

The TALKING MACHINE WORLD

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

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



SCHUBERT

Music on Brunswick

at the new low prices

All 10-inch records, 75c

All 12-inch records, \$1

"Marche Militaire," "Serenade," "Moment Musical," all the Schubert favorites are to be found on Brunswick. See your catalog for complete list. Why let your customers pay more when Brunswick offers this great music at popular prices?

Note: Schubert's immortal Unfinished Symphony played by Cleveland Orchestra, Nikolai Sokoloff conducting, on three 12-inch records, is to be released October 25th. By all odds the finest recording of the "Unfinished."

Place your order!

Brunswick

Panatropes · Radio · Records · Panatrophe-Radiolas

THE BRUNSWICK-BALKE-COLLENDER CO. · CHICAGO, NEW YORK

ABILITY



Compare the Toman No. 2 Reproducer with any product you've ever heard . . . test its ability to perform from every standpoint . . . tone quality, volume, durability, beauty . . . convince yourself, once and for all time, why this reproducer is directly favored by the trade, everywhere.

Toman Products are built right, priced right, and sold right. Guaranteed quality inside and out. We invite inquiry from substantial Manufacturers, Jobbers and Dealers. Samples gladly sent upon request.

E. Toman & Company

2621 West 21st Place

CHICAGO, ILL.

Cable—SIVAD—Chicago

Get it Better with a Grebe

The Grebe De Luxe Console

*will change all old ideas of volume.
New—different—it is truly the last
word in radio*

Some of the features of the De Luxe Console

Tonal beauty, range, selectivity and ease of operation of the Grebe Synchrophase A-C Six Receiver and Power Unit. New Grebe No. 14 Dynamic Speaker. A super-power amplifier using two 250 type tubes (push-pull) and two 281 type rectifying tubes.

Jack for electrical reproduction of phonograph records.

Cabinet, a masterpiece of the cabinet-maker's art. Finished in finest grain walnut, with matched burled paneled doors.



List price,
\$510.00
(without tubes)

HERE, at last is the ideal combination. Volume, five times more powerful than in any other radio receiver, and, at the same time, tonal beauty which for the first time interprets volume in terms of real radio enjoyment and not as mere noise.

By coupling the Grebe Synchrophase A-C Six with a special dynamic speaker, and a super-power amplifier, Grebe engineers have produced an instrument with such reserve power that the blasts and unnatural noises of full volume reception have been entirely eliminated. Yet it can be instantly tuned down from the inspiring crash of a brass band to a soft whisper without the loss of a single note. The Grebe De Luxe Console will be equally appreciated in the fine home where the best in radio is demanded, as in hotels, auditoriums, dance halls and schools where its powerful, undistorted volume is a necessity.

*Be the first in your territory to astound your customers with
the difference of this superb receiver. For full information
send for Booklet TW*

A. H. Grebe & Co., Inc., 109 West 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
TRADE MARK REG. U. S. PAT. OFF.
A-C Six
RADIO





Brunswick Panatrophe with Radiola, Model 3 NC8. Electrical-type Brunswick Panatrophe combined with latest Radiola Super-heterodyne. To list at \$700, complete.

IN COMBINATIONS

*Brunswick offers musical perfection
in a wide price range*



Brunswick Panatrophe with Radiola, Model 3KRO. Electrical-type Brunswick Panatrophe combined with latest Radiola. To list at \$395.

BRUNSWICK this year offers the Brunswick Panatrophe with Radiola in new designs and in a wide range of prices. Each and every model is a true musical instrument reproducing all music exactly as broadcast or recorded . . . the high notes and the low.

Nothing has been omitted from these superb Brunswick creations. They are truly the finest reproducing musical instruments of the present age. Cabinet work is up to Brunswick's high standard both in workmanship and design.

All instruments have the latest convenience features: complete light socket operation, single dial tuning, etc.

Brunswick's great new line is being supported by an advertising campaign in newspapers and magazines such as this remarkable merchandise deserves. Certainly Brunswick offers you this year your golden opportunity, Mr. Brunswick Dealer. Make the most of it!



Brunswick Panatrophe with Radiola, Model 148. Electrical-type Brunswick Panatrophe combined in one beautiful cabinet with the Radiola Super-heterodyne. The supreme achievement in music and radio. Price \$995, complete.

Brunswick
PANATROPE • RADIO • RECORDS • PANATROPE - RADIOLAS

THE BRUNSWICK - BALKE - COLLENDER CO., CHICAGO, NEW YORK

The Talking Machine World

Vol. 24. No. 10

New York, October, 1928

Price Twenty-five Cents

They're Off! Profits Ahead!

THE radio exhibitions are over for the year. Manufacturers have shown their newest products to the trade and to the public. No startling innovations have been developed. The exhibits proved this conclusively. Refinements all along the line are in evidence. Cabinets have been made more beautiful; sets are more foolproof and, as a result, the need for servicing because of faulty product is set back another notch. The artistic touch extends beyond the sets themselves. Speakers, too, have become artistic from the standpoint of design and match the sets in beauty of appearance. Combination phonograph-radios serve a twofold purpose and are meeting a definite and growing demand. The industry is set for the Fall race for business. Outlook is good.

A Big Advantage

The lack of radically new talking points in radio is an advantage that should not be underestimated. It is just another proof of the stability that has been reached by the industry. A few years ago the big drawback to satisfactory retail business was the confusion arising out of the welter of new models, new designs, etc., which were indiscriminately thrown upon the market. Dealers had to feature these products because the public read about them and clamored for them. The result was cut price sales of stock that had overnight become obsolescent. Another result was that the dealer's profit and loss statement showed a considerable balance on the red ink side in connection with the operation of the radio department. That's history.

To-day the story is different—and more satisfactory. There is profit in radio retailing. The figures of dealers scattered throughout the country prove this. To-day radio is big business. It is scientific business. Manufacturers have learned their lessons as well as retailers. No longer is the mind of the public filled with thoughts of "improvements coming." The public realizes that a radio can be purchased now with the certainty that a week or a month hence the models will be unchanged. Sales resistance has been minimized. The appearance of the modern radio set appeals to the women in the homes. The housewife spends the bulk of

the consumer dollar and this goes for radio just as much as it does for more immediate necessities. The programs are so planned that they, too, appeal to the lady of the house. Dealers are going after the woman prospect because they know that it is the woman, in most cases, who makes the final decision regarding the purchase of a radio set or any other commodity that goes into the home. Radio retailing methods have become stabilized just as much as have the designs of the products. The public is radio-wise. The dealer who recognizes this fact and snaps into the business of selling will find this Fall and Winter prosperous and satisfactory from the standpoint of sales volume.

Aggressive Selling

Everything is in favor of good business. The product is the best the dealer ever has had. The public is more sold on radio than ever. The field for sales has been immensely broadened by the introduction of the AC sets and Dynamic speakers. The buyers of a year or more ago may again be considered first-class prospects. They are worth going after. The number of people who do not own a radio set is astounding. There is ample room in every community for thorough sales promotion by the dealer. Get busy with a well-rounded campaign

designed to lessen the number of homes in which there is no radio at present. A few ads in the local papers and an occasional change in the window display do not constitute a campaign. The average merchant neglects many methods of developing sales. There is a notable trend at present in favor of outside selling and home demonstrations. Jobbers and manufacturers are advocating this aggressive method of merchandising. Indeed, one manufacturer is not only sponsoring outside selling by active help but he has enlisted the aid of the jobbers handling the line he makes. This particular maker of radio sets also is aiding dealers in their direct mail efforts. That is the kind of co-operation retailers are finding a real help in sales promotion. But the dealer must do his share. All signs point to a big season ahead—if the retail trade takes advantage of the situation by aggressive sales promotion in all departments of his store.

