your request today?

THE UDELL WORKS
28th St., at Barnes Ave. Indianapolis, Ind.

Makers of Dependable Cabinets for 55 Years



Bellphonic



The BELL TONED PORTABLE

BELLPHONIC PORTABLES ARE NOW EQUIPPED WITH THE NEW HEINEMAN MOTORS. BELLPHONIC NUMBERS 5, 10 AND 11 ARE GUARANTEED TO PLAY TWO TO THREE RECORDS AT ONE WINDING. No. 7 WILL PLAY THREE TO FOUR RECORDS.



No. 7
List \$25.00

No. 5, List \$12.50

A neatly embossed compact model, vanity style, that is equal in tone and volume to that of standard sizes.



No. 10
List \$20.00



No. 11
List \$15.00

MODEL No. 7 IS THE ONLY PORTABLE BUILT WITH A THREE-PLY VENEER CONCEALED TONE CHAMBER OF VIOLIN CONSTRUCTION. THIS CHAMBER COMBINED WITH THE MATCHED SERPENTINE TONE ARM AND REPRODUCER GIVES FORTH THAT WONDERFULLY CLEAR AND LIFE-LIKE TONE.

Samples Sent on Approval
Write us today

LIFTON MFG. CO.

40-46 West 20th St.

New York City

Show New Victor Models to Trade

(Continued from page 32a)

imum co-operation, not alone in the perfection of the highest type of product but the development of sales and merchandising plans which

and as each product was introduced it was given an enthusiastic reception by the dealers. The complete Orthophonic Victrola line was shown in its entirety and Robert Bartley, Jr., North Eastern district sales manager of the Victor Talking Machine Co., who was in charge of the presentation, pointed out in the course of his address that over 1,000,000 Orthophonic Victrolas had been sold in two and three-quarter

disc electric motor and the Electrola Radiola 9-16, listing at \$750 with an induction disc electric motor. Of interest in the new line of combination Electrola-Radiolas introduced by the Victor Talking Machine Co. this year is model 9-54 which is housed in a handsome Renaissance cabinet. The radio receiver is the latest Radiola 64 super-heterodyne receiver, being an eleven-tube set electrically operated with



Metropolitan Dealers Present at Luncheon That Marked Introduction of New Victor Models

cannot fail to stimulate the demand for Victor merchandise the year round.

During the course of the luncheon the dealers were entertained by Johnny Johnson and his orchestra, Victor artists and the program included a number of selections recently made by this orchestra for the Victor library.

The new Victor products for the coming season were presented in a very artistic setting

years. Mr. Bartley called attention to the different Orthophonic models and then showed the individual instruments which comprise the 1928-29 line of Victrola and Electrola Radiola combinations. Among the popular models in this line are the Electrola Radiola 7-11, listing at \$250 with a spring motor and \$285 with an induction disc electric motor; the Electrola Radiola 7-26, listing at \$425 with an induction

a new power amplifier and an eight-inch cone reproducing unit. The Victrola unit is the popular automatic Orthophonic Electrola Victrola and the list price of this instrument will be announced in the course of the next few weeks.

Other products in the Victor line for the coming season include the 9-56 automatic Electrola-Radiola combination, the 10-35 automatic Victrola and the 10-69 automatic Victrola.

Erla Corp. Is Formed in Recent Merger

(Continued from page 32a)

tensive facilities of the new Erla Corp. According to officials, increased economy of production, supplemented by greater national merchandising are only two of the direct benefits resulting from the merger. With both parties of the consolidation already firmly established as among the more prominent manufacturers of radio apparatus in the United States, leaders in the industry look for the new Erla Corp. to rise rapidly to even higher eminence.

Present plans, according to officers of the merged company, are that the large plant of the Electrical Research Laboratories will continue to be used at its present capacity production. Plans for acquiring added space for manufacturing purposes are already under way.

The Erla Corp. will manufacture every part used in Erla receiving sets, thus making them one of the few manufacturers of radio apparatus in the United States with factory equipment equal to production on this scale. Besides the manufacture of complete receivers and parts, a number of innovations in the radio art will be introduced within a few months, according to executives of the corporation.

Burton Greene, vice-president and general manager of the Erla Corp., stated that a number of important announcements involving policies of his company would be forthcoming in a short time. This announcement will include such matters as capitalization, merchandising plans and general principles on which the consolidated corporation will operate. An extensive advertising campaign, Mr. Greene declared,

will be one of the initial steps in launching the Erla Corp.

In keeping the name, "Erla," which was the trade name of Electrical Research Laboratories, Inc., products, and is known throughout the world, Mr. Greene explained that the new company plans to make that trade-mark even better known than before.

The officers of the Erla Corp. are: George A. Pearson, president, former president of the Electrical Research Laboratories, Inc.; Burton Greene, vice-president, former president of the Greene-Brown Co.; Fred Wellman, secretary, former secretary of the Electrical Research Laboratories, and Louis Frankel, treasurer, former secretary and treasurer of the Mohawk Corp. of Illinois. All four executives are nationally known in the radio industry; having been active as leaders in manufacturing and merchandising circles in the radio field since the early days of the industry.

M. Marks Appointed Okeh Branch Manager

M. Marks, one of the veterans of the phonograph industry and well known throughout the Middle West, has been appointed manager of the Okeh Distributing Corp., 15 West Eighteenth street, New York City, local distributor for Okeh records. Mr. Marks many years ago was associated with Columbia activities in St. Louis, and at one time was a member of the firm of Lind & Marks, of Detroit. He knows the requirements of dealers in marketing successfully record products, and under his direction an aggressive campaign in behalf of Okeh records in metropolitan territory has already been launched.

Steinite Appoints New Distributors

The Steinite Radio Co., Chicago, Ill., announces the appointment of the following jobbers who have recently been added to the rapidly growing list of Steinite exclusive distributors throughout the country: Interstate Electric Co., New Orleans, La.; Carroll Auto Supply Co., Utica, N. Y.; Anthracite Radio Co., Scranton, Pa. The Peaslee-Gaulbert Co., whose main office at Louisville, Ky., has been handling the sale of Steinite sets in the States of Texas, Alabama, Georgia, South Carolina, western North Carolina and northern Florida, is covering this territory with offices and warehouses located at Louisville, Ky., Atlanta, Ga., Birmingham, Ala., and Dallas, Houston and San Antonio, Tex.

In addition, the Crescent Electric Supply Co., Davenport, Ia., has taken over the distribution of Steinite sets in its territory. The Dubuque office of the Crescent Electric Co. has handled Steinite sets during the past few seasons. Another new distributor is Auto Hardware & Equipment Co., New York City.

M. J. Kennedy Opens Branch

Matt J. Kennedy, music-radio dealer, located for twenty-three years in the Republic Building, Chicago, and widely known throughout the music industry, has opened a branch in the store of the Harry Brooks Music Co., 335 South Wabash avenue. The Bosch line of radio receivers is featured prominently in both the Republic Building establishment and the Wabash avenue store.



MODEL 25
18 inches wide

\$48⁵⁰



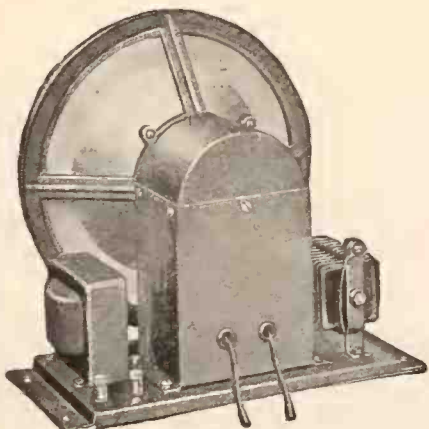
MODEL 26
30 inches high
18 inches wide

\$56⁰⁰



MODEL 27
22 inches wide

\$65⁰⁰



MODEL 23
Ready to plug into
110 volts A.C.

\$39⁵⁰

OXFORD

Dynamic Speaker

Effectively Priced

OXFORD Dynamic Speakers have received immediate acceptance everywhere by jobbers, dealers and set manufacturers. As this goes to press we are already furnishing Oxford Dynamic Speakers to 83 jobbers and 52 set manufacturers.

MODEL 23 For 110 volt A.C. for installation in consoles	\$39 ⁵⁰
MODEL 25 A 110 volt A.C. Dy- namic in a large Walnut Baffle Box	\$48 ⁵⁰



OXFORD Speakers are built by the Joy-Kelsey Corporation, manufacturers since 1910, and producers of radio equipment since the early crystal set days, under the designs, patents and personal supervision of FRANK REICHMANN, formerly the manufacturer of the THOROLA and THOROPHONE and builder of loud speakers since 1912.

In performance, in fullness of tones, depth of bass notes, and sensitivity, the Oxford acknowledges no peer. We believe the Oxford to be the finest speaker ever contributed to Radio. A year's guarantee tag is attached to each instrument.

Dealers are requested to order through their nearest jobber. If he cannot supply you send your order, with jobber's name, direct to us.

Dealers and Jobbers—send for descriptive literature, samples, discounts and electros. Our local representatives are getting around as quickly as possible.

Each Oxford Speaker before shipment must pass a thorough test on a powerful receiver utilizing two No. 210 tubes in push-pull energized with 500 volts.

Manufacturers Models are available in either the A.C. type, like Model 23, or in the D.C. type for power pack energization. Write for samples, descriptive literature and prices.

Each of these beautiful Walnut cabinets is equipped with a Model 23 unit with power and phone cords 12 feet long, all ready to plug into 110 volts A.C. and your present set, and are all included in the prices shown.

Model 23 at \$39.50 may be installed in your console cabinet.

Insist upon your new radio being equipped with an Oxford Dynamic Speaker.



Frank Reichmann

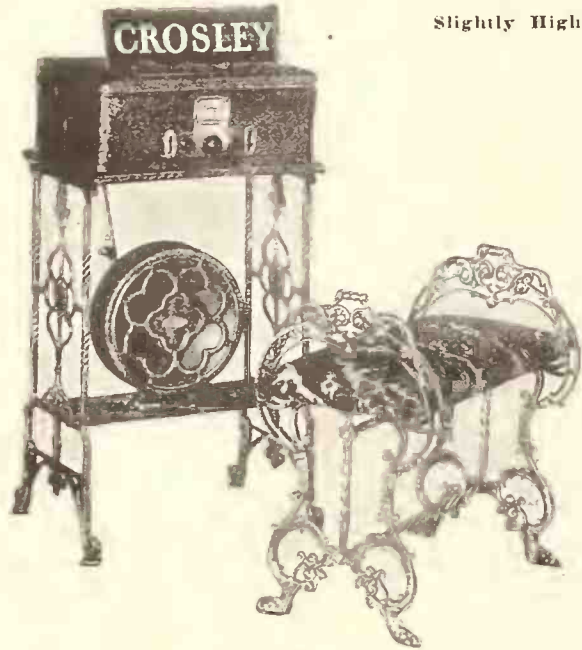
Radio Sales Division
211 West Wacker Drive

Joy Kelsey Corporation
Chicago, Illinois

LEADING THEM ALL!

“Art-Way” Creations in Metal
for the Nation’s Radio Receivers

At \$12.75 List



Slightly Higher West of Rockies

For Crosley

Sold by jobbers on an exclusive franchise basis to conform with sets handled.

Makers of the largest commercial line of wrought iron furniture novelties in the country. Write for catalog.

There’s an “Art-Way” Creation for the following sets:

- ALL-AMERICAN MOHAWK
- APEX
- AMERICAN BOSCH
- ATWATER KENT
- BREMER-TULLY
- BALKITE
- CROSLEY
- FADA
- FEDERAL
- FREED-EISEMANN
- HOWARD
- KOLSTER
- KELLOGG
- KING
- RADIOLA
- PHILCO
- SHANROCK
- STEINITE
- STEWART-WARNER



For Steinite

Every “Art-Way” creation finished to match radio set handsomely. Can also be had in Antique Spanish Design Polychrome finish. Shipped K.D. Easily Assembled. Very Sturdy.

Art Specialty Company
500-532 South Throop St. CHICAGO

ART-WAY BENCHES
IN ALL STYLES

Philadelphia Victor Dealers Attend Showing of New Models

PHILADELPHIA, PA., September 10.—The Victor Caravan arrived in Philadelphia to-day and made its headquarters at the Bellevue-Stratford Hotel. Philadelphia Victor Distributors, Inc., and H. A. Weymann & Son, Inc., Victor dis-

tributors, had invited the several hundred dealers in the territory to be present and view the first showing of the complete new line of Victor instruments.

The dealers gathered at 10 a. m. for registra-

tion, and both Harry W. Weymann, of H. A. Weymann & Son, and Louis Buehn, president of Philadelphia Victor Distributors, Inc., and their staffs were on hand to greet their guests.

After the luncheon the business session was resumed and the new Victor products presented by Lawrence Richards, of the Victor Co. The four new automatic Victrolas, the 9-54, 9-56, 10-35 and 10-69, were displayed on the ballroom stage of the Bellevue-Stratford roof garden. Among the other popular models in the 1928-29 line of Victrola and Electrola-Radiola combinations are the Electrola-Radiola 7-11, listing at \$250 with a spring motor and \$285 with an induction disc electric motor; Electrola-Radiola 7-25, listing at \$425 with an induction disc electric motor, and Electrola-Radiola 9-16, listing at \$750, also with an induction disc electric motor. Another interesting speaker of the afternoon was Lloyd Egner, of the Victor Co.

The evening was given over to a banquet at which the guest of honor was no less than E. E. Shumaker, president of the Victor Talking Machine Co. President Shumaker spoke to the dealers upon the various aspects of Victor merchandising.

Amazing Profit in Gulbransen Radio

We asked 1500 dealers to give us The Facts

We asked 1,500 Gulbransen dealers to study the Gulbransen Radio, from their own standpoint, and to tell us what possibilities they saw in it. Hundreds of them, after inspecting the Gulbransen Radio and analyzing its salability, set surprisingly large quotas for themselves.

One of the questions on our questionnaire was: “How many Gulbransen Radio Sets do you estimate you can handle yearly?”

Another: “Do you want us to authorize you as a franchised Gulbransen dealer?”

Many different angles of the Radio were covered by this questionnaire: Sales policy, price practices, separation of radio activities from other departments, etc.

We felt it wise to face the facts—to get the true picture of the Gulbransen Radio as dealers see it.

A full endorsement has been given the Gulbransen Radio by hundreds of merchants. Others made valuable suggestions, the practical ones having already been put into effect.

The Gulbransen Radio has back of it one of the most substantial and successful industries in the music business. *We understand music merchants’ problems.* In the piano business, Gulbransen has attained leadership that all recognize. Gulbransen has name value on any musical instrument.

Gulbransen stands for sound, sane methods. Gulbransen is now presenting to the piano trade the most aggressive, most practical business-building program that the piano trade has ever known.

These resources of a five-million-dollar company become yours when you hold a Gulbransen Radio franchise.

Gulbransen Radio in table and console models—A.C. sets only. Gulbransen Radio Speakers. Unsurpassed cabinet work—real piano finish. A highly selective set that radio experts and the lay public recognize as far ahead of the ordinary run. We understand tone. We understand eye-appeal. Popular prices.

Gulbransen Radio franchise requests from desirable dealers are being filled in the order of their receipt. Use the handy coupon and get complete information on a radio proposition that will make money and build substantially for you.

Gulbransen Co.,
3232 W. Chicago
Ave., Chicago.

Without obligation, give us full details of the Gulbransen Radio and Speaker.

Name
Address
City and State.....

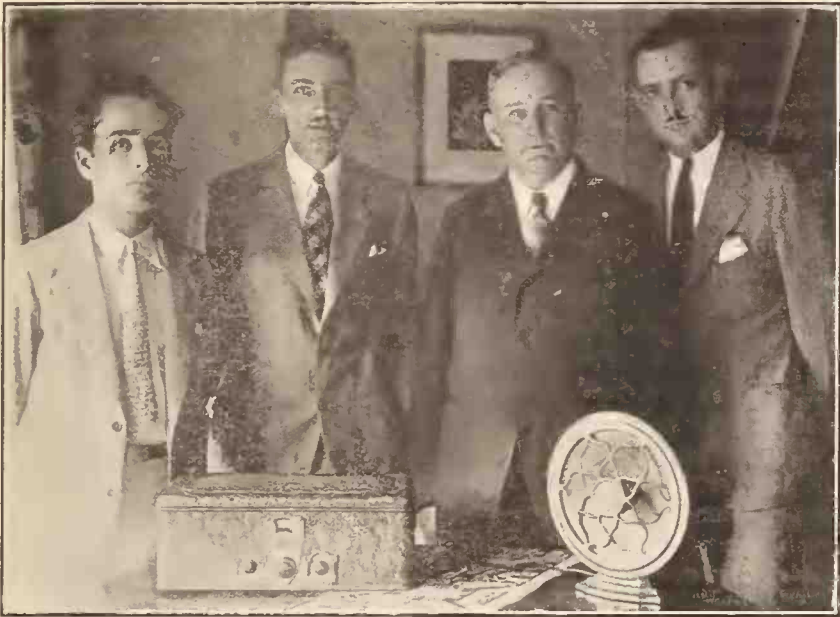
GULBRANSEN COMPANY
3232 W. Chicago Ave., Chicago

MAIL TODAY!

Wave Lengths Cut on Nearly All Stations

Announcement was made on September 10 by the Federal Radio Commission that starting on November 11 nearly everyone of the 700 radio stations in the United States will change its wave length. So sweeping are the changes that of all the stations in and around New York City, fifty-one in number, three—WNYC, WJZ and WOR—will remain as they are. The reasons given for the reallocation are better service to the public interest and convenience. Any station which is dissatisfied with the new arrangement will be granted a hearing and an opportunity to state its case.

Interesting Events of the Trade in Pictures



Left—Senator Joe T. Robinson, Democratic vice-presidential nominee, was presented with a Crosley Showbox radio receiver and a Dynacone at Hot Springs National Park, Ark., last month. Left to right: George Workman, of Market Street Garage, Crosley dealer; H. L. Gunn, of Gunn, Ahrens Co., Little Rock, distributor; Senator Robinson, and Floyd L. Ray, Crosley representative.



Right—Charles H. Womeldorff, president and general manager of the Toledo Radio Co., Toledo, O., who presided over a recent meeting of Spartan radio dealers.



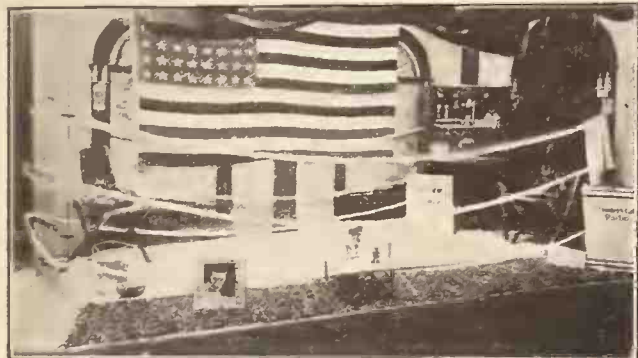
Above—Radio entertainment at the South Pole will be provided for his expedition of 70 men to avoid the results of "all work and no play." Commander Byrd is shown testing the Kolster set he is taking with him with a series of loud speakers.



Above—Miss Marie Prevost, motion picture star, seems lost in contemplation as she listens to the Victrola-Radiola which she purchased from Richardson's Music Shop, Los Angeles.



Above—Otto Frankfort, vice-president of the All-American Mohawk Corp., designates the young lady shown above as a "rose in a bed of daisies." She is Carol Smith, daughter of Jules M. Smith, general purchasing agent of City Radio Stores. Mr. Frankfort has adopted Carol as the mascot for the All-American Mohawk Lyric radio exposition at the Radio World's Fair at Madison Square Garden.