Every Dealer Should Read These Articles

The Gift Idea Builds Sales of Portables—By C. N. Tunnell . . . (Page 4)

Five Point Plan Sells Radios—By M. E. Bridston (Page 6)

Collect by Mail—Two Methods of Reducing Past Due Accounts—By Frank L. Avery (Page 8)

Salesmanship Wins Portable Volume—By J. H. Reed (Page 16)

Out - of - the - Rut Selling—By Archie Oboler (Page 17)

Radio Service for Dealers Proves Profitable (Page 20)

Tie-Up With Piano Playing Contests and Boost Record Sales (Page 24)

Gift Idea

Eighty-five Per Cent of Business
Done by Kahn & Levy, of Galveston,
Texas, Is Result of the Gift Plan

Builds PORTABLE Sales

By C. N. Tunnell

THE portable talking machine as a gift for every occasion has placed the profits at a much higher figure for the Kahn & Levy store in Galveston, Tex. A few years ago this store did but little volume in portable talking machines, while today this section of the business has grown to be a large item of the sales. Constant stressing of a portable to solve every gift problem has played the controlling part in building up this fine increase.

85 Per Cent Gift Sales

Eighty-five per cent of all portables sold in this store now are sold as gifts for every conceivable purpose, as there is nothing purely seasonable about good music or a nice portable. From boy to his girl, from the girl to her sweetheart, or brother, from father to son, from husband to wife, parents to son or daughter for every possible occasion is the basis used by the salesmen of the Kahn & Levy store in featuring portable talking machines as appropriate gifts.

Naturally, it takes a lot of personal knowledge of individual prospects, their friends and relatives to sell an increased number of portables for gift purposes; but it is just this individual and personal information of prospects that makes it possible for the salesmen to get maximum results in creating sales volume.

Prospects in Camp Communities

The first places worked by the two to three salesmen from the phonograph department are the Summer camp communities. It is true that many people who come to Galveston to live in the Summer cottages bring their portables along, but no prospect is overlooked. The salesman from this firm has his portable along to demonstrate to the prospects of the seaside cottages where the portable will be the solution for good music at a small cost. And as these people have come for the purpose of recreation, rest and entertainment it is usually easy to show them through actual demonstrations where the portable phonograph makes the camp life more complete.

Procuring Important Information

But even those of the Summer dwellers who own portables are not overlooked. The talking machine salesman is first told that there is no need for him to waste his time, as the prospect owns a portable. At this suggestion, the salesman tells the prospects about the new records and late hits in records to be found at the store. Along with the invitation to call for records is information picked up regarding the kind of portable owned and whether or not the prospect would like to purchase a new model machine. But, at the same time, the salesman digs up such information as a birthday of some relative, sweetheart or close friend back home who would appreciate a portable talking machine as a gift. The salesman assures the prospect that his store is equipped to carefully pack and ship the portable to any place at any time. In this way the husband on a fishing trip finds the

portable gift suggestion just the solution to the wedding anniversary to either have sent to the wife back home, or to use in camp during the trip and presented to the wife some time later at this named occasion.

Sales to Students

Parents at the beach are prompted to remember that a portable for the son or daughter going away to college is an appreciated gift that is educational as well as entertaining every day. These suggestions often bring the decision for the purchase of such a gift for the boy or girl who was left in Summer school or is expecting to go away for the college term.

THE methods of the aggressive dealer outlined in the accompanying article show what can be done in the way of sales promotion of portable talking machines when some new slant on presentation of the product's appeal is thoroughly developed and exploited. Follow-up of prospects, building a prospect list by intelligent use of the 'phone, interviews, etc., and hammering away to bring home to potential customers the suitability of the portable as a gift have proved profitable for this Galveston dealer. . . .

But Summer cottage prospects are not the only ones solicited by this firm to let the portables solve their gift problems. Every person of Galveston has just such suggestions made.

"Covers" the City by 'Phone

The record girl of this firm, Miss O'Mara, paves the way to many gift sales. Miss O'Mara uses her telephone book to call every telephone number of Galveston. As far as possible, she finds out if the prospect owns any type of talking machine, whether he would be interested in having a salesman call in view of a trade-in proposition, whether or not the prospect would not be interested in a portable for the vacation days to carry in the car, whether or not the small-apartment tenants would be interested in a portable that requires little room, and other bits of information. But regardless of what type of talking machine is owned by the prospect, he or she is reminded that the better-toned portables make delightful, inexpensive gifts that are yet fine enough in appearance and performance to be appreciated by any person.

Parents of graduating high school students are telephoned and informed that the selection of a portable talking machine and a number of records makes a very pleasing gift for the son or daughter. Club members are prompted to give such a gift to any member of the organization that deserves some honor. Fans and admirers of athletes are encouraged to show their appreciation through the presentation of a talking machine that will be convenient for the person to carry anywhere or keep in his room.

Thirty per cent of the entire number of sales made are to prospects gained over the telephone by Miss O'Mara. After getting the name and address of every person that she calls

as far as possible and always getting the name and address of those that telephone inquiring about records, she is able to pass this information on to the outside salesmen, who follow up with personal calls. In addition to the names, etc., she makes all effort to get some personal information of the customer or prospect that makes it easy for the salesman to have the right introduction into the prospect's own home.

Expanding the Sales Field

It has been found that the majority of girls, women and young men who come to this department for records are accompanied by some member of their set. While the selection of

records is being made, Miss O'Mara or some other member of the sales force demonstrates a portable and finds out if the friends accompanying the customer would not like to own a portable or to purchase one as a present for some friend or relative. It is pointed out that the person who wants to give something really nice and yet conservative can obtain a portable talking machine at five or ten dollars down and the balance over spaced payments.

And, unlike many dealers, the Kahn & Levy firm finds it well to feature portables on instalments to Summer tourists and

cottage dwellers. True, most of these customers are in position to pay cash and do pay cash, but many others have arranged for a regular weekly allowance to be spent and these prospects may be sold on the time payment plan. Some of the Summer people have made an annual thing of coming to the seashore, and are known to the firm, others bring along proper credentials from home merchants to the extent that these prospects are sold on the instalment basis. And according to the records of this firm, such prospects usually contract to pay for a portable in eight or ten weeks, but usually finish the payments within four weeks.

Sales Doubled in a Year

It means a lot of plugging to keep everlastingly after the many prospects to keep them thinking about portable talking machines as a gift for every purpose, but this method of merchandising has made the portable business a big thing with the Kahn & Levy store. The increase in record sales for portables has been very satisfactory, while featuring portables as a gift has resulted in each year showing a big increase in sales over the previous year. A concrete example is shown in the fact that portable talking machine sales for this year are double the sales of last year as a result of playing up the gift business.

New Store in Guthrie, Okla.

Sidney Ham has opened a new store in Guthrie, Okla., at 206 West Harrison avenue. The new store will carry a complete line of pianos, talking machines and other musical equipment as well as string instruments, records and sheet music.

Back on Brunswick



*the Red-headed
Music Maker . . .*

WENDELL HALL

How are your stocks of Wendell Hall Records?

"Oh! Lucindy" . . . "Hot Feet" (from Wendell Hall's "Red Pepper Rhythms") 3983

* * *
"Headin' Home (Bound for Birmingham)" (from "Red Pepper Rhythms") . . . "Old-Fashioned Locket" 3984

* * *
"My Dream Sweetheart" (from Wendell Hall's "Six Sentimental Songs") . . . "Easy Goin'" 4004

* * *
"Polly Wolly Doodle" (a modern version) . . . "If I Only Knew" (from Wendell Hall's "Six Sentimental Songs") 4024

* * *
"Will You Remember" . . . "I Told You I'd Never Forget You" 3903

WENDELL HALL is busy making records again . . . when he's not on the road entertaining thousands from the stage with his wonderful songs. A thirty weeks' tour which the "red-head" has planned between visits to the Brunswick recording laboratories means that there'll be a big demand for Wendell Hall records this fall.