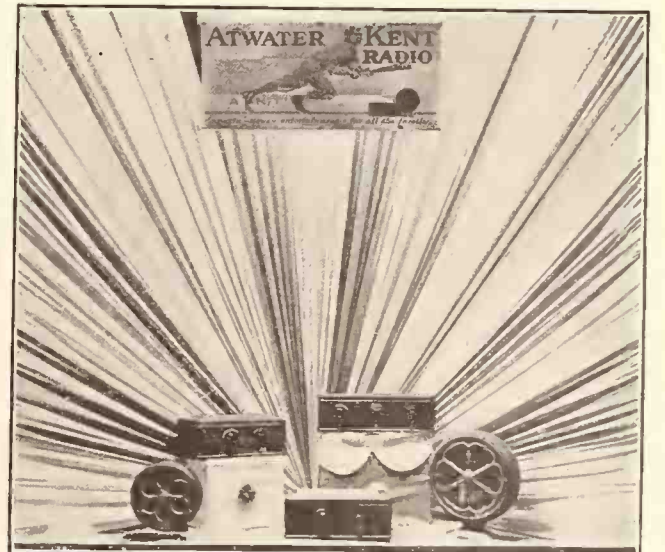
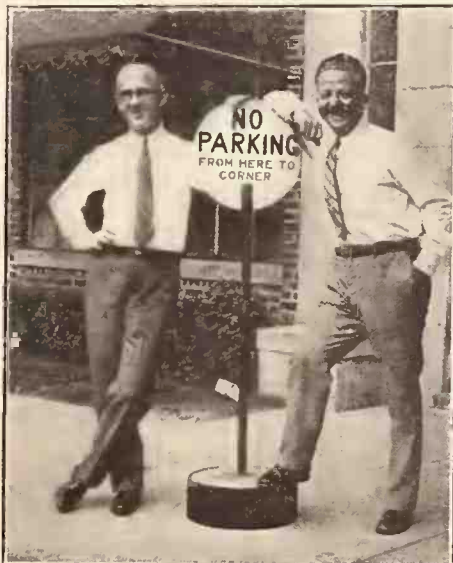


Above—McCoy, Stromberg-Carlson dealer, of Waterbury, Conn., capitalized the Tunney-Heeney bout by installing two rings in the store window.

Below—Evidently neither Maurice Landay, of the Greater City Distributing Co., or B. D. Colen, of the Musical Products Distributing Co., Inc., New York City distributor, believe in signs, for on a recent visit to the Kolster radio factory they forgot all traffic rules to the extent of parking on a "No Parking" sign.



Above—A. B. Ayers, general manager of the Amrad Corp., seems pleased with the looks and performance of his new La Salle, judging by appearances.



Above—An eye-arresting and effective display of Atwater Kent products recently occupied the show window of the Philadelphia "Record." The background served admirably to bring out the strong points of the post-r supplied by the Atwater Kent Mfg. Co., and the receiving sets and loud speakers.

Sonora Phonograph Co. Announces Complete New Line of Products

(Continued from page 32a)

directed towards high-grade music houses or concerns with real music departments. This new line is a music line and designed and intended to occupy a first-rank position in the music field. The great disadvantage of over-distribution is a well-recognized and much-discussed subject to-day. Over-production has resulted in the worst imaginable competitive practices as to the question of terms, trade-ins and, in some instances, the upset of fair retail prices. The new Sonora policy will be to strictly avoid such destructive disturbances.

"There are but eleven main items in the Sonora line of instruments, consisting of acoustic and electric phonographs, radios, combination radio-phonographs and loud speakers. The full electric-playing instruments, which are so striking in performance, will be known as Sonora "Melodons." Sonora will also produce and manufacture its own electrically processed records; records so novel in musical arrangements and performance that they will be quick to win public favor.

"The main items in the new Sonora line are a portable phonograph; one Sonora Melodon; three Sonora Melodons with radio; two popular-priced cabinet model radios; one Sonora de luxe radio; two acoustical phonographs; one cabinet-type Sonora loud speaker; Sonora 'Long Life,' specially designed vacuum tubes, and distinctive Sonora records, electrically recorded.

"The Sonora Co. during the past few months has formed very advantageous associations and relationships, which are of tremendous aid in setting up a valuable situation that is extremely strong and entirely free from external interference.

"The Sonora line blankets the newest and most advanced developments in the radio and phonograph arts. It isn't just one thing that makes the new Sonora line so outstanding, but rather a combination of engineering features and designs long strived for and now attained.

"Some of these features that stand out and are intimately a part of the new line are summarized as follows: radios of distinctive de-

sign exclusively employing the 'Long Life' Sonora vacuum tubes; a superior principle of electrical reproduction for both records and radio, singly and in combination; unique loud speaker developments of individual character; vacuum tubes of highly efficient characteristics, making for perfection in reproduction (tubes particularly adapted for use in Sonora instruments); cabinets of beautiful workmanship, distinctive and original styles, yet not extreme in mode, and Sonora records with original musical arrangements and other qualities having noticeably new values.

"There is one word that properly describes the whole story of the new Sonora products. That word is 'performance.' Not a hard word to remember, but strong in definition. We are confident that the new Sonora line, item by item, will surmount comparison with any competitive product in its price class with respect to eye value, dependability and performance. Demonstration will easily establish these assertions. The new line is priced advantageously. It is neither at the top nor the bottom, but in the middle ground of broad appeal. Then, too, there is a price range on each class of instruments to suit the purchaser and his income.

"The new line has a substantial sales, merchandising and advertising program behind it; a program that stands squarely back of the product and which will be of great benefit and aid to our dealers. This program will be national in character, supplemented by local aids. The advertising campaign will cover newspapers, national magazines, trade publications and direct mail, blanketing the country. The most comprehensive sales promotion plans have been prepared to assist the Sonora dealers. The whole merchandising program is destined to win immediate consumer attention and create a demand which we know will win the firm approval and support of the trade.

"Sonora offers liberal profit margins to dealers. We are fully aware of the dealer's problems and his cost of operation. There are several ways offered the dealer to finance his

operations, and in every case the profit margin is a liberal one. Sonora has carefully considered the problems of the dealers when establishing net prices and profits.

"The Sonora Co. is in splendid financial condition and is fully able to carry through to completion any manufacturing, advertising and sales program undertaken. The finances back of the company are substantial and will be utilized to support the company's policies to the limit. Naturally much has been said in the trade about the personnel of the new Sonora organization, for it is one of broad experience, successful, fully qualified, and with an intimate knowledge of the industry, the trade and the market. To tie up with Sonora is just another way of saying 'success,' for the high-grade, reputable music dealer who is looking towards the future and not into the past."

Sonora model A-46 combines Sonora Melodon with 7-tube radio set employing a full complement of eleven tubes. Is a De Luxe instrument, an electrical reproducing instrument for all records of lateral type. Of the treasure chest type finished in richly toned, Spanish grained leather canopies and bases of various designs to form different combinations suiting individual tastes. Radio receiver operates on 110 volt, 60 cycle AC (also supplied for 25 cycle). Employs high-voltage, long-life tubes. Automatically starts and stops all records without preset and includes record albums of unique design. Is also designed to use Sonora "long-playing" records—a forthcoming Sonora feature. Operates without antenna for local stations and on short, inside antenna for remote stations.

Model A-44 combines Sonora Melodon with radio receiver and is housed in beautiful cabinet, English Renaissance in character, with grained butt walnut panels blending with crotch walnut and oak burl overlays. Electrical apparatus and characteristics are the same as Model A-46. Provided with decorated record albums—books of lovely design with illuminated covers. Operates without antenna for local stations and on short, inside antenna for remote stations.

Model A-40 combines Sonora Melodon with radio receiver. Designed to sell at a popular price. Radio receiver is 6-tube model which actually employs nine tubes. Operates on 110 volt, 60 cycle AC (also supplied for 25 cycle). Employs long-life, high-voltage Sonora tubes. Automatic start and stop non-preset device for all records. Cabinet is of Hepplewhite design. Combining East India Satinwood, Australian Walnut and Zebra Wood, ornamented with hand carving.

Model A-36 is radio receiver of highest tonal quality in beautiful cabinet. Operates on 110 volt, 60 cycle, AC (can be furnished in 25 cycle also); is a 7-tube set employing eleven tubes, including those of high-voltage long-life Sonora design. Cabinet is of William and Mary design with recessed doors of crotch walnut, paneled in American walnut. Operates without antenna for local stations and on short, inside antenna for remote stations.

Model A-20 is a new Sonora Melodon, full electric operation. May be also used for radio reproduction in combination with radio set. Operates on 110 volt, 60 cycle AC (also furnished for 25 cycle), employs a total of six tubes (including Sonora high-voltage, long-life tubes) and is designed for use with "long-playing" records—a forthcoming Sonora feature. Equipped with automatic start and stop non-preset device. Cabinet is of new and distinct design of early Renaissance, of Japanese curly ash, butt walnut and striped Australian walnut. Dull rubbed finish.

Model A-30. A popular priced, "six-tube" radio set, actually employing nine tubes. The combination of Sonora high-voltage, long-life tubes with a highly efficient circuit design results in an instrument of fine performance. Used on 110 volt, 60 cycle, AC (also furnished for 25 cycle). Self-contained loud speaker as in all other models. Cabinet is of Australian walnut,

A Wonderful Line of Speaker Tables for \$15.00



Our Six models cover the entire field for table model sets. All are attractive—Well made and excellently finished in either Walnut or Mahogany.

No. 12—Dimension.....	30"	Wide	14"	Deep	\$15.00
No. 14— " " " " " "	24"	"	15"	"	"
No. 15—Kolster-6J	29"	"	14"	"	"
No. 16—Dynamic	26"	"	14"	"	"
No. 17—Radiola (18 & 60).....	31"	"	13"	"	"
No. 21—Dynamic	32"	"	16"	"	18.00

CRATED SINGLY
APPROXIMATE SHIPPING WEIGHT 40 LBS.

SEND FOR CATALOG

H. L. HUBBELL

59 Market Avenue, N. W.

Grand Rapids, Michigan

New Sonora Line of Radios, Combinations and Phonographs



New Sonora Line. (1) Model A-46. (2) Model A-44. (3) Model A-40. (4) Model A-36. (5) Model A-20. (6) Model A-30. (7) Model A-50. (8) Model A-32. (9) Model A-14. (10) Portable Phonograph.

East Indian Satinwood and Rosewood overlay. Model A-50 is a dynamic loud speaker, 10-inch cone, bringing out the best in radio. Same speaker as used in Sonora radios. May be used with standard design radio sets equipped with output transformer. Requires 110 volt, 25 or 60 cycle, AC external current supply.

Model A-32 has the same characteristics as Model A-30, embodies the same features, the

only difference being in the cabinet design. Models A-14 and A-12 have the same characteristics. Are popular-priced acoustic phonographs different in cabinet design. A-14 is Hepplewhite, A-12 of conventional design. Both embody notable points including, non-preset full automatic stop, special Sonora double diaphragm reproducer, ball-bearing, brass tone-arm, full exponential, air-column tone chamber and

long-playing heavy-duty double-spring motor (with universal type electric motor also). New Sonora Portable is new in shape and size. Among its features are a Sonora bellows-type reproducer, 43-inch air column chamber completely air tight, absolutely silent motor and accordion-type record container. Furnished in deep blue or rich brown padded morrocolene cover.

Cam-Rad Distributing Co. Will Job Kolster

New Company Formed by Trilling & Montague to Distribute Kolster Radio Products—Separate Sales Staff

PHILADELPHIA, PA., September 8.—Trilling & Montague have announced that they will continue to handle the distribution of Kolster radio in their territory under a new name, the Cam-Rad Distributing Co. There is no change of location or management, but the line will be sold by a separate staff of salesmen. The name Cam-Rad has been coined from the words camera and radio.

To summarize, Trilling & Montague will distribute Zenith radio, QRS cameras and radio accessories and parts in the following territory: Eastern Pennsylvania, southern New Jersey and Newcastle County, Delaware. Trilling & Montague are the exclusive distributors of Zenith

radio in this territory and the Cam-Rad Distributing Co. will distribute Kolster radio, QRS cameras and radio accessories and parts in eastern Pennsylvania, southern New Jersey, Delaware and eastern shore of Maryland. Both companies are located at Philadelphia and Sunbury, Pa.

Philadelphia Zenith Dealers Hold Meeting

PHILADELPHIA, PA., September 12.—Trilling & Montague, of this city, exclusive Zenith distributors, are holding a meeting of Zenith dealers in their territory to-day, as this issue of The Talking Machine World goes to press. A full day of great value to the dealer is promised to be climaxed by a banquet in the evening at which Paul B. Klugh, president of the Zenith Radio Corp., Chicago, is to be the guest of honor at this event, which promises to be one long to be remembered by those present.

Demand for Findlay Products Increases

Console Tables Manufactured by the Robert Findlay Mfg. Co. Now Being Used by Many Radio Manufacturers

From producing for one manufacturer to a score or more within the brief period of one year is the record achieved by the Robert Findlay Mfg. Co., Inc., Brooklyn, N. Y., manufacturer of Findlay console tables. When the first metal-cased set was produced approximately a year ago, F. Schwartz, general manager of the Robert Findlay Mfg. Co., visualized a table that would match in finish and design the metal casing of the set. The Robert Findlay Co. knew how. For years it had manufactured lamps and other objets d'art for home decoration. The first table was produced and presented to the trade. It took, and as other manufacturers brought out metal sets the Robert Findlay Co. designed individual tables to accommodate each particular set. It was also found that these metal tables could be finished to harmonize equally well with wooden cabinet sets and the idea was later expanded to provide tables for portable talking machines.

Mr. Schwartz points out that this growth has resulted in the production of a large number of individual models, but adds that the merchandising of tables for each line has been separated and that these products are sold exclusively through the authorized distributors of the sets for which the tables were intended. Mr. Schwartz reports new designs have been prepared for Eveready, Philco, Zenith and Radiola sets and for Carryola portables.

Group Insurance for Edison Employees

Three thousand five hundred employees of the Edison industry in Orange, N. J., and elsewhere about the country, have been offered the opportunity for acquiring group insurance at a very nominal figure. The salaried employes have been offered a straight life policy, and the non-salaried men a special policy with weekly accident benefits and disability payments, the policy providing for a maximum of \$5,000 in insurance according to term of service.

The insurance is divided between the Travelers Insurance Co. and the Metropolitan Life Insurance Co., the former taking the Edison woodworking plant in Wisconsin, and the Edison Portland Cement employes, while the latter company is insuring those connected with the Edison industries in Orange and other sections of New Jersey. That the employes are enthusiastic over the opportunity is evidenced by the fact that in the Travelers Company alone 1791 employes have taken insurance to the amount of over \$2,000,000, with 1,230 of them securing the accident and disability policies.

C. S. Tay Visits Bosch Plant

C. S. Tay, president of C. S. Tay, Inc., Chicago, recently spent ten days in New York City and Springfield, Mass. At Springfield he visited the plant of the American Bosch Magneto Corp., whose radio products his firm distributes in the Chicago territory, and spent some time with Frank V. Goodman, general sales manager of the Bosch organization.

Joins Chas. Freshman Co.

Harry Fowler Sarson has joined the advertising department of the Charles Freshman Co., Inc., New York. Until recently Mr. Fowler was a member of the production department of Ruthrauff & Ryan, Inc., New York advertising agency.

"BLACKMAN AND DEPENDABILITY"

is not merely a catchy business slogan but one descriptive of radio service that is appreciated by Blackman dealers.

Merchandise of reputable and financially responsible manufacturers, selected only after thorough tests and investigations, offered to dealers of radio products in the Metropolitan district:

FADA
ALL-AMERICAN MOHAWK-LYRIC
EVEREADY
R. C. A. RADIOTRONS
NEWCOMBE-HAWLEY SPEAKERS
ANSONIA SPEAKERS

Blackman
WHOLESALE RADIO
DISTRIBUTORS
DISTRIBUTING CO., INC.

28-30 W. 23rd St., New York, N. Y.

POWER AMPLIFIERS

The possibilities of making money from power amplification are unlimited. There is a demand in every city. Manufacturers, jobbers and dealers everywhere are converting their radios and radio phonographs into power amplified, A. C. Electrics, with this famous Powerizer Power Amplifier. Power Amplifiers used for demonstrating speakers—for auditorium volume, and they

Make These Radio Phonographs A. C. Electrics

RADIOLA No. 20 MODELS:

- 7-1 Victor
- 7-3 Victor
- 7-30 Victor
- Alhambra-I Victor
- Radiola No. 20 RCA

RADIOLA No. 25 MODELS:

- 7-2 Victor
- 9-1 Victor
- Alhambra-II Victor
- Florenza Victor
- Radiola No. 25 RCA
- Cordova-6 (Brunswick)

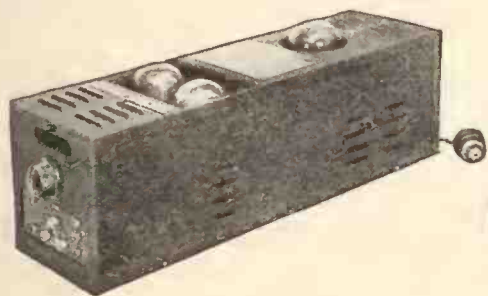
RADIOLA No. 28 MODELS:

- VV 9-15 Victor
- Borgia-1 Victor
- Radiola No. 28 RCA
- Cordova-8 (Brunswick)

RADIOLA No. 16 MODELS

- 7-10 Victor
- Radiola No. 16 RCA

Licensed by Radio Corporation of America and Associated Companies.



The PX-2 Power Amplifier

is a two-stage power amplifier which can be energized from the detector tube of a radio set, providing sufficient volume for homes or small halls—frequently used for demonstrating records or speakers by dealers.

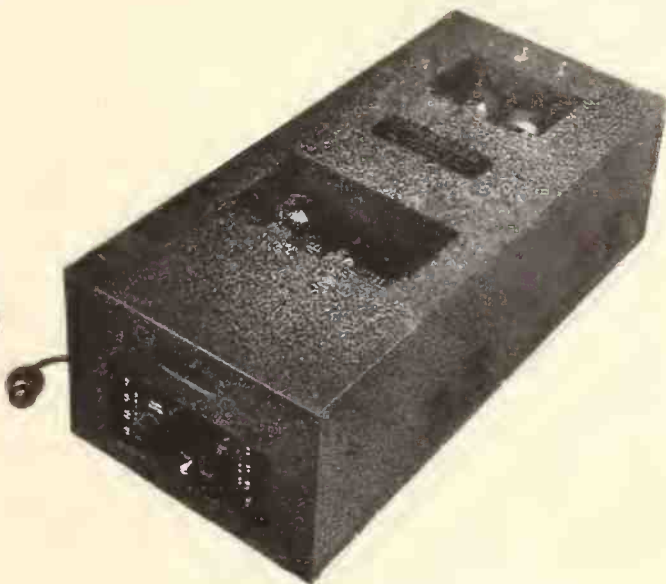
List price (tubes extra).. \$75.00

Uses the No. 226 in the first stage, the No. 210 in the second and the No. 281 as rectifier—is provided with volume control.

Powerizer P-4

This is a Powerizer which substitutes and contains 210 for the last stage and is easily and quickly connected to any radio set; specially adapted for use with dynamic speakers; uses a UX-210, UX-281. Furnishes its own A, B and C.

Price, less tubes..... \$49.50



Powerizer PX-3

is a very powerful amplifier, three stages, using the UY-227 in the first stage, UY-227 in the second stage, and the new UX-250 in the third stage; has a tapped input and a tapped output, and has both a volume and tone control. It has a tapped input and tapped output so that it may be applied to a detector of a radio set.

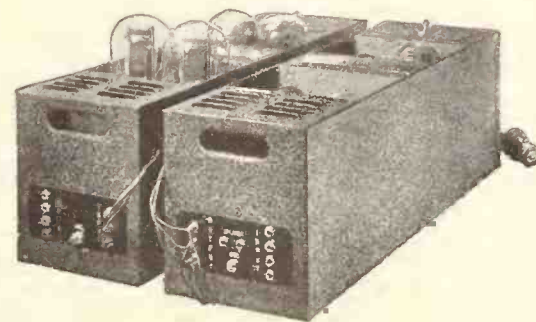
(Tubes necessary—two (2) UY-227, two (2) UX-281, and one (1) UX-250.)

List price \$185.00

Powerizer PXP-210

This is a two-stage unit, using 226 in the first stage and two 210 Push-Pulls in the second; contains our own excellent Alloy steel transformers; furnished with volume control.

Price, without tubes \$110.00



Powerizer PXP-250

is a very powerful three-stage push-pull amplifier. It is unique in that the amount of emerging amplification is unlimited, using our own system of sectional units. Push-pull 250 units may be added at will. Two units are sufficient to fill a house with at least 2,500 people; consists of one-stage UY-227, one-stage push-pull No. 171, and one-stage push-pull No. 250; has a tapped input and output. For tonal quality and power, this is the last word in power amplification.

(Tubes necessary—one (1) UY-227, one (1) UX-280, two (2) UX-171, two (2) UX-281, and two (2) UX-250—tubes extra.)

List Price \$250.00

All of our units use alloy steel transformers, insuring maximum volume over the entire audible range. We would be very glad to handle any special problem that you may have on amplification.

The Pioneers in Power Amplification Have Important News for You

WRITE FOR BULLETIN TM-4

RADIO RECEPTOR COMPANY

106 Seventh Avenue

New York City

Makers of the Famous

POWERIZER

REG.

Zenith Automatic Is Featured in Displays

Live Girl Model in Store Window Uses Demonstration Cards to Show Simplicity of Zenith Automatic Tuning

The accompanying illustration shows the attractive window display which was used by Zenith dealers and distributors throughout the country during "National Zenith Automatic



Zenith Display That Attracted Wide Attention

Week," which started September 9. The display, employing the use of a live girl model, effectively demonstrated the simplicity of Zenith's automatic tuning. A set of twelve explanatory demonstration cards was used by the model, which fully described every maneuver.

Many dealers used an amplifier, located on the outside of the window, hooked up with the set the girl demonstrator uses. This stunt brought an actual performance of Zenith automatic tuning to those standing out on the sidewalk or those passing by.

Will Represent Red Lion Co.

The Molloy-Davis Co., manufacturers' representative, Philadelphia and New York City, has announced that it has been appointed special sales representative to serve metropolitan New York and northern New Jersey Atwater Kent dealers with Red Lion cabinets for Atwater Kent radio, made by the Red Lion Cabinet Co., of Red Lion, Pa. Temporary headquarters have been established in the Furniture Exchange, Space 306, New York City.

\$27

hinners
Radio's Realistic Reproducer

\$35

Dealers and Jobbers: Write or wire for attractive proposition.

F. A. HINNERS & CO., INC.
55 West 42nd St. New York City

News of the Trade in Kansas City Area

Sterling Radio Co. Reports Good Kolster and Columbia Sales — New Victor Models Shown—Crosley Dealers Meet

KANSAS CITY, Mo., September 7.—Business has been splendid at the Sterling Radio Co. according to H. C. Bonfig, who reports that the interest in the political situation is in a great measure responsible for the stimulation which the business has enjoyed. A branch office in Omaha has been opened to serve as a distributing center. In charge is J. H. Rasmussen, former Sterling salesman in the Southwest Kansas territory. A model display was featured in the Omaha radio show, September 27.

Number 930 Kolster model is going well as the leading electrical reproducing phonograph. Number 960, a combination, is going popularly also. A Columbia harmony portable, selling for \$25, is in demand. The Columbia portable, 161, which sells for \$50, is the most high-priced and at the same time the best-selling machine on the market at this time.

The Kolster dealers' meeting held here several weeks ago was highly successful, the new model having been introduced in the papers August 26. Dealers had window displays at that time, and much interest is being shown.

The Paul Music Shop reports action on combination ranging from \$250 to \$750 in price. Mr. James Perry has been added to the sales force.

A display of receivers, speakers and full sets was made at a recent conference of Crosley dealers here. Among those attending were H. C. Abbott, general sales manager and L. A. Kellogg and W. B. Baldwin of the Crosley Radio Corporation; C. J. Smith of the Amrad Corp., A. Ragsdale of the Showers Bros. Co., H. B. Wells of Duckley-Dement, S. F. Will of the Newcombe-Hawley Co., and S. C. Vaughan of the Burgess Battery Co.

New Fall Victor models numbering five were exhibited here at a display sponsored by the J. W. Jenkins Co. August 21. Howard Rupp, Chicago, director of the advertising program, made a talk urging use of local advertising.

Fred B. Jenkins, Jr., manager of the wholesale department of the Jenkins stores, was chairman of the meeting. F. C. Hawkinson, supervisor of promotion and contract work at the factory, headed the Victor Co. group. Others with the demonstration were: R. E. Kane, Chicago, district manager of the Midwest section; J. F. Dealey, Chicago, in charge of new instruments; N. D. Norvell, Chicago, sales promotion department; A. W. Deas, Jr., Kansas City, sales analysis department and A. N. Tamborino, Victor Co. headquarters, Camden, N. J., engineering service department.

W. L. Jacoby Ends Vacation

W. L. Jacoby, president of the Kellogg Switchboard & Supply Co., radio receiver manufacturer of Chicago, recently returned from Three Lakes, Wis., where he spent a short vacation indulging in fishing, swimming and other outdoor activities.

The National Electric Phonograph Co., 80 East Jackson boulevard, Chicago, Ill., has been incorporated with a capital stock of \$1,000 to deal in phonographs and sound reproducing devices. The incorporators are Charles B. Moore, E. Parhly, Jr., and H. W. Harvey.

Steinite Produces Striking Displays

CHICAGO, ILL., September 7.—The Steinite Radio Co. is now forwarding to its dealers a series of four display cards based on the outstanding features of the Steinite Electric AC radio. The cards are convenient in size—11½ by 9½ inches. They are equipped with easels for the counter or window use, and perforated in the event that the dealer wishes to hang them up.

Built around the qualities of performance, tone, beauty, and value, these cards are designed and executed in a rich combination of colors, and each point is amplified by a clever phrase. The colors used in these cards are blue, black, maroon, green, yellow and many combinations of these colors. Steinite advertising headquarters already reports a strong demand for these cards from jobbers and dealers, and it is safe to assume that they will soon be seen on the counters and in the windows of many thousands of dealers throughout the country.

To Produce 2,000 Philco Sets Daily

PHILADELPHIA, PA., September 8.—The Philadelphia Storage Battery Co., of this city, has announced that the news of the new Philco set has gone around the world and that requests for information as to details have been received from as far removed places as Rome and Tokio. Officials of the company have announced a daily output that will approach 2,000 sets and speakers by early October. Following a nation-wide trip by Harry Boyd Brown, advertising and merchandising counselor, and Sayre M. Ramsdell, sales manager of the company, the needs of the trade have been thoroughly analyzed and every possible effort is being made by the company to expedite shipments.

"Black Crows" in Book Form

There has been a wide sale of the recently published edition of "Two Black Crows in the A. E. F.," written by Charles E. Mack, of Moran and Mack, the "The Two Black Crows," exclusive Columbia recording artists and radio and stage favorites, and published by the Bobbs-Merrill Co., New York City. The book is dedicated to the "makers, distributors and dealers of Columbia Phonograph records, whose interest and encouragement have meant so much to the 'Two Black Crows.'" Throughout the book the black crows used by the Columbia Co. in their advertisements are used in the decorative border on each page.

In Larger Store

The Munn Music & Jewelry store, Crookston, Minn., recently moved its business into the store adjoining it on the East, which will afford larger display space as well as an entrance from the rear.

Buys Business

Lawrence Hildinger, of Sunfield, Mich., has purchased the Aelick Music and Furniture Store, Chesaning, which has been operated for the past seven months by William F. Lutz, assignee.

Incorporation

The Renner Music Co., Sandusky, O., has been incorporated recently with a capital stock of 200 shares, no par value. John F. Renner, Cora Renner and John A. Feick, of this city, are the proprietors.

Otto Frankfort Back From Extensive Trip

Vice-President of All-American Mohawk Corp. Found Conditions Gratifying in Southern Cities—Plans Ad Campaign

Hanging up another record for himself as a commercial traveler, Otto N. Frankfort, vice-president in charge of sales of the All-Ameri-



Otto N. Frankfort

can Mohawk Corp., manufacturer of the Lyric receiver, returned to Chicago recently from a twenty-four-day trip through the South, during which time he appointed new and visited old All-American Mohawk Corp. distributors in

Pittsburgh, Wheeling, Washington, Charleston, Greensboro, Raleigh, Atlanta, Birmingham, Montgomery, Macon, New Orleans, Jacksonville, Chattanooga, Norfolk, Cincinnati, Bluefield, Harrisburg, Philadelphia and, finally, New York City. In Harrisburg Mr. Frankfort participated in the convention of Lyric dealers held by the district distributor, the Excelsior Auto & Battery Co., of which Harry Meyers is the head. "The trip was trying enough from a physical standpoint," Mr. Frankfort reported on his return to the home office in Chicago, where production of the Lyric models is mounting daily. "However, the gratifying results of my trip more than compensated for any physical discomfort suffered from the intense heat which prevailed in the South. Wherever I went I found a remarkable growth in the appreciation of radio," he said in discussing the future of radio. "Broadcasting is becoming better down there and, consequently, the field for radio sets is increasing accordingly. We have a splendid organization in the South this year and are sure of doing an unprecedented volume of business in both the rural as well as metropolitan centers.

"The new console models and radio-phonograph combinations are proving popular below the Mason-Dixon line as well as in the North. Our production problems here at the Chicago plant have been adjusted so that we are now able to ship upon demand from distributors."

Mr. Frankfort will remain in the Chicago offices for a time, as he is devoting considerable time to the extensive advertising campaign which the All-American Mohawk Corp. is about to launch on the Lyric line of receivers. This includes many original dealer displays, national billboard and newspaper material.

The projected All-American Mohawk Malaysian Expedition which the company is planning to send to Borneo this Fall to study tropical radio problems and to prove the utility of the standard present-day American radio set in

even the remote unexplored parts of the world is receiving widespread publicity. "It is arousing the interest of both radio engineering and other scientific societies, as well as the general public," Mr. Frankfort stated.

President Radio Line Is Placed on Market

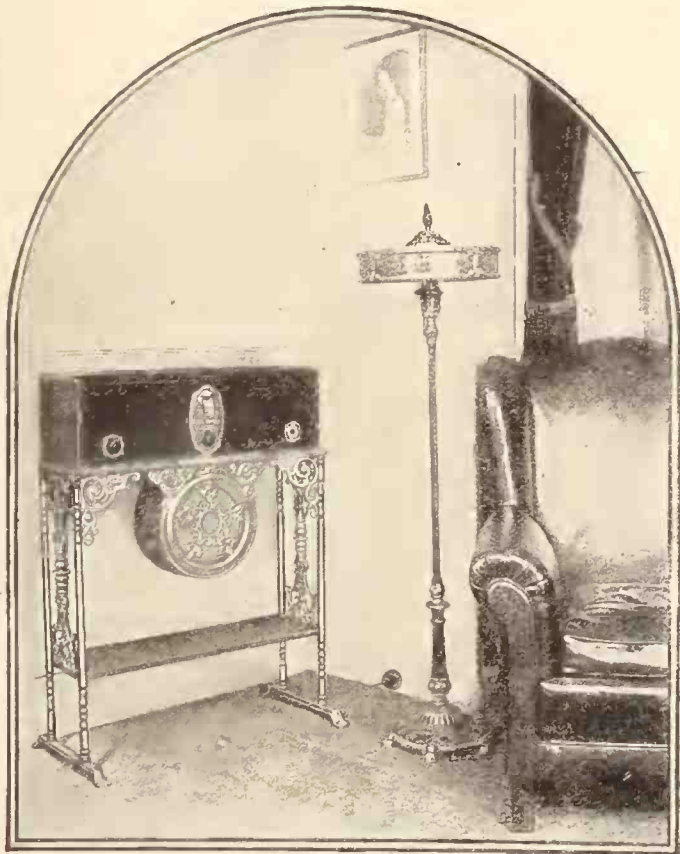
The "President" line of radio receivers, is being placed on the market by the S. Freshman Co., Chicago, a manufacturing firm recently organized in that city. S. Freshman, head of the company, is well known in the radio field, having been vice-president of the Chas. Freshman Co., and general manager of the Chicago plant of the organization. Mr. Freshman has established the headquarters of his new company at 225 No. Michigan avenue.

The President line consists of a table model, retailing at \$60, and a console at \$149.50. Both models contain the same eight tube AC Chassis, with illuminated single control, complete shielding and push-pull amplification. A switch is also provided by which may be regulated phonograph reproduction, should the set be used to reproduce records electrically. Both the table model and the console are finished in walnut, and are attractive in appearance, the console containing a built-in Utah dynamic speaker.

The new receivers are licensed under RCA patents, and those of its associated companies, as well as Hogan and other patents. The Martwel Corp., New York City, is exclusive representative for the President line in New England, New York, and New Jersey, and certain designated cities in other States in the East.

The Frederick Music Co., Buffalo, N. Y., has been incorporated with a capital stock of 200 shares of common stock. T. C. Howard of Buffalo is named as correspondent.

And still it grows!



Complete line
on display at
Radio World's Fair
Booth No. 4, Section HH
Sept. 17 - - - 22

THE public demand for Findlay metal consoles is increasing daily—because of the quality of design, materials and workmanship together with the low retail price.

Dealers make an additional profit when handling Findlay metal consoles.

Our policy of specially designed and approved tables sold exclusively through authorized dealers assures the dealer thorough protection in the lines he represents.

TABLES

designed especially for

American Bosch
Atwater Kent
Brewer-Tully
Crosley
Eveready
Fada
Freed-Eisemann
Kolster
Philco
Radiola
Shamrock
Steinitz
Stewart-Warner
Victor
Sonora
Zenith

"FINDLAY CONSOLES SELL SETS"
"The Vogue in Radio Furniture"

ROBERT FINDLAY MFG. CO., INC.

Show Rooms 242 Fifth Avenue
New York City

"Makers of Fine Metal Console Tables"
Custom Built

Office and Works
Metropolitan and Morgan Aves.
Brooklyn, N. Y.

Chicago Dealers View New Victor Models

Chicago Talking Machine Co. Host to 325 Dealers at Luncheon Meeting—E. E. Shumaker Is Principal Speaker

Three hundred and twenty-five Victor dealers were the guests of the Chicago Talking Machine Co., local distributor, at a luncheon and meeting at the Congress Hotel, September 5, at what is said to have been the largest Victor dealer meeting held in recent years in Chicago. The luncheon was held in the Florentine room, where Aileen Stanley, Phil Baker and Ted Silver of "A Night in Spain" furnished entertainment.

After the luncheon the guests repaired to the Gold room of the Congress Hotel, where a business meeting was held. Three new instruments, an automatic Victrola, an automatic Electrola and a de luxe automatic Electrola

Radiola, embodying the new Model 64 Radiola, were exhibited and demonstrated for the benefit of the dealers. It was stated at the meeting that lower prices on these instruments would be in effect and that the price figures would be announced definitely in the near future.

W. C. Griffith, president of the Chicago Talking Machine Co., acted as toastmaster and chairman of the meeting. The guest of honor was E. E. Shumaker, president of the Victor Talking Machine Co. Addresses were made by Mr. Shumaker, Mr. Griffiths, Howard Kupp of the Victor Co., Major Carson of N. W. Ayer & Son, Victor advertising counsel, James T. Bristol of Bankers' Commercial Security Co., G. J. Daley, N. H. Norvell and Arthur Deas, Jr., all of the Victor Talking Machine Co.

In New Home

PITTSBURGH, PA., September 10.—The Silman Distributing Co., of this city, has taken possession of larger quarters at 620 Grant street.

Paul McGee Is Edison Chief Radio Inspector

Pioneer in Radio's Development Was a Member of Arctic Expedition in 1925—Has Long Commercial Experience

Paul McGee, a radio man of unusually extensive experience, has been appointed chief



Paul McGee

radio inspector for Thos. A. Edison, Inc., and it will be his duty to pass upon every radio receiver sent out by the company to insure its measuring up to every requirement.

Mr. McGee has been connected with radio for many years and is regarded as a pioneer in the field. In 1925, when the McMillan expedition left for the Arctic wastes, McGee went along as radio officer. It was on this trip that Commander Richard Byrd, who has just started on an Antarctic expedition, was in charge of the airplane division and also looked after the radio communications from the outside world. While in the North McGee sent and received messages from airplanes and while there achieved what is believed to be a record in broadcasting voice programs, his broadcast being heard in New Zealand, 10,500 miles away.

Mr. McGee has also received a wide reputation in the field of commercial radio and has been connected with a number of prominent manufacturers. He has played a prominent part in ironing out technical difficulties in the new Edison instruments and is therefore particularly well qualified to pass upon the finished products of the Edison line.

Minilux Moves to New Home

The Minilux Sales Corp. has taken possession of its new offices in the same building at 18 East Forty-first street, New York. In addition to the executive offices of President Hayes Cone and George Kruse, sales manager, an attractive display room has been equipped featuring all the models of this imported miniature speaker. During the past month several new decorative motifs have been received, including "diamond incrustated" models. Sales of this speaker are steadily increasing.

Home From Europe

J. Newcombe Blackman, president of the Blackman Distributing Co., New York, distributor of radio products, returned on the "Mauretania" August 31, after spending several months abroad. Mr. Blackman, who was accompanied on this trip by Mrs. Blackman and their daughter, visited the leading European countries and upon his return to New York was delighted to find that his organization had completed plans for an intensive merchandising campaign this Fall in behalf of the products distributed by the company.

The

NEW APEX

AC—ALL ELECTRIC NEUTRODYNE



\$85

Slightly Higher West of the Rockies

The Beautiful 1929 MODEL 36

DEALERS—Make it possible for your customers to enjoy undisturbed and efficient radio reception in their homes. Offer your trade the new APEX AC ALL-ELECTRIC NEUTRODYNE. The 1929 Model-36 is representative of all that is desirable in AC ALL-ELECTRIC Radio performance.

The self-contained, highly perfected power pack means the elimination of all battery trouble. Simply plug into the wall-light socket—turn the single tuning control to the desired station, and there you are—perfect reception—tones that have depth and are perfectly natural. High notes—low notes—all come in clear and in their proper relation. Has illuminated dial making accurate tuning easy.

Be sure and write or wire for complete information relative to an APEX franchise.

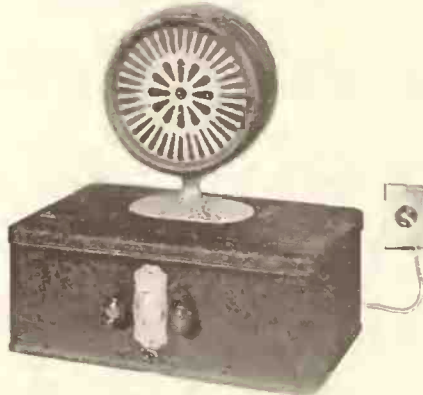
APEX ELECTRIC MFG. CO.
(Division of United States Electric Corp.)
1410 W. 59th St., Chicago

APEX
ALL ELECTRIC
NEUTRODYNE

See the APEX Exhibit at the
5th ANNUAL RADIO WORLD'S FAIR
New Madison Square Garden, New York
Week of September 17,
Booths 3 and 4—Section DD

A GENUINE NEUTRODYNE

- self-contained with highly perfected power-pack
- employs six tubes, plus one rectifier
- just one tuning knob
- illuminated dial
- walnut finish metal cabinet
- distance — selectivity greater than many high-priced sets
- tone—deep, mellow and natural
- easiest set to operate



APEX SPEAKER \$25

Slightly Higher West of Rockies

Designed especially for APEX Model 36 AC or DC Receiver. This new APEX Magnetic Type Speaker gives a new tone, full but natural, at all times. Easily mounted on lid, giving an ideal combination.

IN THE MUSICAL MERCHANDISE FIELD

Bolton's Store Opens Branch in Lakewood

Bolton's Music Store, 62 New Street, New Brunswick, N. J., has opened a branch on Clifton avenue, Lakewood, N. J., with Harry Wilson as manager. The new store carries pianos, musical instruments and radios. Mr. Bolton, who has been in business in New Brunswick for seven years, reports a very satisfactory volume of sales during the Summer, particularly in band instruments and musical merchandise, records and sheet music.

Lewis Appointed Manager

AKRON, O., September 4.—Harry Lewis has resigned his position as first saxophonist in the Cleveland Keith Palace Theatre Orchestra to become manager of the reed instrument department at Rudicks music store here. Lewis will assume his new duties this week. He had been a member of the Cleveland orchestra for the last year and a half.

E. H. Thomas Made Manager

Davitt & Hanser Co., Cincinnati, composers and wholesale dealer in musical merchandise, has announced the appointment of E. H. Thomas as manager of the band and orchestra department. He has wide experience.

Wolf Opens Banjo Shop

Milton G. Wolf announced that he will open his own banjo shop in the Kimball Bldg., Jackson boulevard and Wabash avenue, Chicago. The shop will feature Ludwig & Ludwig and Vega banjos. Formal opening is to be held soon.

C. F. Winter Dies

C. F. Winter, music dealer and jeweler of River Falls, Wis., died August 9 at St. John's Hospital, St. Paul, Minn. Mr. Winter had sold musical merchandise and jewelry many years.

Remodels Sales Warerooms

The Lightbown Music Co., 6221 Woodland avenue, Philadelphia, has remodeled its quarters devoted to the sale of musical merchandise, and has extended its stocks of rolls, talking machine records and sheet music.

Now in Larger Quarters

The firm of Barth, Lutchen & Feinberg, New York, wholesale distributors of musical merchandise, is now located in larger quarters at 33 Union Square.

Wolf Banjo Shop Opens September 29

CHICAGO, ILL., September 7.—The formal opening of Chicago's new banjo shop by Milton G. Wolf will take place Saturday, September 29, when Milton G. Wolf, known as "The Banjo Man," will throw open the doors of Suite 816, Kimball Building, to his many friends in the trade and professional musicians. Mr. Wolf announces that, in addition to featuring banjos, a special musical instrument service will be introduced to the Chicago trade. Mr. Wolf is also head of the Standard Musical Specialties Co., manufacturer of the Milton G. Wolf Quality Supreme banjo head.