Brunswick is lucky . . . and the Brunswick dealer is lucky . . . to have this marvelous minstrel. What are you doing to boost the sale of Hall's records in your store? Get some display material and let folks know where they can hear the "red-headed music-maker" on Brunswick Electrical Records.

2 Good Selections on Every Brunswick Record—2

Brunswick

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

FIVE-POINT PLAN



Model Bungalow at Standard Co.'s Store—Radio Prominently Featured

FIYE ways and means of running the radio department at a profit! This is the five-point program which is being used by the radio unit of the Standard Furniture Co., Seattle, Washington, and it is a program that readily suggests itself as being sound.

The plan of selling radios from the floor of the radio department, and not via the home demonstration, has been in effect two years. During this time the sales volume has steadily increased, and at the same time selling cost per radio set has been lowered. Figuring that the cost of installation is about \$10, the home demonstration is an expensive type of sales promotion, states L. P. Chase, manager.

"With the customer who is sincerely interested in buying radio, not merely in having one demonstrated in his home, we find that it is no more difficult to sell a machine right off the floor than it would be in the customer's home. Most customers who come in to buy radio have purchased from the store at some time or another—probably have an account with us—and they know that we unreservedly stand back of all merchandise that we sell."

"But don't you find that you do lose customers by the plan?" I asked Mr. Chase.

"Sometimes we lose prospects," he answered. "I think our loss in actual radio buyers, through our refusal to demonstrate is low."

After-market profits considerably increase the radio sales volume of this company. To this end Mr. Chase keeps an individual record of each customer. This is accomplished on a card 4x6 inches, slightly larger than the usual index card to accommodate the amount of information necessary. At the right side of the card are listed the name, address, kind of set, the equipment and accessories purchased. At the left side, the date purchased, the serial number, and a space for listing any pertinent information about the customer or terms of sale which will aid in selling more equipment, adjusting any difficulties, and so on. For example, such information as to whether the customer was thoroughly sold on the particular radio selected, or not—what member of the family

did the selecting—is data which Mr. Chase finds valuable. This information gives him a cue as to how to proceed in after-market merchandising, as the card data recall to him just the kind of selling problem he meets in each individual. The reverse of the card is ruled for listing the service calls made to the purchaser, and subsequent equipment bought. This completes the necessary cycle of information.

How does this customer-record increase after-market sales? As tubes and other equipment last definite periods, solicitation is made at the time when the customer is logically in need of new equipment. For example, a customer purchasing a radio in September is in the market for tubes a year from that date; he is in the market for battery replacement after ten months have elapsed, etc. Or probably the record shows that the customer did not buy an eliminator at the time of the set purchase. This customer may not only be followed up for battery renewing at proper times, but be sold an eliminator in due time. This firm has sold over 2,500 eliminators by such aggressive merchandising. Likewise, a patron buying a low-priced speaker can be sold a better quality speaker at a later date, et cetera.

The telephone is the sales agent used. Often customers will inadvertently pave the way for a sales interview. They will call up to discuss some difficulty which they are having with a set. Without a break in the conversation, as he asks about the difficulty, Mr. Chase consults the convenient customer record file on his desk. This not only enables him to talk more intelligently to his customer, but permits him to know just what part of the equipment would likely be giving trouble at that time.

Probably Mrs. A is complaining about reception. Mr. Chase notes that a year has elapsed since the set was purchased. New tubes are probably required. He tells Mrs. A that tubes generally wear out in a year's time, and that if she will bring them in to be tested the store will check up on them for her. Mrs. A is flattered that the store remembers the date of purchase—gratified at the promptness in han-

Sells PLAN

Sells Radios

1. *Store demonstrations*
2. *After-market profits*
3. *Customer record system*
4. *Closing first interview*
5. *Minimizing free service*

By M. E. Bridston

dling her difficulty. She brings in the tubes and an after-market sale is the result.

A regular check of the cards enables Mr. Chase to know just when these accessories will be needed. A friendly telephone call is made, when the conversation takes on the form of one "fan" talking to another. If the equipment, such as the battery, is still standing up, the remark is made that a call will bring a prompt replacement when the need does arise. Usually, however, the call is timed so that the customer is in need of the equipment.

The customer is being serviced, not sold to, with this method. The call is not a selling call, but one evincing a friendly interest in his behalf. The customer admires this aggressive merchandising. He likes to be considered a regular customer; he likes to be solicited; he likes to be noticed, even though he doesn't buy every time he is approached.

The "free service" bogey has been laid low in the Standard plan of radio merchandising. All radios are sold with a thirty-day free service guarantee, and after these first thirty days have elapsed service calls are charged for. Day calls are made at the rate of \$1.50 per call; night calls, \$3.00 per call. This charge, consistently adhered to, enables the repair unit to operate without going in the red. However, during the factory guarantee limit, which is usually ninety days, free service is extended if the customer brings the radio set down to the store for inspection. At all times, regardless of how long the radio has been sold, the department is glad to make a check-up of all or any part of the set, if it is brought in.

Radio sets at the Standard range in price from \$125 upward—a sizable amount of money for the average individual to spend. Yet the salesmen in the department are geared to sell the customer during the first interview! This is the most opportune time to close the sale, states Mr. Chase, as the more radio stores they visit the more undecided they are. This cannot be accomplished if the salesman regards this as an impossible thing, Mr. Chase has found. The idea is to set a sale as the objective.



Stromberg-Carlson Tone

.... a Definite Dealer Asset

IT is the QUALITY OF TONE which an instrument possesses, that is of paramount importance in making radio sales.

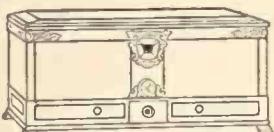
Specifications on many receivers—and speakers too, are about the same on paper—and on "specifications", price or other things sometimes count. But when the customer LISTENS, it is TONE which is the deciding factor.

The beauty of tone in Stromberg-Carlson radio apparatus appeals to everyone. In the opinion of thousands who really know music it is the standard in radio today.

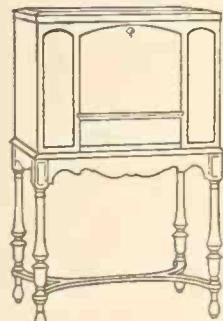
The dealer who carries the Stromberg-Carlson line has a selling asset of definite value in the tonal excellence of all Stromberg-Carlson instruments.

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.

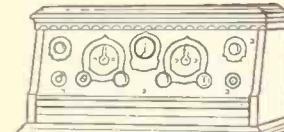
STROMBERG-CARLSON TELEPHONE MFG. CO.
ROCHESTER, N. Y.