Musical Merchandise House Adds Portable Phonographs

PHILADELPHIA, PA., August 28.—Louis Sorkin, proprietor of the Sorkin Co., 138 North Eighth street, manufacturer and distributor of string goods and other allied musical merchandise, has added to his line a portable talking machine known as the Blue Bird. The Sorkin company shortly will receive an importation of German violins which it will stock during the Autumn season. These will be added to the general string goods lines handled by the firm consisting of its own make of ukuleles and banjo ukuleles and accessories.

Plan Big Band for Millersburg High School

MILLERSBURG, O., September 4.—Millersburg High School will be represented this year by one of the largest bands in this section of the State. Organization has already started.

The Brooks-Mays Co., Dallas, Tex., has added a department featuring stringed instruments.

Harmonica Band Success in Charlotte

Organization of Band There Wins Support of Local Educational Authorities for Music in the Schools

CHARLOTTE, N. C., September 6.—The harmonica band of the Villa Heights School consists of twenty-five girls and boys who have been taught to play the harmonica by the music teacher of the school, Miss Emma Reid.

Prior to its organization in October, 1927, only one of the boys was able to play the harmonica. Its first appearance was on Christmas Eve at a Christmas festival, and since that time not a week has passed without the band filling some important engagement.

This is the first harmonica band in the city of Charlotte, and so great has been the interest in music they create that, as a result of their efforts, the board of education has presented the school with a piano.

Miss Reid regards the harmonica as having played a very decided part in the musical lives of the children, not only of the school to which the band belonged, but throughout the school system of the city. She is leaving Villa Heights School this Fall to act as special music teacher in the Alexander Graham Junior High School, where it is her purpose to continue her harmonica activities.

Weymann Instruments Duco

An interesting display of banjos and guitars finished in Duco, and manufactured by H. A. Weymann & Sons, Inc., Philadelphia, is a feature of the Du Pont Products Exhibit on the Boardwalk at Atlantic City. The instruments are shown on a revolving platform in a large display window. The Holcomb-Hoke Mfg. Co.'s automatic phonograph, the Electramuse, occupied a prominent position in the exhibit.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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

**BACON
BANJOS**

*Sold by Representative
Music Merchants*

BACON BANJO CO., Inc.
GROTON, CONN.

Sixth Annual Radio Show Beautiful Opens in Los Angeles

Pre-view of Exposition Attended by Thousands of Exhibitors and Radio Dealers—Association Holds Breakfast Meeting—Victor Models Demonstrated

LOS ANGELES, CAL., September 3.—Between 4,000 and 5,000 members of the radio trades, including exhibitors and their salesmen, out-of-town dealers and members of their sales forces, as well as Los Angeles radio dealers who are not exhibiting, attended the pre-view of the Sixth Annual Radio Show Beautiful held in the Ambassador Auditorium, Sunday, September 2. Visitors were unanimous in their praise of the arrangements and decorations both of the exposition halls and of the numerous unusually attractive exhibit booths.

This morning, September 3, a general meeting of the Radio Trades Association of Southern California and of visiting members of the industry took place at the Breakfast Club at 9 a. m. and was attended by over 500 men and women. The fifteen local broadcast stations contributed the entertainment, which was broadcast over KFWB, and the presiding officer was C. H. Mansfield, chairman of the Radio Show Committee, who stated that this breakfast meeting was being held in lieu of the accustomed evening banquet. During the afternoon and evening dense throngs of the general public passed through the entrance gates to view the latest in radio.

Victor Caravan in Los Angeles

A large number of Victor dealers and their sales people from all parts of Southern California attended a meeting held at the Biltmore Hotel at which the new Victrolas, Electrolas and Automatic Victrola Electrolas were shown by the Victor Talking Machine Co.'s "Caravan," under the auspices of the California Victor Distributing Co. Otto L. May, president, acted as chairman, and introduced C. C. Forbes, of the Victor Talking Machine Co., who exhibited and

demonstrated the new models. He was followed by J. M. Spain, Southern California manager of the California Victor Distributing Co., who gave a forceful sales talk, prophesying a big demand for Victor products during the approaching season. Thomas J. Mercer, of the Bankers-Commercial Security Co., Inc., explained the new financial plan for Victor dealers. A. C. Love, Pacific Coast manager of the Victor Talking Machine Co., explained the advertising plans both in the newspapers and by direct mail. Miss Madeline Davies, of the Victor Talking Machine Co.'s educational department, pointed out the profits which can be secured through the proper management of a Victor record department. Three hundred guests attended a banquet in the Biltmore Hotel ballroom in the evening and listened to a delightful musical program, winding up an interesting program.

Ray-O-Vac Batteries for Air Meet

The French Battery Co., distributor of Ray-O-Vac batteries, supplied ninety-six forty-five volt batteries for the National Air Meet, which takes place this year in Los Angeles, September 8 to 16. The batteries, according to G. R. Walters, Ray-O-Vac representative of the French Battery Co., will be used in the three transmitters and five groups of loud speakers which will be used to announce the starts and stops of the aeroplane races to the grand stand and to give the names of pilots and contestants, and details regarding new models.

Barker Bros. Enlarging

Extensive alterations and additions are being made in the phonograph and radio departments of Barker Bros. L. G. Shatney, manager of the music and radio department, states that business both in the phonograph and radio departments is on the upward trend and in order to take care of their customers in accordance with Barker Bros. policy the departments and demonstration rooms are being brought up-to-date and are to be considerably enlarged.

Sherman, Clay Man With Sparton

One of the best-known wholesale phonograph salesmen, Harry Ream, who was formerly for twelve years with Sherman, Clay & Co. and remained with them until their Southern California branch was closed, has recently associated himself with Pacific Wholesale, Inc., distributor for Sparton radio and Okeh records. Mr. Ream had a few months' experience in the retail field, making him still better qualified to understand the dealers' problems and assist them in meeting sales problems as they arise.

Big Demand for Combinations

W. S. Van Doren, manager of the phonograph and radio departments of the Southern California Music Co., declared that during the Summer months there has been a large increase over the similar season in previous years for Electrolas and Panatropes with and without radio equipment. He also reports a very satisfactory increase in the phonograph record department to the extent of 25 per cent.

Robert W. Irwin Co. Has Fine Reputation

Emil S. Schenkel Gives His Reasons for Selecting the Robert W. Irwin Co. to Represent—Experience and Stability

Emil S. Schenkel, of the Madden-Schenkel Co., New York City, in telling of the substantial development of the manufacturers' representative business which he conducts, says:

"The first few months we spent looking for

a line upon which we could safely build our future. The manufacturers' representative is dependent upon the factory he represents and we took great care in selection. The Robert W. Irwin Co., of Grand Rapids, Mich., is eighty-three years old. Here was a firm that had a wealth of experience behind it. It was a firm of accomplishments, for such famous hostelrys as the Hotel Stevens in Chicago, the Belmont and Ritz-Carlton in New York, the Mayflower, Washington, and many others are equipped with Irwin furniture. Another consideration was stability. The Robert W. Irwin Co. has plants worth \$4,500,000. We felt that here was an organization that was well worth building with. Accordingly, we have placed behind the Irwin line our entire resources and intimate knowledge of merchandising. The line has gone over and we look forward to not only a great season this year but for many years to come."

Plan Campaign for Home Broadcaster

Brooklyn Metal Stamping Co. Putting Emphasis Behind Appeal of Home Broadcaster as a Holiday Gift

D. H. Engelson, president and general manager of the Brooklyn Metal Stamping Corp., Brooklyn, N. Y., has announced that a new campaign is being placed behind the B. M. S. Home Broadcaster for the coming season and special emphasis will be placed upon its particularly strong appeal as a holiday gift. The B. M. S. Home Broadcaster permits broadcasting in the home, providing a large amount of mystification and fun. It is a simple device, consisting of a microphone connected by a long cord with either a four- or five-prong detector plug. This being placed in the detector tube socket anyone is able to broadcast through their own receiving set. The B. M. S. Broadcaster has been attractively packaged and, Mr. Engelson points out, will undoubtedly prove a very profitable sideline for the radio dealer.

The electric pick-up department during the past year has provided pick-up attachments to a number of phonograph and portable phonograph manufacturers and plans to expand this division of the company.

Edison Artists in Record Broadcasts

B. A. Rolfe and his Palais d'Or Orchestra, exclusive Edison recording artists, have been engaged for the radio programs of dance music to be broadcast each Saturday evening during the Fall and Winter in the Lucky Strike Hour sponsored by the American Tobacco Co. The program is unique in that it will be sent out over forty-six stations of the National Broadcasting Co. from New York to San Francisco, and will represent the most extensive regular hook-up of dance music thus far put on the air. There will be thirty-five musicians in the orchestra, and the new program will be launched on Saturday evening, September 15, at 10 p. m., Eastern Daylight Saving Time. It is expected that the program will reach some 30,000,000 people each Saturday night, a host of whom are familiar with Mr. Rolfe and his orchestra because of his frequent local broadcasts.

New Splitdorf Ad. Copy

The Splitdorf Radio Corp., Newark, N. J., has struck a new note in its radio newspaper campaign for this Fall. "L'art moderne" has been introduced in the copy treatment and a few other new ideas have been introduced in the field of radio selling arguments. Advance proofs of these newspaper ads indicate a particularly forceful campaign ahead.

World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

SALESMEN—SIDELINE—A few high-grade radio salesmen are wanted to carry a sideline of portable phonographs and musical small goods in the territory they are now covering. Represent one of the leading jobbers in the Middle West. Liberal commission given. Address Box No. 1662, c/o Talking Machine World, 420 Lexington Ave., New York, N. Y.

WANTED—Salesmen to sell piano benches. Commission proposition. State age, experience, territory, lines carried and give references. The H. Lauter Co., Indianapolis, Ind.

SALESMEN—Here is your opportunity to earn an attractive income. Liberal commission basis, exclusive territory. Read our advertisement on pages 34-35 of this issue. Minilux speakers are only sold to high-class department stores—leading music, radio, jewelry and gift shops. Are you the man for this unusual opening? State full particulars in first letter, outlining past experience, trade called on, age, etc. Address Box No. 1664, c/o Talking Machine World, 420 Lexington Ave., New York, N. Y.

POSITION WANTED—Manager—Sales Manager of Phonograph Department or Store. Extensive experience creating new business with outside sales force. A-1 references. Address Box No. 1663, c/o Talking Machine World, 420 Lexington Ave., New York, N. Y.

GLEANINGS *from the* WORLD *of* MUSIC

Feist Introduces the "Girl Friends"

"Daughters of Mr. and Mrs. Hitt" Are Presented to the Trade in Folder Issued by Leo Feist, Inc.

"Meet the Girl Friends (Daughters of Mr. and Mrs. Hitt)" is the caption on a clever folder just issued by Leo Feist, Inc., New York, serving as an order blank for the three girl-name songs in its catalog, all of which are in the big-seller class. The three songs are "Ramona," "Chiquita" and "Jeannine," and the folder has the following to say about them:

"'Ramona' you ought to know real well, she's been about quite a bit and has become very popular.

"'Chiquita' is the kid sister of 'Ramona,' just beginning to step out and make herself heard, in fact, you can hear her most any old night if you go to the theatre or to dances, or fool around with the radio.

"'Jeannine' is the baby of the family, but how she is growing! Already she's in the movies. She's one of the big features in Colleen Moore's new picture, 'Lilac Time.' Looks like she would outclass her two sisters. Keep your eye on her!

"They're good company, nice girls to know and very musical (they play the cash register beautifully). Show them a little attention and they will help you in your business."

De S., B. & H. Issue Vitaphone Film Theme

"Sonny Boy" Is Theme Song of New Jolson Vitaphone Film, "The Singing Fool," to Open at the Winter Garden

De Sylva, Brown & Henderson, Inc., New York, have just acquired the publication rights to "Sonny Boy," which is the central song sung by Al Jolson in the Warner Bros. Vitaphone picture, "The Singing Fool." This picture will open for an indefinite run at the Winter Garden in New York and will be released nationally later in the Fall. The picture is a successor to last season's film sensation, "The Jazz Singer," which also starred Al Jolson.

"Sonny Boy" was written by Mr. Jolson in collaboration with B. G. De Sylva, Lew Brown and Ray Henderson, and is a typical Jolson number. It is a happy coincidence that "The

Singing Fool" has secured the Winter Garden for its initial showing, as theatregoers everywhere know that Al Jolson made the Winter Garden famous about the same time he was becoming famous himself. The publishers feel that this link-up with his former stamping-ground will prove propitious both to the picture production and the Jolson theme song.

Robbins Publishing Borch's Compositions

Company Also Arranges Other Works by Noted Composers in Connection With Motion Picture Presentations

The Robbins Music Corp., which has been active in the past year in the publication of the better kind of music, has recently published the last compositions of Irene Berge, the well-known composer of photoplay music and a pioneer of symphonic music for the cinema.

The firm has also in print a folio of twelve numbers, which are the last works of Gaston Borch, the Swedish composer. Gaston Borch was very well known both in Scandinavia and in foreign capitals, as well as the United States, for his creative technic in musical compositions, and a collection of his posthumous works will add greatly to the completeness of any musical library.

Franke Harling, who is responsible for Arthur Hopkins' most artistic success, "Deep River," and is in the vanguard of those youthful musicians who are striving to create a distinct American opera, has prepared a series of musical compositions to be used in connection with the cinema. These are now on the press, and will be released to the public in the Fall.

To complete the output of better music scheduled for publication by the Robbins Music Corp., there is included a photoplay series of six numbers by Dr. Hugo Felix, a composer very well known in musical circles and who has been responsible for very many excellent operettas in the past.

Berlin Enters Talkie Field

Irving Berlin's entrance into the talking picture field, which had already been unofficially announced, was confirmed last week by Joseph M. Schenck. He will supply the score and lyrics for a picture entitled "Say It With Music," in which Harry Richmond will have the principal rôle. George White will also be associated with the production.

Triangle Issues New Piano Novelty Solos

Joe Davis Is Working on List of Nearly a Dozen Such Compositions—Are Proving Popular With Professionals

A corner in the piano solo market is claimed by Joe Davis, head of the Triangle Music Publishing Co., New York, temporarily at least, with the issue of nearly a dozen such novelties by various composers. Mr. Davis is working on these numbers in his usual competent manner, and has found the well-known recording pianists and radio artists to be particularly interested in them. All of the new releases possess real individuality and the publisher is confident that they will develop into standard selections with a steady demand over a period of years.

"Serenata," by Rube Bloom, composer of "Soliloquy," and other piano solos, was issued by the Triangle concern a short time ago, and is the first of the new list. The others are as follows: "Punch and Judy," by Paul Vincent; "Solitude," by Spencer Williams; "Barbecue Rhythm," by Muriel Pollock; "Meditation," by Thomas Waller; "Dominola" and "Dance of the Fireflies," by Eugene Platzman. A special concert arrangement for piano of "I Ain't Got Nobody" has also been prepared for the Triangle firm by Spencer Williams.

Donaldson Writing Score of "Whoopee"

Plans are now under way in the music publishing concern of Donaldson, Douglass & Gumble, Inc., New York, for issuing the score of the new Ziegfeld production, "Whoopee," which will be produced in the early Fall starring Eddie Cantor. Walter Donaldson, of the publishing firm, is at present collaborating with Gus Kahn on the score, and it is anticipated that this combination will prove a winner, in view of their highly successful work as co-writers at various times in the past. The firm is now working on Walter Donaldson's latest number, "Just Another Night," which is the first waltz in the firm's catalog.

"Where Were You—Where Was I?" and "Billie" are the outstanding numbers of the new George M. Cohan musical comedy which opened recently. All the music is published by M. Witmark & Sons.

FIVE RECORD RECORD BREAKERS



EASY GOIN'



PALS, JUST PALS



I LOVED YOU THEN AS I LOVE YOU NOW



ROSES OF YESTERDAY



SKADATIN-DEE

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

A Line or Two—of a Song or Two—of a Publisher or Two

The following new publications have been issued by Leo Feist, Inc., as Class "A," or 20 cents a copy, until September 30, after which they become Class "B," or 22 cents per copy: "Querida," a Spanish fox-trot song, and "Mama's Grown Young, Papa's Grown Old," an up-to-date comedy song.

Radio Fans Give Praise

Douglas Stanbury, member of Roxy's Gang, recently sang "Just a Dance Program of Long Ago" over the National Broadcasting Co.'s network, and states that he has never received so much fan mail praising any number than that which followed this broadcast. Miss Vaughn De Leath is using the selection in many of her broadcasts.

Exploiting "Jeannine"

Leo Feist, Inc., used the editorial headed "Cashing In on Movie Music," which appeared in the August issue of The Talking Machine World, to call attention of dealers to the profit-making possibilities of "Jeannine," the theme song of "Lilac Time."

New Berlin Theme Songs

Three more theme songs have been added to the list of Irving Berlin, Inc., publications which are playing their part in making feature motion picture films more enjoyable. They are: "I Loved You Then as I Love You Now," by Dr. Billy Axt and David Mendoza, the theme song of the widely heralded "Dancing Daughters"; "Love" (All I Want Is Love), the theme song of the forthcoming film, "The Godless Girl," and "Pals, Just Pals," theme of the

highly praised "Submarine," which opened recently in New York City.

Secure Rights of "Billie"

M. Witmark & Sons, New York City, who have published the musical scores of a number of George M. Cohan's productions, have secured the publication rights of Mr. Cohan's 1928 production, entitled "Billie," which opened in Philadelphia recently and will be seen on Broadway in the very near future.

Open Spier & Coslow Branches

Spier & Coslow, Inc., New York City, who recently took larger quarters at 745 Seventh avenue as part of their expansion program, have opened branch offices in Boston, Philadelphia, Chicago and Los Angeles. The manager of the company's professional department will be announced shortly.

Stopped the Show

"My Handy Man," published by the Triangle Music Publishing Co., New York City, was the song used by Ethel Waters, famous colored comedienne, to stop the show at the Palace Theatre, in New York, during her recent engagement at the "ace" music hall. "Variety" and a number of metropolitan newspapers mentioned the number in their reviews of the show.

Coming Feist Numbers

Despite the fact that the present Feist catalog is one of the best with which this famous publishing house has ever entered the Fall season, a number of songs which bear every indication of proving popular will shortly be added. They

include: "High Up on a Hilltop," similar in theme to "My Blue Heaven," by the same lyricist, George Whiting, with a melody by Abel Baer; "My Black Birds Are Blue Birds Now," by Cliff Friend and Irving Caesar; "My Old Girl's My New Girl Now," a corking reconciliation tune by Friend and Caesar, and "I'm Sorry, Sally," by Gus Kahn and Ted Fiorita.

"Louisiana" Going Well

"Louisiana," published by Al Piantadosi and recorded for the Victor catalog by Paul Whiteman, is selling extremely well in record and sheet music form. The number is also getting a great "break" over the air. Some of the big orchestras featuring it include Vincent Lopez, Arnold Johnson, Johnny Johnson and the Statler, Pennsylvanians, Van's Palais d'Or Orchestra, Specht's Romancers with Carol Dunlap, Tommy Christian and Jan Gerber.

Praise for "Metropolis"

"Metropolis" (A Fantasy in Blue), a composition by Ferde Groefe, published by the Robbins Music Corp., New York City, has received high praise from many sources. The composition was broadcast in a coast-to-coast hook-up by Paul Whiteman and His Orchestra some time ago and the following excerpt from a review by Stuart Hawkins in the Herald Tribune is typical of the manner in which "Metropolis" was received:

"Interesting is the adjective that first comes to mind when considering 'Metropolis,' and that is rather unfortunate, since interesting has a feeble and somewhat damning ring when applied to music. There are portions of the work that are strongly moving. There are whole stretches of it that are stimulating."

Congratulations!

His many friends in the trade are extending their congratulations to Sam Wigler, formerly

JOE DAVIS Presents a Catalog of Big Selling Songs

DUSKY STEVEDORE

MY BLUE RIDGE
MOUNTAIN HOME

I AIN'T GOT NOBODY
and Nobody Cares for Me

YOU'D RATHER FORGET
THAN FORGIVE

RIGHT OR WRONG

ALL DAY LONG

MY CAROLINA HOME

HONOLULU SWEETHEART
OF MINE

THE LITTLE
GREEN VALLEY

A GOOD MAN IS
HARD TO FIND

A FEW NEW SONGS YOU WILL SOON HEAR PLENTY ABOUT

TAKE YOUR TOMORROW (AND GIVE ME TODAY)

GUESS WHO'S IN TOWN

WEDNESDAY NIGHT
WALTZ

YOU CAN'T TAKE MY
MEM'RIES FROM ME

A MOTHER'S PLEA

SINCE MOTHER'S GONE

A BLIND MOTHER'S
PRAYER

HARD PROBLEMS

STEAMBOAT
(Keep Rockin')

DREAMY WAIKIKI

DEALERS: WRITE FOR OUR NEW ISSUE PROPOSITION—A REAL MONEY-MAKER

TRIANGLE

MUSIC
PUB. CO., Inc.

1658 BROADWAY
NEW YORK CITY

SONGS
THAT HIT THE MARK!

ANGELA MIA (My Angel)
SOME DAY, SOMEWHERE (We'll Meet Again)
SONNY BOY (Theme of "The Singing Fool")

Song Hits from the new GEORGE WHITE
"SCANDALS"
I'M ON THE CREST OF A WAVE
WHAT D'YA SAY?
PICKIN' COTTON
AMERICAN TUNE
WHERE YOUR NAME IS CARVED WITH MINE

Song Hits from "GOOD NEWS"
VARSITY DRAG
BEST THINGS IN LIFE ARE FREE
JUST IMAGINE
GOOD NEWS
LUCKY IN LOVE

Song Hits from "HOLD EVERYTHING"
TO KNOW YOU IS TO LOVE YOU
HERE'S ONE WHO WOULDN'T
HEEL BEAT
DON'T HOLD EVERYTHING (Let Everything Go)

Song Hits from "JUST A MINUTE"
ANYTHING YOUR HEART DESIRES
PRETTY, PETITE AND SWEET
THE BREAK-ME-DOWN
YOU'LL KILL 'EM
WE'LL JUST BE TWO COMMUTERS
I'VE GOT A COOKIE JAR BUT NO COOKIES

DE SYLVA, BROWN AND HENDERSON, INC.
Music Publishers
DE SYLVA, BROWN AND HENDERSON BUILDING 745 SEVENTH AVENUE NEW YORK

publicity manager for De Sylva, Brown & Henderson, Inc., New York City, upon the arrival of a son and heir, who will answer to the name of Paul William.

Big Triangle Increase

Joe Davis, head of the Triangle Music Publishing Co., New York City, reports that business for the month of August showed a 33.1-3 per cent increase over the month of July. And July was no small month, either.

"It Goes Like This"

"It Goes Like This" (That Funny Melody), one of the most recent additions to the Leo Feist catalog, has made an instantaneous hit with a large number of stage stars. Van and Schenck, the Pennant-Winning Battery of Songland, are using it as their leading song, and Belle Baker has included it in her repertory. Paul Ash and His Orchestra will use the song for their Paramount program, it is said.

New Campaign Song

M. Witmark & Sons, New York City, have published a campaign song entitled "We're for Hoover and Curtis," written by Albert Gould and Tom Shane. The title page of the song bears autographed photographs of the two Republican candidates and the number looks like a satisfactory seller.

Century's Ad Drive

The Century Music Publishing Co., New York City, recently announced the launching of an advertising drive to assist dealers in selling the Century "Certified Edition" of sheet music. Thirty-one magazines of national circulation are carrying the Century message into the homes of prospective purchasers.

Collegiate Series

The Melrose Bros. Music Co., Inc., Chicago, Ill., recently announced the publication of the Melrose Collegiate Series, which makes available the traditional songs of America's foremost universities and colleges.

New Mills' Number

Mills Music, Inc., New York City, has purchased the rights of "Shout Hallelujah, 'Cause I'm Home," from Harold Dixon.

"Jeannine" Leaps to Immediate Popularity

Despite the fact that the song, "Jeannine," is comparatively new, it has leaped into immediate popularity and a recent communication from the offices of Leo Feist, Inc., New York City, states that during the last week of August it shared honors with "Ramona" as leading the Feist catalog of many hits. At the time this information was given out "Lilac Time," the film in which "Jeannine" is the theme song, was being shown in but twenty-five cities.

An instance of the manner in which tie-ups with the showing of the film can be made to produce sales for dealers is that of the Song Shop of Pittsburgh, Pa. "Lilac Time" opened at the Stanley Theatre in that city on August 13. On August 11 the Song Shop ordered 500 copies of "Jeannine" in preparation for the opening. On August 16 the establishment re-ordered 1,000 copies and on August 20 another order was rushed for an additional 1,000 copies. A total order for 2,500 copies from one shop in less than ten days certainly pays high tribute to the popularity of the selection and its wide-spread selling appeal.

Latest Berlin Ballad in Roxy Presentation

The latest composition of Irving Berlin was given its first public presentation in an impressive setting at the Roxy Theatre, New York City, recently. The latest ballad of the prolific composer is entitled "Roses of Yesterday" and is expected by the officials of the Irving Berlin, Inc., organization to quickly find its way to the top of the list of the excellent catalog with which the Berlin firm is entering the Fall season.

At the Roxy presentation "Roses of Yesterday" was sung by Henri Therrien, tenor, with a background provided by the Roxy Chorus, Ballet Corps, Roxyettes and Patricia Bowman and Nicholas Daks, featured dancers.

Death of Daniel Mayer, Noted Concert Manager

Daniel Mayer, internationally known concert manager, who was first to introduce Paderewski to English and later to American audiences, died at his home in London early this week in his seventy-second year. Mr. Mayer was at one time in the piano business, first representing German pianos in England, and later becoming proprietor of the English houses of Erard. It was his contact with artists while in the piano business that moved him to take up concert management. In that capacity he had looked after the interests of many famous musicians, including Kreisler, dePachmann, Nikisch, Caruso, Carreno, Busoni and others.

"Felix the Cat" Is Recorded by Whiteman

Paul Whiteman's recording of the novelty number, "Felix the Cat," made recently on Columbia records, is expected to stimulate the sheet music sales of this number, according to executives of Sam Fox Publishing Co., New York and Cleveland. The number was released several months ago and an active national campaign has been worked out by the publisher tying up with the Pat Sullivan cartoon of the same title in both newspapers and films.

Abe Olman, head of the professional department of the Forster Music Publisher, Inc., has been spending considerable time at the company's New York office recently.

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

A NEW HIT by
The Writers of "Ramona"
CHIQUITA
by L. WOLFE GILBERT
and MABEL WAYNE

A REAL HIT!
"YOU'RE A REAL SWEETHEART"
by IRVING CAESAR & CLIFF FRIEND

Theme Song of
"LILAC TIME"
featuring COLLEEN MOORE
"JEANNINE, I DREAM OF LILAC TIME"
by L. WOLFE GILBERT and NATHANIEL SHILKRET

The
Big Smash!
"RAMONA"
by L. WOLFE GILBERT & MABEL WAYNE

High Up In
The Hit Class!
"EVENING STAR"
(HELP ME FIND MY MAN)
by ROY TURK & FRED AHLERT

An Old Fashioned Ballad Hit!
"I TORE UP YOUR PICTURE"
When You Said Goodbye
by DOLLY MORSE and ANDREW DONNELLY

A
Melody
"Fox Trot Hit!"
"LONESOME IN THE MOONLIGHT"
by BENEE RUSSELL and ABEL BAER
It's Cute and Catchy!

"TOO BUSY!"
by NED MILLER and CHESTER COHN

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

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

"RAMONA"

"YOU'RE A REAL
SWEETHEART"

"DON'T CRY BABY"

"LONESOME IN
THE MOONLIGHT"

"GOTTA BIG DATE
WITH A LITTLE GIRL"

"DOWN WHERE
THE SUN GOES DOWN"

"LAST NIGHT I DREAMED
YOU KISSED ME"

"I TORE UP YOUR PICTURE
WHEN YOU SAID GOODBYE"

"I'M WINGIN' HOME"

"CHIQUITA"

"THAT'S MY MAMMY!"

"IS IT GONNA BE LONG?
(TILL YOU BELONG TO ME)"

"TOO BUSY"

"DIXIE DAWN"

"SAY 'YES' TO-DAY"

"DOLORES"

"WAITIN' FOR KATY"

"COQUETTE"

"MY OHIO HOME"

THERE MUST BE
"A SILVER LINING"

"INDIAN CRADLE SONG"

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

Piantadosi Issues Another Novelty

"Lady Fingers" Being Released With
Special Orchestration and in Sheet
Music Form as Piano Solo

In view of the success he has had with the novelette, "Dancing Shadows," during the past season, Al Piantadosi, music publisher at 1576 Broadway, New York, has secured another novelty number entitled "Lady Fingers," which will be used as its successor. This number, written by Jack Glogau and Joe Zimmerman, is now on the press and will be released with a special orchestration and also in sheet music form as a piano solo. An unusual title page has been obtained and the publisher feels confident that it will attract attention on any music counter.

While this number and "Just a Dance Program of Long Ago" are shaping up for the Fall, Mr. Piantadosi is enjoying the fruits of "Louisiana," a hot fox-trot, which has been very active all Summer. The Paul Whiteman recording of "Louisiana" was recently purchased by John Coolidge, son of the President, and Mr. Piantadosi is cashing in on this fact by means of a postcard sent out to the trade, reprinting an item from the New York Telegraph describing the incident.

Triangle Catalog Covers Wide Range

A complete catalog has just been issued by the Triangle Music Publishing Co., New York, on the back of a large order blank and is being mailed to the trade. The list has six classifications, including sheet music, novelty piano solos, saxophone solos, trumpet solos, folios and orchestrations. The first group (songs) contains over seventy-five copyrighted songs, listed conveniently in alphabetical order. Most of these are obtainable also in orchestration form, some numbers being issued with both special and commercial arrangements. The folios include four separate publications as follows: Joe Davis Hawaiian Folio No. 2, Joe Davis Hawaiian Folio No. 3, Triangle Novelty Blues Song Folio and Triangle Entertainment and Minstrel Folio. The instrumental solos include saxophone arrangements of "Love's Golden Dream" and "Valse Jewel," by Eugene Stanley; "Love's Romance," by Manning King; trumpet arrangements of "Hot Waves" and "Trick Fingering," by John Ventre.

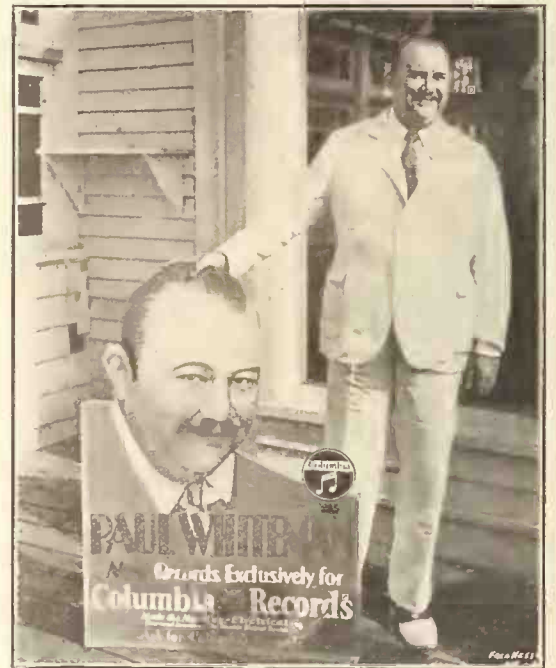
Feist Acquires the Rights to "Querida"

A trend toward popular songs with a Spanish flavor has been marked in the past few seasons by the catalog of Leo Feist, Inc., New York. One of the first Feist songs of this new Spanish cycle was "In a Little Spanish Town," by L. Wolfe Gilbert and Mabel Wayne. These same writers subsequently produced "Ramona" and more recently "Chiquita," which is now at the height of its popularity. The Feist house has again succumbed to the Spanish influence by acquiring the publishing rights to "Querida" from Carl Fischer, Inc., the original publisher. This song is a Spanish serenade, the title "Querida" meaning "sweetheart," and was written by Edward G. Simon and Jose Valdez. The number is being released in fox-trot form and is already being featured by Vincent Lopez and other large orchestras.

"I'm Tired of Making Believe," published by Al Piantadosi, New York City, is receiving a considerable plug over the radio. A Victor release of the number is sung by Harold Yates.

Columbia Display Praised by Dealers

Dealers throughout the entire country have written to the advertising department of the Columbia Phonograph Co. extending congratulations on the excellence of the window display issued some months ago to feature Paul Whiteman's Columbia records. Practically everyone mentioned the wonderful life-like qualities of the centerpiece of the display, a cut-out of



A Pair of Whitemans

Mr. Whiteman's head. A glance at the accompanying photograph shows that the praise is well deserved. This photograph was taken at Atlantic City, N. J., during a recent visit made by the Whiteman Orchestra.

Von Tilzer-Brown Write New Songs

Broadway Music Corp. Releases Three
New Numbers by Partnership of A.
Seymour Brown and Al Von Tilzer

The song-writing partnership formed this Summer by A. Seymour Brown and Albert Von Tilzer, whose reputation as hit writers dates back nearly twenty-five years, has been a fertile one and has produced to date at least four numbers of real consequence. The first song to be written by these men this Summer was "He's Our Al," the campaign song, published by the Broadway Music Corp., New York, of which Will Von Tilzer, brother of Albert, is head. This song has made itself heard on countless radio and dance programs already, and is developing along with the national Democratic campaign for Alfred E. Smith as president.

Three other numbers by these writers have been released recently by the Broadway firm and are beginning to show up well for the Fall catalog. The first of these is a comedy number called "I Love Vanilla," the catch-line being "'cause it doesn't leave a stain upon my vest." This song is of the "banana" order, and possesses lyrics catchy enough to take on in a big way. The other two songs, "Dear, When I Met You" and "A Happy Ending," are real quality numbers with a pleasing melody in Mr. Von Tilzer's best style.

J. Westermeyer, traveler for the Associated Music Publishers, New York City, recently started on a ten-week trip through Canada and the Middle and South West, calling on dealers with a stock order bulletin of old publications and catalogs of foreign publications of which his company owns the United States copyrights. A special price will be accorded dealers on their initial orders. The catalog represents the cream of many foreign listings.

The Latest Record Bulletins

Victor Talking Machine Co.

- LIST FOR SEPTEMBER 7**
- 21566 Old Man Sunshine (Little Boy Blue Bird)—Fox-trotGeorge Olsen and His Music King for a Day—Waltz, George Olsen and His Music 10
- 21565 Just Imagine—Fox-trot, Jean Goldkette and His Orch. 10
- My Darling—Fox-trot, Frankie Masters and His Orch. 10
- 21599 Doin' the New Low Down (From "Lew Leslie's Blackbirds of 1928")—Fox-trot, Jack Pettis and His Pets 10
- Spanish Dream—Fox-trot, Jack Pettis and His Pets 10
- 21564 Jeannine (I Dream of Lilac Time) (From the Motion Picture Production, "Lilac Time"), Gene Austin 10
- Then Came the DawnGene Austin 10
- 21531 Blue Yodel No. 3—With Guitar, Jimmie Rodgers 10
- Never No Mo' Blues—With Guitar, Jimmie Rodgers 10
- LIST FOR SEPTEMBER 14**
- 21572 Jeannine (I Dream of Lilac Time) (From the Motion Picture Production, "Lilac Time")—Waltz ... Nat Shilkret and the Victor Orch. Out of the Dawn (From the Motion Picture Production, "Warming Up")—Fox-trot, Nat Shilkret and the Victor Orch. 10
- 21590 Memories of France—Waltz...The Troubadours That's Just My Way of Forgetting You—Fox-trotJean Goldkette and His Orch. 10
- 21589 Ten Little Miles From Town—Fox-trot, George Olsen and His Music 10
- Driftwood (Just a Little Bit o')—Fox-trot, George Olsen and His Music 10
- 21588 Rag Doll—Fox-trot, Victor Arden-Phil Ohman and Their Orch. Kiddie Kapers—Fox-trot, Victor Arden-Phil Ohman and Their Orch. 10
- 21591 My Angel (Theme Song of the Motion Picture Production, "Street Angel")...Franklyn Baur RevengeFranklyn Baur 10
- LIST FOR SEPTEMBER 21**
- 21608 The Presidential Election—Part 1, Amos and Andy 10
- The Presidential Election—Part 2, Amos and Andy 10
- 21609 Old Man Sunshine (From "Little Boy Blue"), Johnny Marvin 10
- If You Don't Love Me.....Johnny Marvin 10
- 21604 I Tore Up Your Picture When You Said Good-Bye (But I Put It Together Again), Bud Billings 10
- Do You Still Remember?, Bud Billings-Carson Robison 10
- 21603 Moonlight Madness (Then You Were Gone)—Fox-trot...Nat Shilkret and the Victor Orch. Nagasaki—Fox-trot, Nat Shilkret and the Victor Orch. 10
- 21602 Don't Cry, Baby (Cry Baby, Don't Cry)—Fox-trot.....Frankie Masters and His Orch. Is It Gonna Be Long? (Till You Belong to Me)—Fox-trot...Frankie Masters and His Orch. 10
- LIST FOR SEPTEMBER 28**
- INSTRUMENTAL AND VOCAL**
- 21597 Stradella—Overture—Part 1 (Flotow), Victor Symphony Orch. 10
- Stradella—Overture—Part 2 (Flotow), Victor Symphony Orch. 10
- 21598 La Golondrina (The Swallow)—Saxophone Duet, Rudy Wiedoeft-Arnold Brilhart Ruhemola (Wiedoeft-Frey)—Saxophone Solo, Rudy Wiedoeft 10
- 35932 Gems from "Cavalleria Rusticana" (Mascagni) (Intro.: "Blossoms of Orange," "Alho's Song," "Lola's Dittv," "My King of Roses," "Santuzza's Aria," "Drinking Song," "Easter Anthem")—In English. Victor Opera Company Gems from "Pagliacci" (Leoncavallo) (Intro.: "Bell Chorus," "This Evening at Seven," "Ye Birds Without Number," "Pagliacci's Lament," "Just Look, My Love," "See, They Come"), Victor Opera Company 12
- 21111 Amapola (Poppy)—Pipe Organ, Jesse Crawford 10
- La Borrachita (The Little Tippler) (Esperon)—Pipe OrganJesse Crawford 10
- 21600 Ain't It a Shame. Utica Institute Jubilee Singers Watermelon (Plantation Song), Utica Institute Jubilee Singers 10
- PRESIDENTIAL CAMPAIGN RECORD**
- 21607 "Mr. Hoover—Mr. Smith". The Happiness Boys Sing, Sister, Sing.....The Happiness Boys 10
- DANCE RECORDS**
- 21615 Two Lips (To Kiss My Cares Away)—Fox-trot, Johnny Hamp's Kentucky Serenaders Half-Way to Heaven—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
- 21599 Three o'Clock in the Morning—Waltz, Paul Whiteman and His Orch. 10
- Oriental (Cui's "Oriental")—Fox-trot, Paul Whiteman and His Orch. 10
- 21601 Sweet Ella May—Fox-trot, J. Renard and His Cocoonut Grove Orch. There'll Never Be Another You—Waltz, J. Renard and His Cocoonut Grove Orch. 10
- 21611 Milenberg Joys—Fox-trot, McKinney's Cotton Pickers Shim-Me-Sha-Wahhle—Fox-trot, McKinney's Cotton Pickers 10
- 21606 When Love Comes Stealing—Waltz, The Troubadours A Kiss Before the Dawn—Waltz, The Troubadours 10
- 21605 That's What I Call Keen—Fox-trot, Eddie South and His Alabamians I'm More Than Satisfied—Fox-trot, All Star Orch. 10
- 21610 Happy Days and Lonely Nights—Fox-trot, Charlie Fry and His Million Dollar Pier Orch. Tell Me You're Sorry—Fox-trot, Don Bestor and His Orch. 10
- RED SEAL RECORDS**
- 1343 Ah! Sweet Mystery of Life (The Dream Melody) (From "Naughty Marietta") (Herbert), Richard Crooks 10
- The Song of Songs (Vaucaire-Lucan-Moya), Richard Crooks 10
- 5840 Blue Danube Waltz—Part 1 (Strauss) (Concert Arabesques by Schulz-Evler)—Piano, Josef Lhevinne 12

- Blue Danube Waltz—Part 2 (Strauss) (Concert Arabesques by Schulz-Evler)...Josef Lhevinne 12
- 6776 Kathleen Mavourncen (Crawford-Crouch), John McCormack 12
- Love's Old Sweet Song (Bingham-Mollov), John McCormack 12
- 6841 La Romansa (16th Century Melody) (Harmonized by J. Achron)—Violin, Master Yehudi Menuhin 12
- Sierra Morena (Serenata Andaluza) (J. de Monasteiro)—Violin.....Master Yehudi Menuhin 12
- 6842 Impromptu in A Flat Major (Chopin; Op. 29)—In ItalianSigrid Onegin 12
- Leggiero Invisibile—Bolero (Light Invisibile) (Arditi)—In ItalianSigrid Onegin 12
- 8097 Trovatore—Miserere (Verdi) (Act 4), Rosa Ponselle—Giovanni Martinelli—Metropolitan Opera Chorus and Orch. 12
- Forza del Destino—La vergine degli (May Angels Guard Thee) (Verdi) (Act 2), Rosa Ponselle—Ezio Pinza—Metropolitan Chorus and Orch. (Giulio Setti, Con.) 12
- 1340 The Old Rugged Cross (Bernard), Marion Talley 10
- Mother's Prayers Have Followed Me (Armond-Ackley)Marion Talley 10

Columbia Phono. Co., Inc.