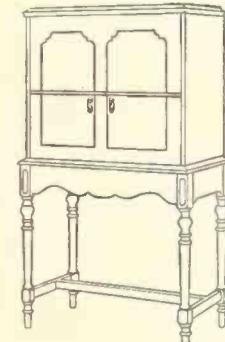
NO. 635 STROMBERG-CARLSON
Treasure Chest. Uses A. C. Tubes.
Price, for 50-60 cycle A. C. areas,
without tubes or Speaker . . . \$185.00
Price, for 25-60 cycle A. C. areas,
without tubes or Speaker . . . \$190.00



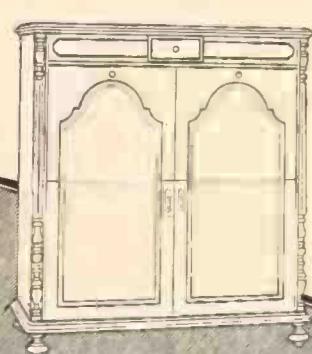
NO. 636 STROMBERG-CARLSON
Art Console. Uses A. C. Tubes.
Price, for 50-60 cycle A. C. areas,
without tubes or Speaker . . . \$245.00
Price, for 25-60 cycle A. C. areas,
without tubes or Speaker . . . \$250.00



NO. 523 STROMBERG-CARLSON
Treasure Chest. For 50-60 cycle
A. C. areas.
Price, complete with 8 R. C. A.
tubes but not including Cone
Speaker \$295.00



NO. 524 STROMBERG-CARLSON
Art Console. For 50-60 cycle A. C.
areas.
Price, complete with 8 R. C. A.
tubes but not including Cone
Speaker \$425.00

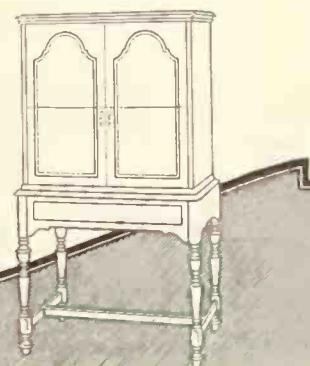


NO. 744 STROMBERG-CARLSON
Radio-Phonograph combination. For 50-60 cycle
A. C. areas.
Price, complete with 11 R. C. A. tubes and loop but
not including Cone Speaker \$1205.

"There is
nothing
finer
than a
Stromberg-
Carlson"



Hear the Strom-
berg-Carlson
Sextette thru
the NBC and 22
associated
stations.



NO. 734 STROMBERG-CARLSON
Art Console. For 50-60 cycle A. C. areas.
Price, complete with 11 R. C. A. tubes but not includ-
ing Speaker (Loop \$30.00 extra) \$755.00

NO. 18 ELECTRIC-DYNAMIC SPEAKER
Price, complete with 25 ft., two purpose cord carry-
ing both Receiver output and Speaker operating
current \$150.00

Stromberg-Carlson

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

COLLECT. BY MAIL

Two Methods of Collecting—The Way of the Blackjack and the Way That Wins Friends

By Frank L. Avery

Circulation Manager, Talking Machine World

SNEAK up behind him, hit him over the head with a crowbar, or, if that's too messy, shoot him—then help yourself to his pocketbook. That's one method.

Meet him face to face, hold out your hand

Letter 1

My dear Mr. _____:

Many people feel that the rendering of a bill is an unpleasant or embarrassing task—so they just send the thing without a letter. Personally I don't agree with them.

(note) Let me tell you why. I am glad of the excuse to renew our pleasant contact. The bill stands for work that we've done for you—work well done, I hope—work that we are proud of—service that has helped you.

We know that it is all of this because all of our men take pride in their work—all of the merchandise that we sell is carefully selected and represents the best in its particular line.

So, in giving you this bill I can call your attention to our honest intention to please. I can assure you that we place our reputation on these grounds. It is on this basis that we hope you will have the same satisfaction in dealing with us that we have in dealing with you.

Cordially yours,

(note) If the letter is relative to merchandise sold, use the following paragraph in place of the second paragraph above.

Let me tell you why. I am glad of the excuse to renew our pleasant contact. The bill stands for goods that we have sold to you—merchandise that is honestly built—merchandise that we are always ready to stand back of because we know that it gives satisfaction.

for a friendly shake and surprise him with a wide grin—he'll be so overcome that he'll give you the cash without a quiver. That's another method for collecting the money due you.

Personally I'm not so much in favor of the first method for three reasons: first, because the average business man cannot wield a crowbar or shoot straight; secondly, because it spoils the prospect for future business, and, third, because he may not have the money in his pocket.

I'll admit that there are times when we feel heartily in favor of method number one, if only to give ourselves mental satisfaction—but the real objections still stand. Which brings me to the first rule of collection-letter writing.

Relieve Your Mind

When your close-fisted debtor meets your approach with the enthusiasm of a hard-shelled clam (we call 'em quahaugs in New England), sit down and write him a real letter.

Tell him exactly what you think about his honesty—don't mince words—call him a crook, a thief, a liar and a grafted. Threaten to bash in his nose and blacken both eyes, if necessary. When you have entirely relieved your mind of rancor and said all the meanest things you can—why, just tear up the letter and write him decently. The net results from such a policy are bigger income and less personal hazard.

I'm heartily in favor of method number two—the glad hand and smile collection policy. You probably know this from the letters which you get from me when your subscriptions ex-

pire. My faith in this method has not been shaken during my years of collection work, though there are times, I must admit, when some of you almost get me excited.

If in the course of this little article I seem to digress from the main theme and dwell upon personalities, it will be merely to illustrate a few of the points I wish to make—and not to gain personal publicity. I am about to make such a digression now.

Some time ago I sent some of you a letter which closed with the expression "the baby needs shoes." I hoped that this little human-interest statement might give many of you a smile and show that my personal interest and job depended upon getting results.

Of course I preferred money to shoes, and many readers realized it. I wasn't prepared to receive the pair of worn-out sandals that some one of you sent me.

However, and this is the point I'm trying to make, the need of the baby for the shoes, stated

Letter 2

My dear Mr. _____:

When I sent you the bill last month—a copy of which I'm again calling to your attention—I told you why we were glad to give you this little evidence of mutual and satisfactory business contact.

I haven't heard from you, so I'm pretty sure that you are satisfied—if you are not, then you should have told us.

It's natural that we assume you are pleased—most of our customers are—that's why they continue to be our customers—that's why we know that they'll continue our friends for many years.

Of course no one is 100 per cent perfect—and though we try to be above the average, still we make mistakes. When we do, we want to know about it so we can rectify the error.

We are presenting this bill again in the spirit of co-operation. The money you pay us helps us to keep our stock up-to-date—it enables us to provide our men with the best equipment—and it helps us to give our customers the lowest prices without burdening them with carrying charges.

Your account shows 60 days—our bookkeeper says he doesn't want to turn the six upside down—90 is an unlucky number.

Cordially yours,

in this way, was far more effectual than had I said that our company was in serious need of ready cash, and that your check would tide over a financial crisis—a statement that wouldn't either be true or sound that way.

A whine of needing money doesn't get it. Your customer honestly owes it, legally he must pay it and he knows it—then why put yourself in the position of a beggar?

Talk His Language

If you are talking to anyone—and writing a letter is almost the same thing—you instinctively try to talk his language. If, for instance, you wanted to sell or collect from a Chinaman you wouldn't talk Turkey to him—you'd talk in those funny pictures that they use on laundry tickets if you could. But if you didn't happen to be so well versed you'd at least use words that he could understand.

And that's the way with collection letters. If your customers are of the high-brow type don't try to spring a lot of slang on them. If, on the other hand, they wear overalls and eat

grease you can't get their money by being high hat. On the whole there is one kind of language that everyone understands, the language of honesty and friendliness—the clear statement of fact without embellishment.

A Series of Letters

With this article I'm giving you six collection letters written along the lines that I think a set of good letters should be—and I guess I've followed all the rules of letter writing I know. After you've read them you may feel that I don't know much—and after you've tried them, you may decide that even that opinion is exaggerated—but they have delivered the goods satisfactorily where they have been tried.

If you will go over the letters seriously, if possible, you will find that through all of them there is the feeling of friendliness and the desire to please.

Here's a man that you have done business with. Not only that, but you want to please him, and if you haven't, then you stand ready to fix things up so that he will continue as your customer. You want him to call again anyway.

But (we're reading the third letter now) he is repaying your interest with not even a smile—he isn't giving you a sporting chance. Then (we've reached the fourth letter) you've found that he doesn't seem to realize that honest business methods deserve any credit—evidently he isn't used to dealing with honest people.

Now turn to the fifth letter. As far as you are concerned he probably doesn't give a darn whether he cheats you or not—but is he ready to swindle his fellow townsmen? You are

Letter 3

My dear Mr. _____:

Almost three months—45 days—since we (note A) did the work that the enclosed bill is talking about.

Suppose you had paid us 45 days ago and we were holding up your service that length of time. Can you picture (note B) your own feelings? Just what would you call us?

But that's not the way we do business (note C)—it's not the way we sold you the service. When you call us by phone—or write us—or visit us, you find someone smiling and ready to fill your order.

If you visit us to-morrow we will be ready to say "hello" and jump to help you.

And friend "Bill" enclosed is mutely suggesting that you encourage us in our cheerful policy.

Sincerely yours,

If this bill refers to merchandise sold, use the following phrases in the paragraphs noted above.

(note A) Sentence should read: Since we sold you the merchandise that the enclosed bill is talking . . .

(note B) Second line should read: "Holding up your goods that length of time."

(note C) "way we sold you merchandise."

ashamed for him—you are embarrassed because you feel that you are possibly dealing with a crooked individual.

Finally, in the sixth letter you tell him you are finished. You only know one way of doing business, that of friendliness and you've tried

(Continued on page 9)

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



Look for this mark
on every Radiotron

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 UX-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



Look for this mark
on every Radiotron

RCA Radiotrons are standard equipment in fine radio sets of all leading manufacturers. The RCA mark on the vacuum tubes of any radio instrument is one of the first tests of its excellence

To maintain high quality performance in your radio set, replace all the vacuum tubes with a new set of RCA Radiotrons at least once a year. Do not put new tubes with old ones that have been long in use.

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO



The better the tube the bigger your sales. That's why it is good business to offer your customers RCA Radiotrons. Manufacturers of quality receiving sets specify them for preliminary tests, for initial equipment and for replacement. And there is an RCA Radiotron for every purpose. It will pay you to carry the complete line.

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiotron

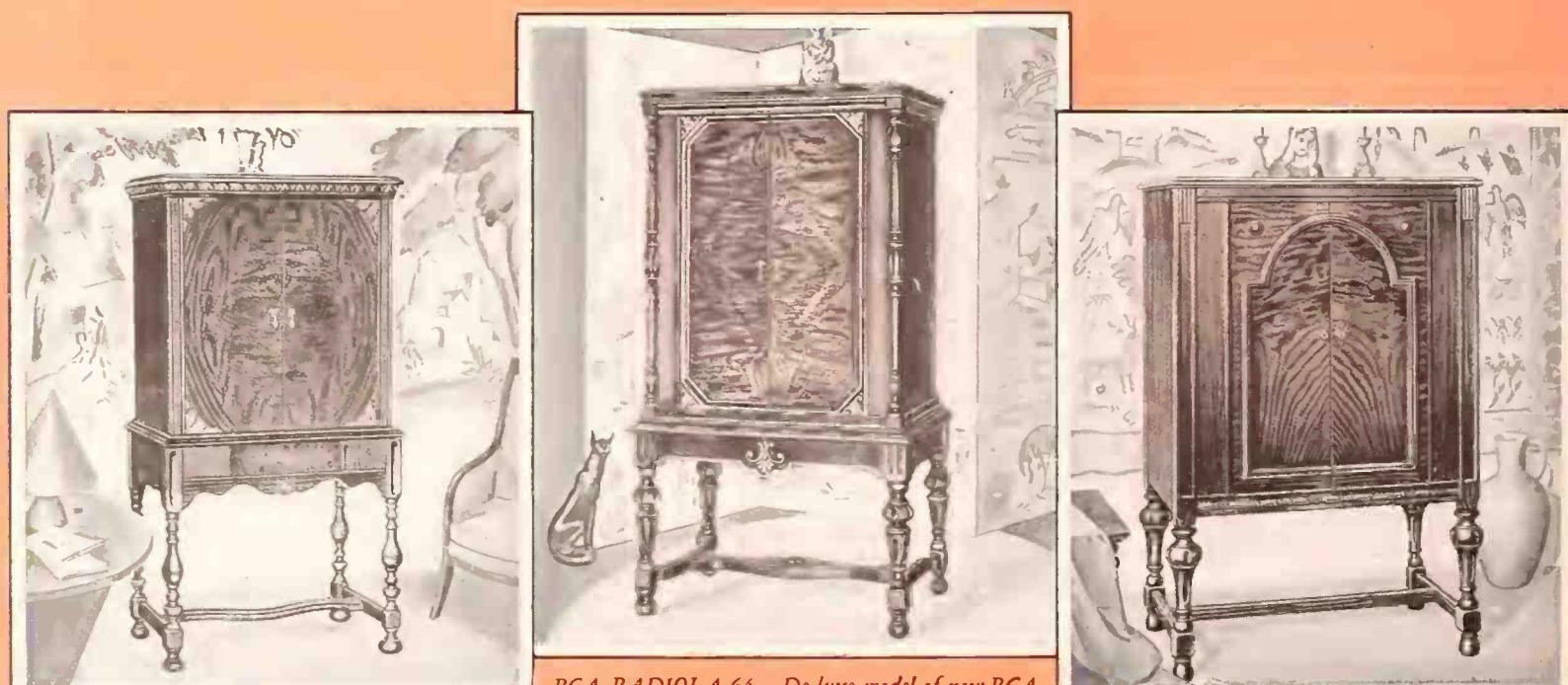
MADE BY THE MAKERS OF THE RADIOLA

New RCA Super-Heterodynes at prices within reach



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.

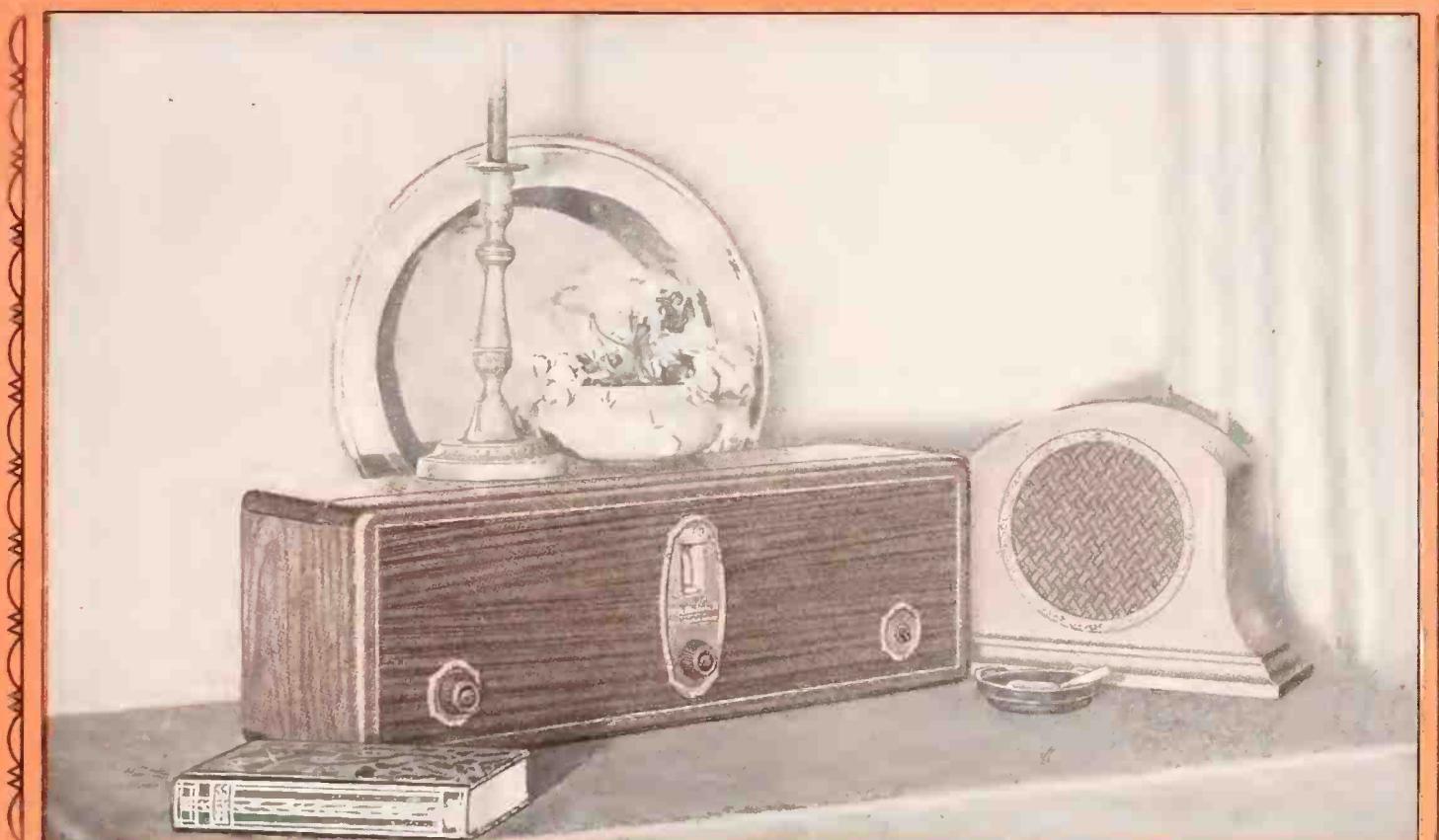
\$285 (with Radiotrons)