- CELEBRITY SERIES**
- 156-M Carmen: Hahanera (Love Is a Wood Bird Wild) (Bizet)—Contralto Solo, Sophie Braslau 10
- Carmen: Air des Cartes (Card Scene) (Bizet)—Contralto SoloSophie Braslau 10
- 9038-M Barriere Di Siviglia: Largo al Factotum (Make Way for the Factotum) (Rossini)—Baritone SoloRiccardo Stracciari 12
- Otello: Credo (A Cruel God I Worship) (Verdi)—Baritone Solo...Riccardo Stracciari 12
- 155-M Minuet in G (Beethoven)—Violin Solo, Joseph Szigeti 10
- Bouree in B Minor (Bach)—Violin Solo, Joseph Szigeti 10
- 154-M Shepherds Hey (Grainger)—Piano Solo, Percy Grainger 10
- Country Gardens (Grainger)—Piano Solo, Percy Grainger 10
- STANDARD AND INSTRUMENTAL MUSIC**
- 50082-D La Boheme: Mi chiamano Mimi (Mimi They Call Me) (Puccini)—Soprano Solo, Maria Kurenko 12
- Madame Butterfly: Un hel di verdemmo (One Fine Day) (Puccini)—Soprano Solo, Maria Kurenko 12
- 1479-D The Voice in the Wilderness—Baritone SoloAlexander Kisselburgh 10
- Just for To-day—Baritone Solo, Alexander Kisselburgh 10
- 50083-D Tristan and Isolde: Isolde's Liehestod (Isolde's Love-Death)—Parts 1 and 2 (Wagner)—Soprano SoloElsa Alsen 12
- 1476-D Were You Dere?—Soprano Solo, Edna Thomas 10
- Swing Low, Sweet Chariot—Soprano Solo, Edna Thomas 10
- 50084-D On the Beautiful Blue Danube—Parts 1 and 2 (Strauss)—Waltz, F. Weingartner and Royal Philharmonic Orch. 10
- 50081-D Kaiser March—Parts 1 and 2 (Wagner), Sir Dan Godfrey and Symphony Orch. 10
- 50080-D Selection From Faust—Parts 1 and 2 (Gounod), Columbia Symphony Orch. (R.H. Bowers, Dir.) 12
- 50079-D Hungarian Rhapsody No. 1—Parts 1 and 2 (Liszt-Sear)...J. H. Squire Celeste Octet 12
- 1475-D At Dawning (I Love You)—Quartet, Seiberling Singers 10
- A Japanese Sunset—Male Quartet, Seiberling Singers 10
- 1505-D Just a Little Bit o' Driftwood—Fox-trot, with Vocal Refrain. Paul Whiteman and His Orch. Out-o'-Town Gal—Fox-trot, with Vocal RefrainPaul Whiteman and His Orch. 10
- 1496-D I'd Rather Cry Over You (Than Smile at Somebody Else)—Fox-trot, with Vocal RefrainPaul Whiteman and His Orch. 10
- Is It Gonna Be Long? (Till You Belong to Me)—Fox-trot, Paul Whiteman and His Orch. 10
- 1491-D Georgie Porgie—Fox-trot, with Vocal Refrain, Paul Whiteman and His Orch. 10
- Oh! You Have No Idea—Fox-trot, Paul Whiteman and His Orch. 10
- 1484-D If You Don't Love Me—Fox-trot, with Vocal Refrain, Paul Whiteman and His Orch. 10

- Vocal Refrain, Paul Whiteman and His Orch. 10
- 1478-D Mother Goose Parade—Fox-trot, with Incidental Singing, Paul Whiteman and His Orch. 10
- Felix the Cat—Fox-trot, with Vocal Refrain, Paul Whiteman and His Orch. 10
- DANCE MUSIC**
- 1485-D King for a Day—Waltz, with Vocal Refrain, Ted Lewis and His Band 10
- Moonlight Madness—Fox-trot, with Vocal RefrainTed Lewis and His Band 10
- 1506-D Old Man Sunshine (From "Little Boy Blue-bird")—Fox-trot, with Vocal Chorus, Leo Reisman and His Orch. 10
- I Still Belong to You—Fox-trot, with Vocal Refrain.....Leo Reisman and His Orch. 10
- 1512-D Jeannine, I Dream of Lilac Time—Waltz, with Vocal Refrain by Frank Munn, Ben Selvin and His Orch. 10
- Gricving—Waltz, with Vocal Refrain by Frank Munn...Ben Selvin and His Orch. 10
- 1490-D Just Imagine (From "Good News!")—Fox-trot, with Vocal Refrain, Ben Selvin and His Orch. 10
- Dream House—Fox-trot, with Vocal Refrain, Ben Selvin and His Orch. 10
- 1504-D Who Wouldn't Be Blue?—Fox-trot, with Vocal Refrain.....California Ramblers 10
- Adoree (I Adore You)—Fox-trot, with Vocal RefrainCalifornia Ramblers 10
- 1486-D You're a Real Sweetheart—Fox-trot, with Vocal RefrainBroadway Nitelites 10
- Don't Wait Until the Lights Are Low—Fox-trot, with Vocal Refrain, Eddie Thomas' Collegians 10
- 1511-D My Darling—Fox-trot, with Vocal Refrain, Eddie Thomas' Collegians 10
- Gee! But I'm Lonesome To-night—Fox-trot, with Vocal Refrain, Charles Kaley and His Orch. 10
- VOCAL NUMBERS**
- 1492-D Get Out and Get Under the Moon—Vocal DuetVan and Schenck 10
- Skadatin-Dee (Just a Funny Sound and a Melody)—Vocal Duet...Van and Schenck 10
- 1472-D My Heart's Aching for My Old Gal—Vocal, Art Gillham (The Whispering Artist) 10
- I'm Missing the Kissing of Some One—Vocal, Art Gillham (The Whispering Artist) 10
- 1497-D Mother and Dad—Vocal, Lee Morse and Her Blue Grass Boys 10
- Shadows on the Wall—Vocal, Lee Morse and Her Blue Grass Boys 10
- 1494-D When You Said "Good-Night" (Did You Really Mean "Good-Bye?")—Vocal, Seger Ellis 10
- When You're Smiling (The Whole World Smiles With You)—VocalSeger Ellis 10
- 1473-D Sweet Sue—Just You—Vocal...Charles Kaley 10
- I'm Making Believe That I Don't Care—VocalCharles Kaley 10
- 1477-D A Dream—Tenor SoloLewis James 10
- Dreams—Tenor SoloLewis James 10
- 1493-D My Angel—VocalJames Melton 10
- Neapolitan Nights—VocalJames Melton 10
- 1474-D Good-Bye, Hawaii—Vocal, Norman Clark and His South Sea Islanders Uluwehi O Kaala (Beautiful Kaala)—Vocal, with Yodle, Norman Clark and His South Sea Islanders 10
- 1513-D Giggling Gertie—Vocal.....Vaughn de Leath 10
- Why Do They Call Them Flappers?—VocalEdith Clifford 10
- 1495-D Blue Grass—VocalThe Diplomats 10
- Just a Little Blue for You—Vocal, The Diplomats 10
- 1488-D Hallelujah! I'm a Bum—Vocal, Vernon Dalhart 10
- 1483-D Mr. Hoover and Mr. Smith—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
- He's Our Al—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
- 1487-D Rosette—VocalCharles W. Hamp 10
- Down Where the Sun Goes Down—Vocal, Charles W. Hamp 10

Edison Disc Records

- DANCE RECORDS**
- 52346 Come Back, Chiquita—Waltz, with Incidental Singing, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. (Continued on page 148)

"FELIX THE CAT"

Played by

PAUL WHITEMAN

AND HIS ORCHESTRA

on

Columbia Record
No. 1478-D

Published by SAM FOX PUB. CO.,
Cleveland and New York



THE LATEST RECORD BULLETINS—(Continued from page 147)

- For Old Times' Sake—Waltz, with Incidental Singing, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- 52352 Flora (I A-dor-a You)—Fox-trot, with Vocal Chorus by Happy Jack, Al Friedman and His Orch.
- Evening Shadows—Fox-trot, Al Friedman and His Orch.
- 52353 Louisiana—Fox-trot... Duke Yellman and His Orch.
- No Parking—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- 52363 Old Man Sunshine (From "Little Boy Blue-hird")—Fox-trot, with Vocal Chorus, Piccadilly Players (Dir. M. Morris)
- If You Don't Love Me—Fox-trot, with Vocal Chorus... Piccadilly Players (Dir. M. Morris)
- 52365 Two Lips (To Kiss My Cares Away)—Fox-trot... Al Friedman and His Orch. (Theo. Alhan)
- Just a Night for Meditation—Fox-trot, Al Friedman and His Orch. (Theo. Alhan)
- 52366 Pell Street Bells—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- Dream House—Fox-trot... Golden Gate Orch.

INSTRUMENTAL RECORDS

- 52320 Honolulu Sweetheart of Mine, Aloha-Land Serenaders
- Dream River... Aloha-Land Serenaders
- 52336 What a Pity (Feldkamp), Murray Kellner's Dinner Music Ensemble
- Fidgets (Robison-Kellner), Murray Kellner's Dinner Music Ensemble
- 52337 Bessie—Caprice (Vivier)—Clarinet Solo, with Bessie Brookhouse at the Piano... Felix Vivier
- Excerpts From Theme Varié and L'Avalanche—Clarinet Solo, with Bessie Brookhouse at the Piano... Felix Vivier
- 52347 Meditation (Morrison; Op. 90), Frank Lucas (The Accordion King)
- Branch Brook Park March (Lucas), Frank Lucas (The Accordion King)
- 52349 Moment Musical (Schubert-Barth)—Played on Two Pianos... Hans Barth-Margery Todd
- Marche Militaire (Schubert-Tausig)—Played on Two Pianos... Hans Barth-Bonnie Howell
- 52354 Hungarian Dance No. 8 (Brahms-Joachim)—Violin Solos, with Raymond Bauman at the Piano... Kathleen Parlow
- Nocturne in E Flat (Op. 9, No. 2) (Chopin-Sarasate)—Violin Solo, with Raymond Bauman at the Piano... Kathleen Parlow

SPECIAL

SONGS

- 52325 My Arcady (Strickland)—Tenor... Steel Jamison
- Bird Songs at Eventide (Barrie-Coates)—Tenor, Westell Gordon
- 52334 I Wonder (Davis-Silver-Pinkard)—Will Donaldson at the Piano... J. Donald Parker
- Trinkets (Lewis-Sherman)—Will Donaldson at the Piano... J. Donald Parker
- 52335 The Hanging of Charles Birger (Robison), Vernon Dalhart and Company
- The West Plains Exposition (Robison), Vernon Dalhart and Company
- 52348 When I Meet MacKay (Lauder-Lauder), Glen Ellison
- The Boss o' th' Hoose (Lauder)... Glen Ellison
- 52350 Sally Goodwin, Ernest V. Stoneman and His Dixie Mountaineers
- All Go Hungry Hash House, Ernest V. Stoneman and His Dixie Mountaineers
- 52351 The Little Green Valley (Robison), Frank Luther-Carson Robison and Company
- Six Feet of Earth (Make Us All of One Size) (McCravey Brothers), Frank Luther-Carson Robison and Company
- 52356 Away Out in the Mountain, Frank Wallace, with His Guitar
- Blue Yodel... Frank Wallace, with His Guitar
- 52357 Mother Goose Parade—Two Pianos, Vaughn de Leath (The Radio Girl)
- The Gingerbread Brigade (de Leath)—Two Pianos, Vaughn de Leath (The Radio Girl)
- 52358 Crazy Rhythm (From "Here's How!"), The Rollickers
- Ol' Man River (From "Show Boat"), The Rollickers
- 52359 King of the Bungalows... Boh Pierce (Old King Cole)
- Ya Gonna Be Home To-night? (Oh, Yeh? Then I'll Be Over)... Bob Pierce (Old King Cole)
- 52362 The Memphis Blues (Handy), J. Parker-W. Donaldson, with the Variety Players
- Ida, Sweet as Apple Cider (Leonard), J. Parker-W. Donaldson, with the Variety Players
- 52364 That's My Weakness Now, Jack Kaufman and the Seven Blue Babies
- Butternut, Jack Kaufman and the Seven Blue Babies
- 52367 Mr. Hoover and Mr. Smith—Dave Kaplan at the Piano, Billy Jones-Ernest Hare (The Happiness Boys)
- I Love to Dunk a Hunk of Sponge Cake—Dave Kaplan at the Piano, Billy Jones-Ernest Hare (The Happiness Boys)

Edison Blue Amberol Records

- 5509 Why Adam Sinned—Male Voices, The American Singers
- 5547 It's Sinful to Flirt, Ernest V. Stoneman and His Dixie Mountaineers
- 5548 The East Bound Train, Ernest V. Stoneman and His Dixie Mountaineers
- 5551 Get Out and Get Under the Moon, Frankie Marvin and His Uke Chorus
- 5555 Who Wouldn't Be Blue?—Fox-trot, with Vocal Chorus, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- 5557 An Ugly Gal's Got Something Hard to Beat, Willard Hodgkin
- 5559 The Hanging of Charles Birger, Vernon Dalhart and Company
- 5560 My Hawaiian, South Sea Serenaders (A. Franchini, Dir.)
- 5561 Giggling Gertie... Vaughn de Leath (The Radio Girl)
- 5562 Georgie Porgie—Fox-trot, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- 5563 That's My Weakness Now—Fox-trot, with Vocal Chorus, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- 5564 Six Feet of Earth (Make Us All One Size), Frank Luther-Carson Robison and Company
- 5565 After I've Called You Sweetheart (How Can I Call You Friend)—Fox-trot, with Vocal Chorus by Happy Jack, Al Friedman and His Orch.
- 5566 Constantinople... Jack Parker-Will Donaldson
- 5567 The Old Town Pump—Banjo Solo... Harry Reser

Brunswick Records

LIST FOR SEPTEMBER 20

- 196 When the Saints Go Marching Home—Vocal Duet, with Piano, Violin and Guitar, Frank and James McGravy
- I Shall Not Be Moved—Vocal Duet, with Piano, Violin and Guitar... Frank and James McGravy
- 252 Tennessee Mountain Gal (Williams)—Voice, with Guitar, Violin and Piano... Jack Major
- Melancholy Yodel Blues (Williams)—Voice, with Guitar, Violin and Piano... Jack Major
- 3980 Georgie Porgie (Mayerl-Paul)—Fox-trot, with Vocal Trio... Arnold Johnson and His Orch.
- Old Man Sunshine (From "Little Boy Blue-bird") (Dixon-Warren)—Fox-trot, with Vocal Chorus by Bernie Cummins, Bernie Cummins and His Biltmore Orch.
- 3993 Was It a Dream? (Coslow-Spier-Britt)—Popular Concert, Louis Katzman and His Salon Orch.
- Chloe (Kahn-Moret)—Popular Concert, Louis Katzman and His Salon Orch.
- 4008 I'm on the Crest of a Wave (From "George White's Scandals") (DeSylva-Brown-Henderson)—Comedian, with Orch... Harry Richman
- What D'ya Say? (From "George White's Scandals") (DeSylva-Brown-Henderson)—Vocal Duet, with Orch... Harry Richman-Frances Williams
- 4010 When Summer Is Gone (Harrison-Wilhite)—Piano Solo... Lee Sims
- If I Lost You (Harrison-Kassel-Wilhite)—Piano Solo... Lee Sims
- 4011 When Sweet Susie Goes Steppin' (Kaufman-Kelly-Biho)—Fox-trot, with Vocal Chorus by Tom Stacks... Six Jumping Jacks
- Nagasaki (Dixon-Warren)—Fox-trot, with Vocal Chorus by Tom Stacks... Six Jumping Jacks
- 15182 One Sweetly Solemn Thought (Cary-Ambrose)—Contralto and Tenor, with Orch... Marie Morrissy-Frank Munn
- I Need Thee Every Hour (Hawks-Lowry)—Contralto and Tenor, with Orch... Marie Morrissy-Frank Munn
- 20069 Improvisation (From "Five Piano Rhapsodies") (Sims) (Colby)—Piano Solo, with Orch... Lee Sims
- Contrasts: (From "Five Piano Rhapsodies") (Sims) (Colby)—Piano Solo, with Orch... Lee Sims

LIST FOR SEPTEMBER 27

- 211 The Orphan Girl—Voice and Banjo... Buell Kazee
- Poor Little Orphan Boy—Voice and Banjo, Buell Kazee
- 251 There Is Power in the Blood (Jones)—Vocal Duet, with Steel Guitar and Guitar, J. L. McGhee-Frank Welling
- I Would Not Be Denied (Jones)—Vocal Duet, with Harmonica... J. L. McGhee-Frank Welling
- 4007 Official West Point March (Parham-Egner)—Military Band... U. S. Military Academy Band
- West Point Football Songs (Intro.: Down in Maryland, Benny Havens, Oh! Army Blue, On, Brave Old Army Team) (Egner-O'Brien-Becklaw)—Military Band, U. S. Military Academy Band
- 4012 In Sunny Hawaii (Archer-Palmer)—Hawaiian Instrumental, with Vocal Chorus, Royal Hawaiians
- Honolulu Sweetheart of Mine (Davis-Stanley)—Hawaiian Instrumental, with Vocal Chorus, Royal Hawaiians
- 4013 Jungle Blues (Morton)—Fox-trot, Bennie Goodman's Boys
- Room 1411 (Miller-Goodman)—Shimmy One-step, Bennie Goodman's Boys
- 4014 Doin' the New Low Down (From "Lew Leslie's Blackbirds of 1928") (Fields-McHugh)—Fox-trot, with Vocal Chorus by Elizabeth Welsh; for Dancing... The Hotsy Totsy Gang
- Digga Digga Do (From "Lew Leslie's Blackbirds of 1928") (Fields-McHugh)—Fox-trot, with Vocal Chorus by Elizabeth Welsh; for Dancing... The Hotsy Totsy Gang
- 4015 Jeannine, I Dream of Lilac Time (Gilbert-Shilkret) (Theme Song of Moving Picture "Lilac Time")—Tenor, with Orch... Allen McQuhae
- Lonely Little Bluebird (Woods)—Tenor, with Orch... Allen McQuhae
- 4024 Polly Wolly Doodle (A Modern Version of the Old Song by Hall)—Vocal, with Uke-guitar, Wendell Hall, "The Red-Headed Music Maker"
- If I Only Knew (From "Wendell Hall's Six Sentimental Songs") (Hall)—Vocal, with Orch... Wendell Hall, "The Red-Headed Music Maker"
- 15183 Bird Songs at Eventide (Coates-Barrie)—Baritone, with Orch... Richard Bonelli
- Love Was With Me Yesterday (Golde-Hanson)—Baritone, with Orch... Richard Bonelli

LIST FOR OCTOBER 4

- 253 Ben Dewberry's Final Run (Rodgers)—Singing and Guitar... Frank Marvin and His Guitar
- The Brakeman's Blues (Rodgers)—Singing, Yodeling and Guitar, Frank Marvin and His Guitar
- 255 Indiana (MacDonald-Hanley)—Male Voices, Violins, Banjo and Piano... Kanawha Singers
- On the Banks of the Wahash Far Away (Dresser)—Male Voices, with Violins, Banjo and Piano... Kanawha Singers
- 4019 Think of Me Thinking of You (Ashot-Marvin-Wimhrow)—Baritone with Piano, Chester Gaylord, "The Whispering Serenader"
- My Window of Dreams (Bryan-Klenner)—Baritone, with Piano, Chester Gaylord, "The Whispering Serenader"
- 4020 When Polly Walks Through Hollyhocks (Woods)—Fox-trot, with Vocal Duet by "Scrappy" Lamhart and Billy Hillpot, Ben Bernie and His Hotel Roosevelt Orch.
- Ten Little Miles From Town (Kahn-Schoehel)—Fox-trot, with Vocal Chorus by Francis Luther, Ben Bernie and His Hotel Roosevelt Orch.
- 4021 Parade of the Wooden Soldiers (Jessel)—Fox-trot, Anglo-Persians, Direction of Louis Katzman
- Ragging the Scale (Claypoole)—Fox-trot, Anglo-Persians, Direction of Louis Katzman
- 4022 The Whole World Is Waiting (For Dreams to Come True) (Harrison-Moore)—Popular Concert... The Blackstone Trio
- The Shadow Song (Woodruff-Hodge)—Popular Concert... The Blackstone Trio
- 4025 Sweet Ella May (Renard-Alpert-Robinson)—Fox-trot, with Vocal Chorus by Jack Parker, The Clevelanders
- When You're Smiling—The Whole World Smiles

- With You) (Fisher-Goodwin-Shay)—Fox-trot, with Vocal Chorus by Jack Parker, The Clevelanders
- 4027 Peter on the Sea (White)—Negro Spiritual, with Male Voices, West Virginia Collegiate Institute Glee Club
- Oh! Mary, Don't You Weep (White)—Negro Spiritual, West Virginia Collegiate Institute Glee Club
- 15186 For You (Pour Toi) (Goodman)—Soprano, with Orch. in French, with an English Chorus, Grace Moore
- By the Bend of the River (Haig-Edwards)—Soprano, with Orch... Grace Moore
- 77008 In the Village (From "Caucasian Sketches") (M. Ippolitow-Iwanow)—Caucasian Suite, International Concert Orch.
- March of the Sardar (From "Caucasian Sketches") (M. Ippolitow-Iwanow)—Caucasian Suite... International Concert Orch.

LIST FOR OCTOBER 11

- 201 In the Garden (Miles)—Vocal Duet, with Guitar, Mandolin, Violin and Piano, McFarland and Gardner
- Sweet Hour of Prayer—Vocal Duet, with Guitar and Mandolin... McFarland and Gardner
- 256 Devil's Dream (Hornpipe)—Fiddle and Guitar, with Dance Calls, Kessinger Brothers (Clark and Luches)
- Chicken in the Barnyard (Country Breakdown)—Fiddle and Guitar, with Dance Calls, Kessinger Brothers (Clark and Luches)
- 3972 Faust (Soldiers' Chorus) (Gounod)—Male Chorus, with Piano, "Famous Forty" Elks Chorus B. P. O. E. No. 207
- Edgar D. Brown, Director
- Song of the Anvil (The Jolly Blacksmith's Lay) (Geibel)—Male Chorus, with Anvil Effects, "Famous Forty" Elks Chorus B. P. O. E. No. 207
- Edgar D. Brown, Director
- 4018 Don't Keep Me in the Dark, Bright Eyes (Bryan-Wendling)—Fox-trot, with Vocal Chorus by Jack Parker, "Kenn" Sisson and His Orch.
- If You Don't Love Me (Yellen-Ager)—Fox-trot, with Vocal Chorus by Francis Luther, "Kenn" Sisson and His Orch.
- 4023 Anita (Pollack-Clare)—Waltz, with Vocal Chorus by Jack Parker, Joe Green's Novelty Marimba Band
- Twelve o'Clock Waltz (Rose-Dixon-Warren)—Waltz, with Vocal Chorus by Jack Parker, Joe Green's Novelty Marimba Band
- 4026 Waiting and Dreaming (Meroff-Hirsch)—Fox-trot, with Vocal Chorus by the Vagabonds, Charley Straight and His Orch.
- Do You, Don't You (Imagine-Koehler)—Fox-trot, with Vocal Chorus by the Vagabonds, Charley Straight and His Orch.
- 20070 Dear Old Southland (Creamer-Layton)—Popular Concert, with Vocal Chorus by Scrappy Lambert... Red Nichols and His Five Pennies
- Limehouse Blues (Furber-Braham)—Popular Concert, with Vocal Chorus by Scrappy Lambert... Red Nichols and His Five Pennies
- 50153 Prelude to Khowantchina (Moussorgsky)—Symphony Orch... Minneapolis Symphony Orch., Henri Verbrugghen, Conductor
- March Militaire (Schubert)—Symphony Orch., Minneapolis Symphony Orch., Henri Verbrugghen, Conductor
- 57012 Play Gypsies, Dance Gypsies (From "Countess Maritza") (E. Kalman), Brunswick International Orch.
- Amoureuse (Rodolphe Berger)—Waltz, Brunswick International Orch.

Okeh Records

LIST FOR AUGUST 25

DANCE RECORDS

- 41079 Too Busy! (Miller-Cohn)—Fox-trot, with Vocal Duet Refrain... Benny Meroff and His Orch.
- Darling (Jenks-Poe-Petrone)—Fox-trot, with Vocal Refrain... Sam Lanin and His Famous Players

VOCAL RECORDS

- 41084 Because My Baby Don't Mean "Maybe" Now! (Donaldson)—Vocal, with Piano by Rube Bloom... Nita Mitchell
- Old Man Sunshine (From "Little Boy Blue-hird") (Dixon-Warren)—Vocal, with Piano by Rube Bloom... Nita Mitchell
- 41085 Memories of France (Dubin-Robinson)—Vocal, with Instrumental Accomp., Charles W. Hamp (The California Blue Boy)
- For Old Times' Sake (DeSylva-Brown-Henderson)—Vocal, with Instrumental Accomp., Charles W. Hamp (The California Blue Boy)

INSTRUMENTAL RECORD

- 41083 Was It a Dream?—Part 1 (Coslow-Spier-Britt)—Concert Selection; Transcription by George Crozier, Dorsey Brothers and Their Concert Orch.
- Was It a Dream?—Part II (Coslow-Spier-Britt)—Concert Selection; Transcription by George Crozier, Dorsey Brothers and Their Concert Orch.

OLD TIME TUNE RECORDS

- 45242 The Sunny Waltz—Guitar and Fiddle, W. F. Narmour-S. W. Smith
- Captain George, Has Your Money Come?—Guitar and Fiddle... W. F. Narmour-S. W. Smith
- 45243 Wagner—Instrumental, Boh Skiles' Four Old Timers
- Varsouvienne—Instrumental, Boh Skiles' Four Old Timers
- 45244 The Little Green Valley (Robison)—Vocal Duet, with Instrumental... Black Brothers
- Down in the Hills (Robison)—Vocal Duet, with Instrumental... Black Brothers

RACE RECORDS

- 8599 Brush Stomp (Dominique)—Fox-trot, The Chicago Footwarmers
- Get 'Em Again Blues (Barharin-Russell)—Fox-trot... The Chicago Footwarmers
- 8600 I'll Go Where You Want Me to Go—Singing, with Piano, Arizona Dranes (The Blind Evangelist) and Choir
- I Shall Wear a Crown—Singing, with Instrumental Accomp., Arizona Dranes (The Blind Evangelist) and Choir
- 8601 Wrong Woman Blues (Johnson)—Vocal, with Guitar... Lonnie Johnson
- A Broken Heart That Never Smiles (Johnson)—Vocal, with Guitar and Piano... Lonnie Johnson

EUROPEAN RECORDINGS

- 5147 A Major Concerto—Parts 1 and 2 (Liszt)—Second Concerto for Piano and Orchestra—Dr. Weissmann conducting the Orchestra; at the Piano... Prof. Josef Pembaur

THE LATEST RECORD BULLETINS—(Continued from page 148)

Regal Records

- 5148 A Major Concerto—Parts 3 and 4 (Liszt)—Second Concerto for Piano and Orchestra—Dr. Weissmann conducting the Orchestra; at the Piano.....Prof. Josef Pembaur
5149 A Major Concerto—Parts 5 and 6 (Liszt)—Second Concerto for Piano and Orchestra—Dr. Weissmann conducting the Orchestra; at the Piano.....Prof. Josef Pembaur

LIST FOR SEPTEMBER 5

DANCE RECORDS

- 41086 You're a Real Sweetheart (Caesar-Friend)—Fox-trot, with Vocal Refrain, Arnold Frank and His Orch.
How Could Anything So Good Be Bad? (Gillespie-Simons-Whiting)—Fox-trot, with Vocal Refrain.....Arnold Frank and His Orch.
41087 I'm on the Crest of a Wave (From "George White's Scandals") (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Refrain, Joe Venuti and His New Yorkers, with Ed. Lang Pickin' Cotton (From "George White's Scandals") (DeSylva-Brown-Henderson)—Fox-trot, with Vocal Refrain, Joe Venuti and His New Yorkers, with Ed. Lang
41088 Wa-da-da (Ev'rybody's Doin' It Now) (Barris-Cavanaugh)—Fox-trot, Bix Beiderbecke and His Gang

VOCAL RECORDS

- 41039 When You Said "Good-Night" (Did You Really Mean "Good-Bye?") (Donaldson)—Vocal, with Orch.....Noel Taylor
The Church Bells Are Ringing for Mary (Colby)—Vocal, with Piano and Chimes.....Noel Taylor
41092 The Bum Song—Vocal, with Guitar.....Pete Wiggins
Hallelujah! I'm a Bum—Vocal, with Guitar, Pete Wiggins

OLD TIME TUNE RECORDS

- 45245 Metropolitan Vespers (Medley of Jesus Lover of My Soul; Come Ye Disconsolate)—Instrumental.....Murrell Poor Duo
Sacred Melodies (Adeste Fideles; Ring Ye Bells of Heaven; Onward, Christian Soldiers)—Instrumental.....Murrell Poor Duo
45246 Silver Threads Among the Gold (Rexford-Danks)—Vocal Duet, with Instrumental Accomp.....Andrew Jenkins-Carson Robison
Just Tell Them That You Saw Me (Dresser)—Vocal Duet, with Instrumental Accomp., Andrew Jenkins-Carson Robison
45247 New Talking Blues—Talking, with Guitar, Herschel Brown
Talking Nigger Blues—Talking, with Guitar, Herschel Brown

RACE RECORDS

- 8602 Doin' the New Low Down (From "Blackbirds of 1928") (Fields-McHugh)—Fox-trot, with Vocal Refrain.....Duke Ellington and His Orch.
Diga Diga Doo (From "Blackbirds of 1928") (Fields-McHugh)—Fox-trot, with Vocal Refrain, Duke Ellington and His Orch.
8603 West Texas Blues (Alexander)—Vocal, with Guitar....."Texas" Alexander
Don't You Wish Your Bahy Was Built Like Mine? (Alexander)—Vocal, with Guitar, "Texas" Alexander
8604 Organ Grinder Blues (Williams)—Piano Solo, Clarence Williams
Wildflower Rag (Williams)—Piano Solo, Clarence Williams

LIST FOR SEPTEMBER 15

VOCAL RECORDS

- 41094 Pickin' Cotton (From "George White's Scandals") (DeSylva-Brown-Henderson)—Vocal, with Piano, Charles W. Hamp (The California Blue Boy) So Confy (Grossman-Sizemore)—Vocal, with Piano, Charles W. Hamp (The California Blue Boy)
41095 St. Louis Blues (Handy)—Vocal, with Orch., Emmett Miller
Anytime—Dialogue and Singing, with Orch., Emmett Miller

DANCE MUSIC

- 41096 Diga Diga Doo (From "Blackbirds of 1928") (Fields-McHugh)—Fox-trot, with Vocal Refrain, Duke Ellington and His Orch.
Doin' the New Low Down (From "Blackbirds of 1928") (Fields-McHugh)—Fox-trot, with Vocal Refrain.....Duke Ellington and His Orch.
41097 Ten Little Miles From Town (Kahn-Schoebel)—Fox-trot, with Vocal Trio, Sam Lanin and His Famous Players
If You Don't Love Me (Yellen-Ager)—Fox-trot, with Vocal Trio, Sam Lanin and His Famous Players
41098 Crazy Rhythm (From "Here's How!") (Meyer-Kahn)—Fox-trot, Miff Mole and His Little Molers
You Took Advantage of Me (From "Present Arms!") (Rodgers)—Fox-trot, Miff Mole and His Little Molers

OLD TIME TUNES

- 45248 Soldiers' Joy—Instrumental, North Carolina Hawaiians
Wednesday Night Waltz—Instrumental, North Carolina Hawaiians
45249 The Face on the Barroom Floor—Part 1—Recitation, with Instrumental Accomp., Harold Selman
The Face on the Barroom Floor—Part 2—Recitation, with Instrumental Accomp., Harold Selman
45250 Corn Shucking Party in Georgia—Talking, with Instrumental Accomp., Herschel Brown and His Boys
Home Brew Party—Talking, with Instrumental Accomp., Herschel Brown and His Boys

RACE RECORDS

- 8605 Uncle Jo' Gimme Mo'! (Houdini)—Vocal, with Gerald Clark's Iere String Band, Wilmoth Houdini
Sweet Like a Sugar Cane (Houdini)—Vocal, with Gerald Clark's Iere String Band, Wilmoth Houdini
8606 Women Spend Too Much Money—Sermon, with Singing; Assisted by Sisters Jordan and Norman.....Rev. J. M. Gates
Pay Your Furniture Man—Sermon, with Singing; Assisted by Deacon Leon Davis and Sisters Jordan and Norman.....Rev. J. M. Gates
8607 Last Night I Dreamed You Kissed Me (Kahn-Lombardo)—Vocal, with Louis Armstrong and His Hot Four.....Lillie Delk Christian
You're a Real Sweetheart (Caesar-Friend)—Vocal, with Louis Armstrong and His Hot Four.....Lillie Delk Christian
8608 Polecat Blues (Grainger)—Singing, with Guitars, Sylvester Weaver
Railroad Porter Blues (Williams)—Singing, with Guitars.....Sylvester Weaver

DANCE RECORDS

- 8609 King for a Day—Waltz.....Dixie Marimba Players
There'll Never Be Another You—Waltz, Dixie Marimba Players
8610 Down Where the Sun Goes Down—Fox-trot, Sam Lanin's Dance Orch.
My Darling—Fox-trot.....Sam Lanin's Dance Orch.
8611 Out of the Dawn—Fox-trot, Ernie Golden's Dance Orch.
Anything You Say—Fox-trot, Lou Gold's Dance Orch.
8612 Thinking of Me Thinking of You—Fox-trot, Lou Gold's Dance Orch.
Dream House—Fox-trot.....Imperial Dance Orch.
8613 Ten Little Miles From Town—Fox-trot, Ernie Golden's Dance Orch.
Heartbroken and Lonely—Fox-trot.....The Rounders
8614 For Old Time's Sake—Waltz, Adrian Schubert's Salon Orch.
Anita—Waltz.....Dixie Marimba Players
8615 I Can't Give You Anything But Love—Fox-trot, Imperial Dance Orch.
Ready for the River—Fox-trot.....Missouri Jazz Band
8616 Old Man Sunshine—Fox-trot, Sam Lanin's Dance Orch.
Just a Night for Meditation—Fox-trot, Ernie Golden's Dance Orch.
8617 I'm on the Crest of a Wave—Fox-trot, The Rounders
Crazy Rhythm—Fox-trot.....Lou Gold's Dance Orch.

VOCAL RECORDS

- 8618 Hallelujah! I'm a Bum—Comedy Solo, with Novelty Accomp.....Jack Kaufman
The Bum Song—Comedy Solo, with Novelty Accomp.....Jack Kaufman
8619 The Prune Song—Comedy Solo, with Novelty Accomp.....Jack Kaufman
I Wish I Was Single Again—Comedy Solo, with Novelty Accomp.....Jack Kaufman
8620 Just Like a Melody Out of the Sky—Vocal and Instrumental Quartet.....The Four Aristocrats
Your Smile—Vocal and Instrumental Quartet, The Four Aristocrats
8621 King for a Day—Tenor Solo, with Orch.....Irving Kaufman
Angela Mia (My Angel)—Baritone Solo, with Orch.....Rodman Lewis
8627 Mr. Hoover and Mr. Smith—Male Duet, with Piano Accomp.....Billy Jones-Ernest Hare
Hail! Hail! The Gang's All Here!—Male Quartet, with Piano Accomp.....The Grenadiers
8628 Sidewalks of New York—Male Quartet, with Piano Accomp.....The Grenadiers
In the Good Old Summer Time—Medley—Male Quartet, with Orch. Accomp.....Stellar Quartet

NOVELTY RECORDS

- 8622 Blue Yodel No. 2—Voice, with Guitar, Frankie Wallace and His Guitar
The Brakeman's Blues—Voice, with Guitar, Frankie Wallace and His Guitar
8623 Sleep, Baby, Sleep—Voice, with Guitar, Frankie Wallace and His Guitar
The Soldier's Sweetheart—Voice, with Guitar, Frankie Wallace and His Guitar
8624 Since Mother's Gone—Tenor Solo, with Novelty Accomp.....Francis Luther
A Mother's Plea—Tenor Solo, with Novelty Accomp.....Francis Luther
8625 Hawaii and Mother—Hawaiian Trio, with Chorus.....Kula's Hawaiians
Love Me, Love My Hula Maid—Hawaiian Trio, with Chorus.....Kula's Hawaiians
8626 Lei Lani (Wreath of Heaven)—Hawaiian Quintet.....Hawaiian Troubadours
Sweet Hawaiian Garden of Flowers—Hawaiian Trio, with Chorus.....Kula's Hawaiians

Banner Records

DANCE RECORDS

- 7184 Out of the Dawn—Fox-trot, Ernie Golden's Dance Orch.
Sunshine Will Follow Rain—Fox-trot, Missouri Jazz Band
7185 I'm on the Crest of a Wave—Fox-trot, Campus Boys
To Have to Hold Then Lose You—Fox-trot, Nathan Glantz and His Orch.
7186 Old Man Sunshine—Fox-trot, Sam Lanin's Dance Orch.
Life Means Nothing for Me—Fox-trot, Nathan Glantz and His Orch.
7187 King for a Day—Waltz.....Royal Marimba Band
Silver's More Precious Than Gold—Waltz, Majestic Dance Orch.
7188 Ten Little Miles From Town—Fox-trot, Ernie Golden's Dance Orch.
No One to Say Good Morning—Fox-trot, Hollywood Dance Orch.
7189 My Darling—Fox-trot.....Sam Lanin's Dance Orch.
Columbia (You, Wonderful Girl)—Fox-trot, Imperial Dance Orch.
7190 Anita—Waltz.....Royal Marimba Band
Dream River—Waltz.....Nathan Glantz and His Orch.
7191 Just a Night for Meditation—Fox-trot, Ernie Golden's Dance Orch.
Shining a Star—Fox-trot.....Hollywood Dance Orch.
Ready for the River—Fox-trot, Imperial Dance Orch.
Deep Hollow—Fox-trot, Joe Candullo and His Orch.
7193 I Can't Give You Anything But Love—Fox-trot, Hollywood Dance Orch.
Raggedy Maggie—Fox-trot.....Missouri Jazz Band
7194 Dream House—Fox-trot.....Hollywood Dance Orch.
There'll Never Be Another You—Waltz, Royal Marimba Band
7195 Anything You Say—Fox-trot, Lou Gold's Dance Orch.
Just a Little Bit o' Driftwood—Fox-trot, Campus Boys
7196 For Old Time's Sake—Waltz, Majestic Dance Orch.
Medley of Old Time Favorites—Waltz, Majestic Dance Orch.
7197 Crazy Rhythm—Fox-trot.....Lou Gold's Dance Orch.
Heartbroken and Lonely—Fox-trot.....Campus Boys
7198 Think of Me Thinking of You—Fox-trot, Lou Gold and His Orch.
Strolling in the Moonlight With You—Fox-trot, Nathan Glantz and His Orch.
7199 Down Where the Sun Goes Down—Fox-trot, Sam Lanin's Dance Orch.
Oh! How She Could Shake Her Tambourine—Fox-trot.....Missouri Jazz Band

VOCAL RECORDS

- 7200 King for a Day—Tenor Solo, with Orch. Accomp.....George Beaver
They Can't Take You Away From Me Now—Tenor Solo, with Orch. Accomp.....George Beaver
7201 Angela Mia (My Angel)—Baritone Solo, with Orch. Accomp.....Ralph Haines
There's Something About the Name of Mary—Baritone Solo, with Orch. Accomp., Ralph Haines
7202 Hallelujah! I'm a Bum—Comedy Solo, with Novelty Accomp.....Jack Kaufman
I Wish I Was Single Again—Comedy Solo, with Novelty Accomp.....Jack Kaufman
7203 The Prune Song—Comedy Solo, with Novelty Accomp.....Jack Kaufman
The Bum Song—Comedy Solo, with Novelty Accomp.....Jack Kaufman
7204 Just Like a Melody Out of the Sky—Vocal and Instrumental Quartet.....The Four Aristocrats
Someone Left Me Mighty Lonesome—Baritone Solo, with Orch. Accomp.....Ralph Haines
7209 Mr. Hoover and Mr. Smith—Male Duet, with Piano Accomp.....Billy Jones-Ernest Hare
Your Smile—Vocal and Instrumental Quartet, The Four Aristocrats
7210 Hail! Hail! The Gang's All Here—Male Quartet, with Piano Accomp.....The Grenadiers
In the Good Old Summertime Medley—Male Quartet, with Orch. Accomp.....Stellar Quartet
7211 The Sidewalks of New York—Male Quartet, with Piano Accomp.....The Grenadiers
Will You Love Me in December as You Do in May?—Tenor Solo, with Orch. Accomp., George Beaver