RADIO CORPORATION OF AMERICA • NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

with new Dynamic Speakers of millions of buyers



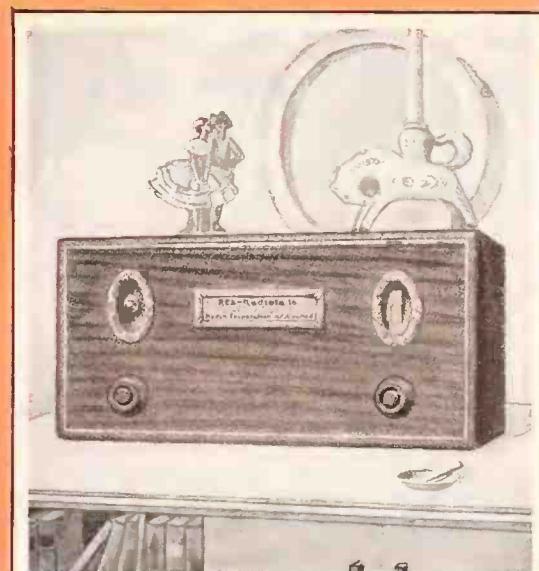
RCA RADIOLA 18—Most popular type of Radiola ever built. It is entertaining a million listeners every night. A finely designed receiver of broad range and capacity for simplified A.C. lighting-current operation. Wonderful tone fidelity. Mahogany cabinet, walnut finish.
\$95 (less Radiotrons).



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. . . \$175 (less Radiotrons)



This sign marks the leading dealer in every community.



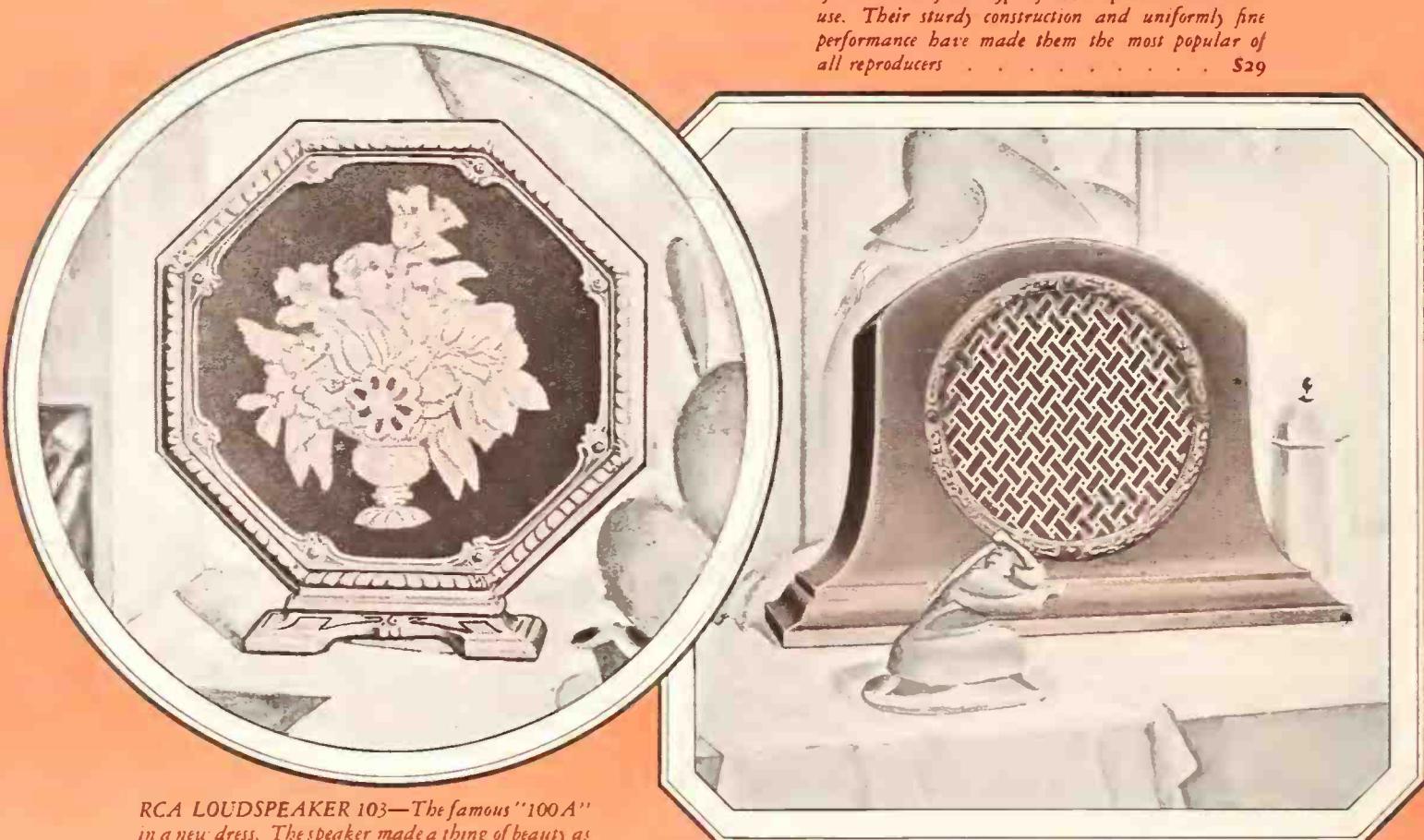
RCA RADIOLA 16—Designed to give the finest radio entertainment in homes not wired for electricity. Battery-operated. A receiver known for its wonderful performance and long life in thousands of homes all over the country. . . \$82.75 (with Radiotrons)

RADIO CORPORATION OF AMERICA • NEW YORK CHICAGO SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

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



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

*Complete national acceptance
makes these two Reproducers*

The BIGGEST SELLERS in RADIO

RCA Loudspeakers of the magnetic type outsell all other makes because of public recognition of the fact that no other reproducers of their kind equal them in performance—regardless of price.



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

Using the Mail to Speed Collections

(Continued from page 8)

it—now it's come to a point where you've got to call in someone else—someone who has for-

Letter 4

Dear Mr. _____:

If you had loaned me \$..... over three months ago and you really needed the money now—and asked me to pay it—wouldn't you feel that such friendliness deserved my immediate support? Wouldn't I be a pretty heartless article if I didn't come up to standard?

When Tom Jones, my grocer, asks me (note) for money, money that I owe him, I usually dig for it right away because Tom gives me honest groceries at honest prices. He's earned the right to my pocketbook and I appreciate the fact that he's trusted me.

You know that all business must be based on mutual trust. If it isn't, then it ceases to be business—it becomes a matter of being clever enough to get money without giving value received.

I don't believe that such "cleverness" is justified. I know that you are with me in saying that you'd prefer to do business on a sound foundation and pay for it, rather than to have me cheat you by giving less than you pay for, so as to balance up for the service that I don't get paid for.

So doesn't it follow that the enclosed bill, honestly rendered, deserves like consideration and payment?

I shall look for your payment within ten days.

Honestly yours,

(note) Put in the name of some local man who has a good reputation; in the place of Tom Jones—change grocer to fit the line he is in.

gotten how to be friendly and makes a business of getting money—that's his job, not yours. In other words, you've had to call in the cop.

Letter 5

Dear Mr. _____:

I'm sorry that you don't appreciate honest service and friendly treatment. Four times I've asked you to pay the bill that you contracted over three months ago. You have not replied—or paid.

Not only are you withholding my money but you are also penalizing your fellow townsmen who do pay their bills and who merit my trust. Is that either fair or honest?

Do you think that your friends, who may do business with me, should pay the increased overhead that your non-payment involves?

When we did the work for you we were earnestly interested in giving you satisfaction. We expected that you would at least pay the cost and not make us carry a part of your financial burden.

I cannot think that you have fully realized your responsibility in this matter—I do not want to turn this over to a collection agency because I believe that (note B) the majority of men in . . . are honest and self-supporting.

Before I am forced to take outside measures I'd like to have a reason for non-payment from you—if it is a good one, then you'll find me human and decent about it. Please reply immediately.

Truly yours,

(note A) If for goods sold, the first sentence here may read: When we sold you the goods covered by this statement we earnestly hoped that they would give you satisfaction.

(note B) Fill in here the name of your town or city.

One fact stands out clearly and that is it pays to use diplomatic and courteous methods of collecting instalments, resorting to harsher methods only as a last resort. No dealer can afford to lose a single customer. Many delinquent patrons simply let the payments slide

Letter 6

Dear Sir:

Business is always based on mutual trust and confidence—failure in either of these points destroys all relationship, friendly or otherwise.

We've asked you to pay your bill—a bill which, by your very silence, you've admitted to be a true one. We've told you that we were ready to adjust any complaint—if you had one—relative to the work or merchandise involved.

Your silence and your obvious refusal to listen to reason shows that you do not believe in the commonly accepted definition of business.

We are sorry that you have taken such an attitude. It is one that we are absolutely unable to meet—for we do not understand such a spirit.

We can collect our bills in only one way, but it is not the way that you know. So we must turn your bill over to our collection agency—it's their job to get money for debts legally contracted, from people who ignore reasonable appeal—it's their job to get the money—they know how—and they usually get it.

Your bill goes to them on unless you are ready to meet us halfway.

Yours,

with no thought of "putting one over" on the dealer, and come to life as soon as their laxity is brought to their attention.

Imports and Exports of Talking Machines

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

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

The dutiable imports of talking machines and parts during July, 1928, amounted in value to \$49,253, as compared with \$56,619 worth which were imported during the same period of 1927. The seven months' total ended July, 1928, showed importations valued at \$301,789; in the same period of 1927, \$372,855, a substantial decrease.

Talking machines to the number of 20,512, valued at \$576,939, were exported in July, 1928, as compared with 10,279 talking machines valued at \$429,555, sent abroad in the same period of 1927. The seven months' total showed that we exported 95,800 talking machines, valued at \$3,630,077, as against 72,588 talking machines, valued at \$2,739,642, in 1927.

The total exports of records and supplies for July, 1928, were valued at \$330,940, as compared with \$267,593 in July, 1927. The seven months ending July, 1928, show records and accessories exported valued at \$2,078,369.

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

Europe, \$16,090; Canada, \$32,628; Central America, \$43,287; Mexico, \$81,439; Cuba, \$18,258; Argentina, \$58,262; Brazil, \$63,591; Chile, \$53,505; Colombia, \$51,116; Peru, \$14,408; other South America, \$65,921; China, Hong Kong and Kwantung, \$13,560; Philippine Islands, \$7,685; Australia, \$17,788; New Zealand, \$5,100; British South Africa, \$1,942; other countries, \$32,359.

Add Two Stations to Eveready Hour Chain

Two new broadcasting stations have been added to the Eveready Hour network, beginning September 25th, it was recently announced by the National Carbon Co.

Station KVOO of the Southwestern Sales Corp. in Tulsa, Okla., and Station WOAI of the Southern Equipment Co. in San Antonio, Tex., are the newest additions to the Eveready Hour chain. This brings the total number of stations up to twenty-two.

Latest Phonograph and Radio Patents

Record Holder for Talking Machines. Paul D. Bodwell and Henry W. Bellows, Waynesboro, Pa., assignors to the Deca Disc Phonograph Co., same place. Patent No. 1,683,440.

Sound Recording and Reproducing Apparatus. Lee De Forest, New York, N. Y., assignor to the De Forest Phonofilm Corp., same place. Patent No. 1,683,451.

Record Holder for Talking Machines. Wilbur Kelso Kauffman, Waynesboro, Pa., assignor to the Deca Disc Phonograph Co., same place. Patent No. 1,683,469.

Radio Attachment for Talking Machines. Eugene A. Widmann, Brooklyn, N. Y., and Frank D. Lewis, West Orange, N. J., assignors to the Pathé Phonograph & Radio Corp., Brooklyn, N. Y. Patent No. 1,684,933.

Radiocoil. Hiram D. Currier, Chicago, Ill. Patent No. 1,683,606.

Antenna. Alfred N. Goldsmith, Mount Vernon, N. Y. Patent No. 1,683,773, assignor to the Radio Corporation of America, Delaware.

Vernier Dial for Radio Adjustments. Adolph Peteler, Freeport, N. Y. Patent No. 1,683,845.

Radioantenna. McKay Wright, Seattle, Wash. Patent No. 1,684,003.

Antenna. Harold M. Brown, Elmhurst, Ill. Patent No. 1,683,009.

Radioreception. Paul G. Weiller, East Orange, N. J., assignor to Wired Radio, Inc., New York, N. Y. Patent No. 1,684,164.

Automatic Antenna Regulator. Joseph E. Love, Schenectady, N. Y. Patent No. 1,684,235.

Automatic Antenna Regulator. William W. Brown, Schenectady, N. Y., assignor to the General Electric Corp., New York, N. Y. Patent No. 1,684,261.

Radio Receiving System. Winfred T. Powell, Rochester, N. Y., assignor to the Stromberg-Carlson Telephone Mfg. Co., same place. Patent No. 1,684,361.

Radio Receiving System. Frederick A. Kolder, Palo Alto, Cal., assignor to the Federal Telegraph Co., San Francisco, Cal. Patent No. 1,683,080.

Radiochassis. Philip E. Edelman, Chicago, Ill. Patent No. 1,682,778.

Sound Reproducing Mechanism. E. U. Iwwerks, Kansas City, Mo. Patent No. 1,684,098.

Automatic Stop for Electrically Driven Phonographs. Josef Brandstetter, Chicago, Ill. Patent No. 1,684,084.

Radiofrequency Amplifier and Method of Making and Operating the Same. Albert S. Blatterman, Asbury Park, N. J., assignor to the Ware Corp., of Delaware. Patent No. 1,684,939.