NOVELTY RECORDS

- 7205 The Brakeman's Blues—Voice with Guitar, Frankie Wallace and His Guitar
The Soldier's Sweetheart—Voice, with Guitar, Frankie Wallace and His Guitar
7206 Blue Yodel No. 2—Voice, with Guitar, Frankie Wallace and His Guitar
Sleep, Baby, Sleep—Voice, with Guitar, Frankie Wallace and His Guitar
7207 Steamboat (Keep Rockin')—Male Duet, with Novelty Accomp.....C. J. Robinson-Francis Luther
Since Mother's Gone—Tenor Solo, with Novelty Accomp.....Francis Luther
7208 Forget Me Not, My Hawaiian Rose—Steel Guitar Solo.....Roy Smeck
Love Me My Hula Maid—Hawaiian Trio, with Chorus.....Kula's Hawaiians

Harmony Records

DANCE SELECTIONS

- 700-H King for a Day—Waltz, with Vocal Chorus by Johnny Flynn.....Lou Gold and His Orch.
Out of the Dawn—Fox-trot, with Vocal Chorus by Irving Kaufman, Joe Candullo and His Orch.
702-H Half-Way to Heaven—Fox-trot, with Vocal Chorus by Tom Frawley.....The Harmonians
If You Want the Rainbow (You Must Have the Rain)—Fox-trot, with Vocal Chorus by Jimmy Flynn.....Lou Gold and His Orch.
698-H Mr. Hoover and Mr. Smith—Fox-trot, with Novelty Vocal Chorus, Jerome Conrad and His Orch.
Skadatin-Dee (Just a Funny Sound and a Melody)—Fox-trot, with Vocal Chorus by Frank Bessinger.....Lou Gold and His Orch.
704-H Ready for the River—Fox-trot, with Vocal Chorus by Arthur Fields.....Golden Gate Orch.
'Cause I Feel Low-Down—Fox-trot, with Vocal Chorus by Arthur Fields, Golden Gate Orch.
710-H Remember Me to Mary If She Still Remembers Me—Waltz, with Vocal Chorus by Tom Frawley.....Joe Candullo and His Orch.
My Window of Dreams—Waltz, with Vocal Chorus by Arthur Fields, Ernie Golden and His Orch.
703-H Imagination—Fox-trot, with Vocal Chorus by Dick Burnett.....Joe Candullo and His Orch.
You're Just a Great Big Baby Doll—Fox-trot, with Vocal Chorus by Lester Cortes, Jerome Conrad and His Orch.
699-H Blue Shadows (From "Earl Carroll Vanities")—Fox-trot, with Vocal Chorus by Robert Wood.....Musical Comedy Orch.
Watch My Baby Walk (From "Earl Carroll Vanities")—Fox-trot, with Vocal Chorus by Robert Wood.....Musical Comedy Orch.
697-H Someday, Somewhere (We'll Meet Again) (From "The Red Dance")—Waltz, with Vocal Chorus by Irving Kaufman, Bar Harbor Society Orch.
There'll Never Be Another You—Waltz, with Vocal Chorus by Irving Kaufman, Bar Harbor Society Orch.
701-H Ten Little Miles From Town—Fox-trot, with Vocal Chorus by Tom Frawley, The Harmonians
Moonlight Madness (Then You Were Gone)—Fox-trot, with Vocal Chorus by Jim Andrews.....Arthur Ross and His Westerners
716-H Why? (Do I Love You Like I Do)—Fox-trot, with Vocal Chorus by John Ryan, Lou Gold and His Orch.
What a Night for Spooning (From "George White's Scandals")—Fox-trot, with Vocal Chorus by Dick Burnett.....The Harmonians
715-H Flower of Love (From "White Shadows in the South Seas")—Fox-trot, with Vocal Chorus by John Ryan, Lou Gold and His Orch.
Don't Wait Until the Lights Are Low—Fox-trot, with Vocal Chorus by Dick Burnett, The Harmonians
713-H Get Out and Get Under the Moon—Fox-trot, with Vocal Chorus by Gay Ellis, Frank Ferera's Hawaiian Trio
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714-H Just Another Night—Waltz, with Vocal Chorus by Irving Kaufman, Bar Harbor Society Orch.
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709-H Jo-Anne—Fox-trot, with Vocal Chorus by Irving Kaufman, Arthur Ross and His Westerners
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- 705-H Hallelujah! I'm a Bum—Vocal, "Hobo" Jack Turner 10
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- 15710 Jubilee Stomp (Ellington)—Fox-trot, Duke Ellington and His Cotton Club Orch. I Can't Give You Anything But Love (Fields-McHugh)—Fox-trot; for Dancing, Louisiana Rhythm Kings (Dir. Red Nichols)
- 15711 Don't Wait Until the Lights Are Low (Johnson-Lombardo)—Tenor, with Orch...Elmo Tanner
- I've Lived All My Life Just for You (Hinton)—Tenor, with Orch...Elmo Tanner
- 15712 I'm More Than Satisfied (Klages-Waller)—Fox-trot...The Original Memphis Five
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Demonstration of New Models Feature of Trade in Kansas City

Kolster, Crosley, Victor and Atwater Kent Dealers Assemble to View New Instruments and Hear Advertising and Sales Policies for Coming Season Outlined

KANSAS CITY, Mo., September 7.—According to H. C. Bonfig, of the Sterling Radio Co., this concern is enjoying the best business it has ever known. He believes that the political situation has created an interest in the radio to a greater extent than any other single factor, and he thinks this interest at a higher peak than it has ever been before. As a typical illustration he cites the fact that one of the smaller Kolster dealers sold twenty radios a few days previous to the broadcasting of the Smith acceptance speech.

Sterling is opening up a branch office in Omaha to serve as a distributing center. J. M. Rasmussen, formerly a salesman in the south Kansas territory, will be in charge. There will be a display of models to be featured in the Omaha Radio Show, September 27. Howard Holmes, who will travel Southwestern territory for the Sterling Co., has had wide experience in merchandising, and is qualified to serve dealers. Thomas W. Lee, of this company, is making a trip through western Kansas at present, calling on new accounts principally.

Number 930 Kolster model is going well as the leading electrical producing phonograph. Number 960, a combination, is going popularly also. A Columbia Harmony portable selling for \$25 is much in demand. Columbia Portable, 161, which sells for \$50, is the most high priced, and at the same time one of the best selling machines on the market here at this time.

The Kolster dealers' meeting held here several weeks ago was highly successful, the new model having been introduced in the local papers August 26. Dealers had window displays and much enthusiasm was shown. Columbia record business has been on the increase even during the hot months. The Paul Music Shop reports action on combinations ranging from \$250 to \$750 in price.

More than 100 dealers attended a luncheon and Crosley dealer sales conference here recently. A display of receivers, speakers and complete sets was presented. Among those to attend were H. C. Abbott, general sales manager; L. A. Kellogg and W. B. Baldwin, all of the Crosley Radio Corp.; C. J. Smith, of the Amrad Corp.; A. Ragsdale, of the Showers Bros. Co.; H. B. Wells, of Buckley-Dement; W. F. Will, of the Newcombe-Hawley Co., and S. C. Vaughan, of the Burgess Battery Co.

The five new Fall Victrola models were shown to 150 dealers of Missouri, Kansas, Arkansas and Oklahoma at an exhibition sponsored by the J. W. Jenkins Sons Music Co., recently. The exhibition, the second of the kind by the Victor Talking Machine Co., is presented on a small stage with curtains showing a living-room setting. Howard Rupp, Chicago, director of the advertising program, announced an extensive newspaper advertising

campaign, planned by the Victor Co., representing a change from the former policy of using only national advertising. He urged the use of local papers. Fred B. Jenkins, Jr., manager of the wholesale department of the Jenkins store, was chairman of the meeting. F. G. Hawkinson, supervisor of promotion and contract work at the factory, headed the Victor Co. group. Others with the demonstration were R. E. Kane, Chicago, district manager of the mid-West section; J. F. Daley, Chicago, in charge of new instruments; N. D. Norvell, Chicago, sales promotion department; A. W. Deas, Jr., Kansas City, sales analysis; A. N. Tamborino, Camden, N. J., of the engineering service department.

The latest in Atwater Kent radios and radio equipment was viewed by approximately 500 dealers from Kansas and Missouri at the fifth annual convention of the Atwater Kent radio dealers held in the Hotel President, August 28. The morning was spent by the dealers in looking over the lines of merchandise offered by the Atwater Kent Co. and various manufacturers of radio equipment in the display rooms on the twelfth floor of the hotel. Talks were made by H. T. Stockton, Southwest district manager of the Atwater Kent Co.; P. A. Ware, merchandising manager, and representatives of companies manufacturing radio equipment.

Predicts Yearly Show of New Radio Outfits

Annual style shows for display of new models in radio sets and equipment will be as important events in the United States in a few years as the annual displays of new fashions in clothes, automobiles and other lines, thinks Hollingsworth Pearce, nationally noted craftsman and designer of the new Philco radio outfits that are proving so popular.

"Radio," Mr. Pearce says, "has passed the stage where the people of this country pay attention only to the programs and disregard the cabinets. A few years ago people didn't care if the set was a rude-looking box, with batteries showing, just so they could get their favorite stations. Now, in keeping with the American demand that everything in the home shall be in harmony, they are demanding that their sets fit into the general room scheme of decoration just as much as their chairs and tables and other furniture."

Graceful lines, attractive colors and delicately wrought cabinets will be so much in demand by radio listeners-in, Mr. Pearce added, that annual style shows of the latest thing in radio cabinets will attract as large crowds as do fashions and automobile shows now.

Radio Receptor Anticipates Banner Season

Issues Interesting Article on Modernizing Old Sets—Radio Receptor Co. Rounds Out Powerizer Line—Plant Busy

"What can we do for the old set?" is the caption of an interesting article recently issued by the engineering department of Radio Receptor Co., New York City, manufacturer of powerizers. It sets forth methods by which the old style receivers can be modernized and improved.

"We anticipate the biggest season we have yet had," stated Ludwig Arnson, vice-president and sales manager of Radio Receptor, with regard to the coming Fall and Winter. "Our line has been rounded out so that we now have a Powerizer for every purpose, beginning with a simple A eliminator for those who, having a B eliminator, desire to dispense with the storage battery without rewiring their set, to those who desire A-B-C supply and a power amplifier combined in a single, compact, socket-power unit. We can supply a Powerizer to take care of the delicate 99-type tubes by an ingenious terminal strip that connects the filaments in series and introduces the proper grid-biasing resistances and by-pass condensers, or again we can supply a powerizer that operates 99 type tubes and shield grid tubes without change whatsoever, by means of a special rectifier built into the unit, with power amplifier.

"Our plant is now running at full capacity in taking care of immediate orders and in building up a stock for the forthcoming heavy demand. It is obvious that the public and the radio trade are anxious to remodel battery sets and thereby prevent a great economic waste."

The engineering staff of the Radio Receptor Co. has also prepared an article entitled "Why More Power Is Needed at the Receiving End." A new booklet entitled "Powerizing" has also just been issued by this company covering the requirements for every conceivable set.

Columbia Issuing New House Organ

Magic Notes Makes First Appearance—Edited by V. E. Moore, Who Has Had Wide Experience in Trade and as Editor

During the past few days Columbia dealers have been receiving the first issue of Magic Notes, the new house organ of the Columbia Phonograph Co., New York City. The organ is a radical departure from the usual house publication and contains a wealth of material designed to assist dealers in making more sales. Articles relating the methods and experiences of successful dealers, news notes of the activities of Columbia's retail representatives form the bulk of the material. The eight-page publication is profusely and attractively illustrated. The make-up of the house organ is similar in many ways to the present-day tabloid newspapers, being particularly eye-arresting.

Magic Notes is edited by V. E. Moore, a recent addition to the staff of the Columbia Co., whose chief duty will be the preparation of the publication. Mr. Moore was until recently a special representative of Cohen & Hughes, former Victor distributor of Baltimore, Md. Mr. Moore has had a training that well equips him for his new duties. For nine years he has been connected with the phonograph industry, having started with the Victor Talking Machine Co. in 1917. In 1924 he published and edited The Spotlight, a moving picture trade review. He relinquished this interest in 1926 and became an active member of the Sesqui-Centennial music committee under the leadership of Dr. H. J. Tily.

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During the past year Mr. Moore has renewed his wide acquaintance with music dealers, and he will, in addition to his editorial duties, spend as much time as possible calling on Columbia dealers throughout the country. Mr. Moore in an interview with The Talking Machine World said: "Magic Notes will be unique and a decided departure from any other music trade house organ. It is edited from the viewpoint of the Columbia dealer and aims to be a medium whereby the dealer's merchandising and sales ideas can be exchanged for the benefit of all the trade."

Philco Dealers Are Urged to Effect Theatre Tie-ups

The Philadelphia Storage Battery Co. has received word from numerous theatres that the management of these amusement places will use Philco sets for the reception of election news both before and after the day of election and the company is urging dealers to effect such tie-ups to gain publicity for Philco receivers.

A tie-up of this character was recently consummated between the local Philco dealer in Woodside, Long Island, at the Woodside Theatre. On the night of the Tunney-Heeney fight a Philco receiving set was centered on the stage with a heavy velvet curtain background. On either side of the set were Philco speakers. The audience voiced its approval of this feature by tremendous applause.

"The Elements of Television Reception" is set forth by D. E. Replogle of the engineering staff of the Raytheon Mfg. Co., Cambridge, Mass., in an interesting article, accompanied by a wiring diagram and photographs.

Talking Machine Men Hold Annual Outing

The annual outing and games of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, was held at Briarcliff Lodge, Briarcliff Manor, N. Y., on Wednesday, September 12, and proved to be one of the most successful ever sponsored by the organization. As in the past the variety of sports at the famed hostelry gave ample opportunity to the large crowd of members, their families and friends to indulge in their favorite pastimes. Among the diversions offered were a baseball game, track races, golf, tennis and water sports.

Buses left the corner of Ninety-third street and Broadway, New York City, shortly after 9 o'clock and proceeded for a two-hour drive through the beautiful stretches of Westchester County. After a short interval during which members of former outings renewed their acquaintance with the Manor and "first-timers" explored the surroundings, luncheon was served. The afternoon was devoted to the sports enumerated above.

The dinner-hour was welcomed by all, and after the "inner man" was satisfied dancing to the strains of music provided by Ben Selvin's Orchestra put everyone in a most happy frame of mind. The homeward march found everyone tired but anxious to vote the day well spent and the outing a success.

The Dixon-Taylor-Russell Co., Provo, Utah, recently added the Sparton Equasonne line of radio receivers, and will carry them in its eight branch stores.

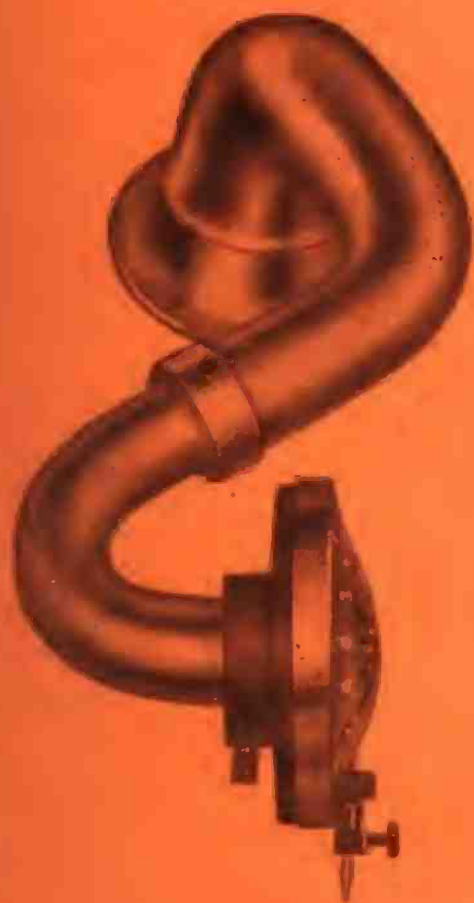
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EMPIRE

Tone-Arms—Reproducers With Real Tone Quality!

—and well made, too!



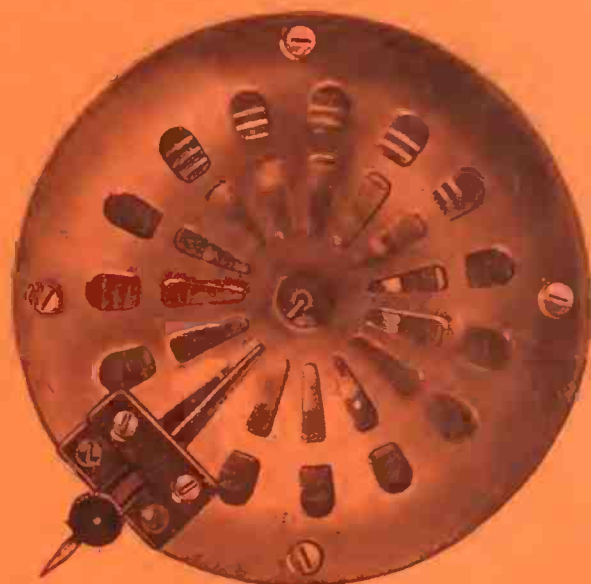
No. 12 Tone-Arm

Quality of tone and quality of manufacture are essential in your tone-arms if your machines are to please the ear and eye and give years of reliable service.

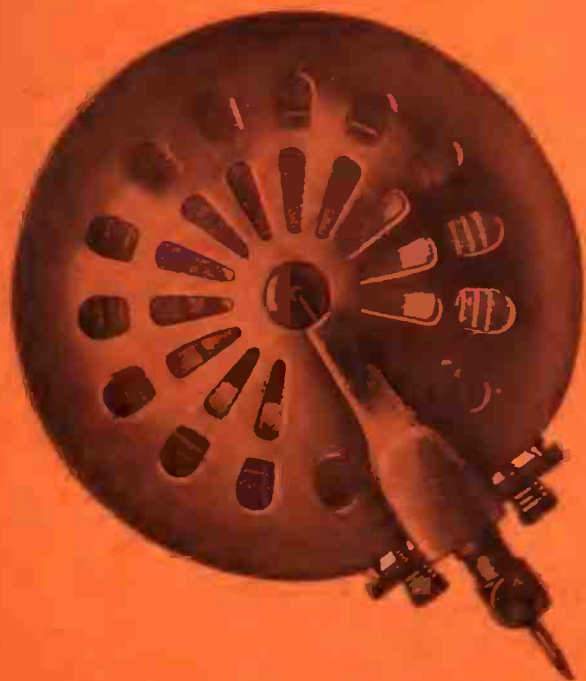
Empire Tone-Arms will satisfy the most exacting requirements in these essentials. The many thousands of machines using Empire Tone-Arms bear testimony to this statement.

In addition to these models we have several other styles of tone-arms for portable and regular phonographs. There is an Empire Tone-Arm to fit every machine.

Write for quotations on your requirements. Empire prices are extremely reasonable.



No. 5 Reproducer



Premier Reproducer



No. 15 Tone-Arm

The Empire Phono Parts Co.

Established in 1914
WM. J. McNAMARA, President

10316 Madison Avenue
Cleveland, Ohio

Mexican Branch Office—Radio Fonografica Mexicana, S. A., Balderas 110, Mexico D. F., Mexico

The Portable
without a Blast



"A Few Distinct Advantages"

1. Edison Needle Type Reproducer. Exclusive design.
2. Over 3 feet of horn.
3. Built-in Resonance Chamber. Increases horn length a full foot.
4. Superior Motor. Plays three records on a single winding.
5. Built-in Record-Container. Holds 20 records (40 selections).

\$35

*It's the
business
end of the
big
machine*

A Giant in Performance *A Portable in Size!*

SMALL—surprisingly small—when compared to the modern cabinet machine. But a comparison of performance—that's quite another thing! The Edison Needle Type Portable has all the power—all the full, rich tone of the giant that dwarfs it in size. It is the first portable that makes you feel you are actually hearing a big cabinet model.

Your customers will buy this portable as a quality musical instrument for the living-room as well as for the camp and the great outdoors. And they will be as proud of its appearance as of its musical excellence.

The case is handsomely done in black leather finish, embossed in gold; fittings are heavily nicked. It is attractive enough for the most artistic home, and serviceable enough for the roughest surroundings.



The portable business is growing by leaps and bounds. It is a big and important business. Homes are opening to portables as never before. With this new needle-type portable, there should be no seasonal fluctuations. Send your order direct to us—NOW! This is the time for action.

Thomas A. Edison

THOMAS A. EDISON, INC - Orange, N. J.

The **EDISON** *needle type* **Portable**

For Needle Records Only

See the Edison Radio and Radio Phonograph Combinations advertisements on Pages 52-53 of this issue