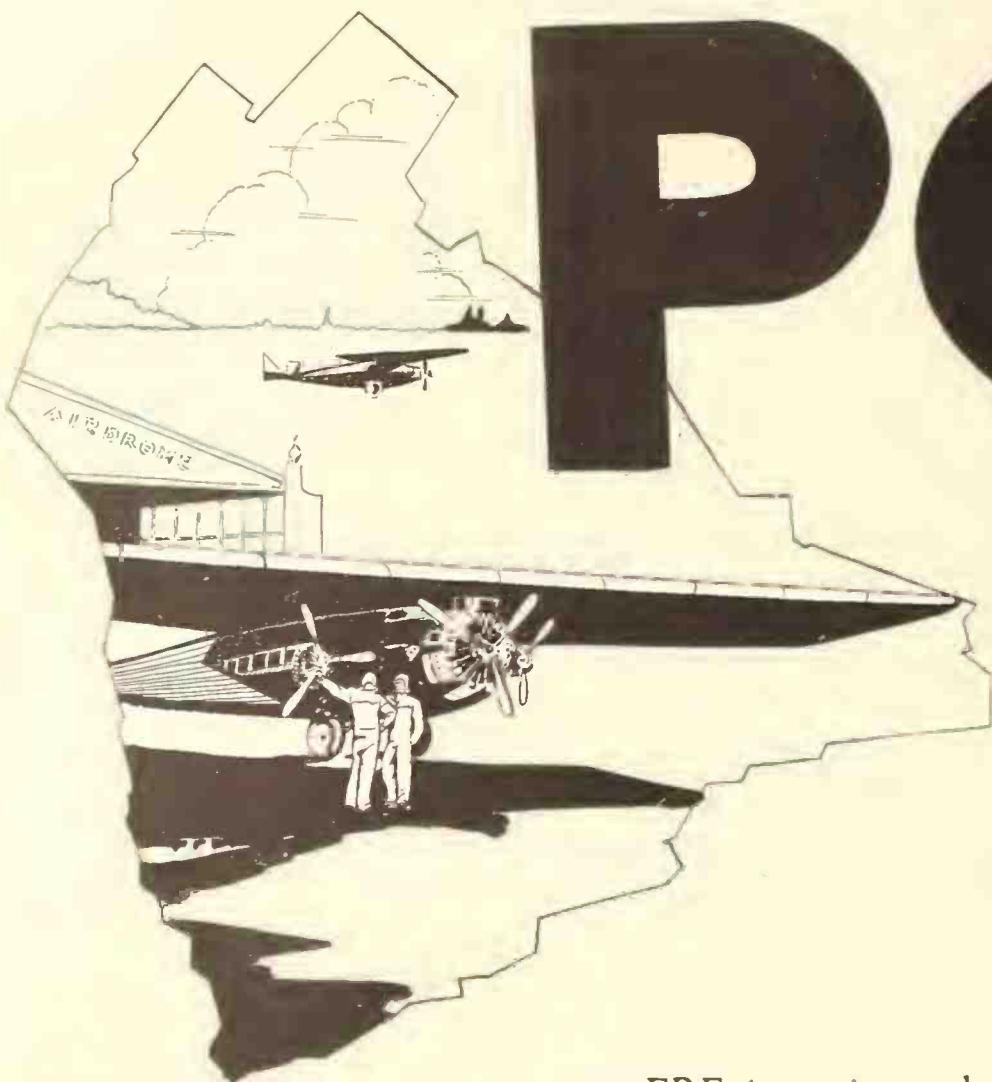
New Mayers Store Opened

William A. Mayers, general manager of the A. H. Mayers chain of music stores in New York City recently announced the opening of the fifth link on the second floor of the H. Batterman Co., Brooklyn, N. Y. A complete line of radio receivers, phonographs and other musical instruments is carried.

Remodels Service Lab.

APPLETON, Wis., October 5.—The M-L-O Tone Radio Shop, 812 South Kernan avenue, has remodeled its service laboratory, and announced that it is equipped to service all types of sets. The laboratory has a complete tube testing panel for all makes of tubes, and its equipment and personnel will prepare the shop to give repair and adjustment service.

The agency for Kellogg radio receivers, manufactured by the Kellogg Switchboard & Supply Co., Chicago, Ill., has been granted to the Miles Electric Shop, Reedley, Cal.



POW

*Has to Be Used
... and That Goes*

AUDAK

HERE is a giant plane, at rest on the flying field. Winged thing of steel and wood, it stands for progress. Sturdy it is . . . and dependable. The very emblem of speed and power . . . when in the air. But ONLY when in the air! POWER, you see, must be utilized before it means anything. This is nature, and it is business, too. The strongest sales assistance in the world cannot help a dealer until he really makes the most of that assistance. AUDAK Reproducers stand for POWER . . . sales power! They can help you sell more records and more talking machines . . . as well as more reproducers . . . if you use them.

Every customer who enters your store should HEAR your marvelous new electric records, played with AUDACHROME

or some other AUDAK Reproducer. This will quicken their appreciation of good music and make them realize that those records . . . and the AUDAK method of reproduction . . . should be in their homes. The result will be MORE BUSINESS for you . . . and therein lies the POWER we've been telling you about.

ACCEPT NO IMITATIONS

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



New Prices

AN IMPORTANT revision in the list prices of several AUDAK models will go into effect November 1st. Write to your jobber for details . . . or to us direct.

The AUDAK
565 Fifth Avenue,
"Creators of High Grade Electrical and

FORR

*Before It Counts
Emphatically for*

REPRODUCERS

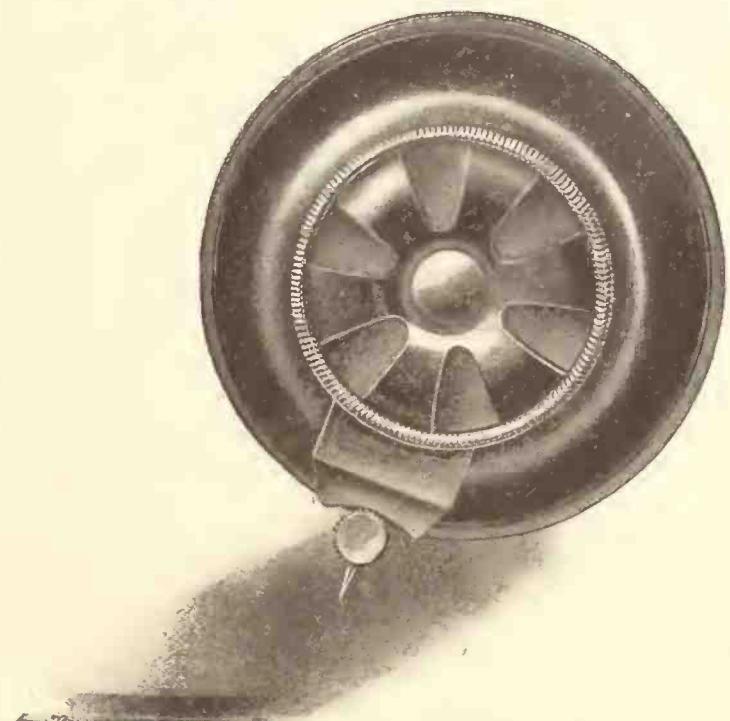
No other reproducers can compare with the AUDAK family in performance, because no others equal it in scientific construction. For example, AUDACHROME and several other AUDAK models seal themselves automatically to the tone-arm, air-tight as an electric bulb. High compression, so essential to perfect acoustical reproduction, is thus secured in these wonderful instruments . . . one of many exclusive AUDAK features. Hence their mighty POWER for bigger and better music business. Don't let this power stand idle; UTILIZE it!

Especially now, when the approach of the Holidays widens your opportunity. Get in touch with your jobber at once if you are not already AUDAK-equipped for the big, profitable season just ahead!



(New)
AUDACHROME

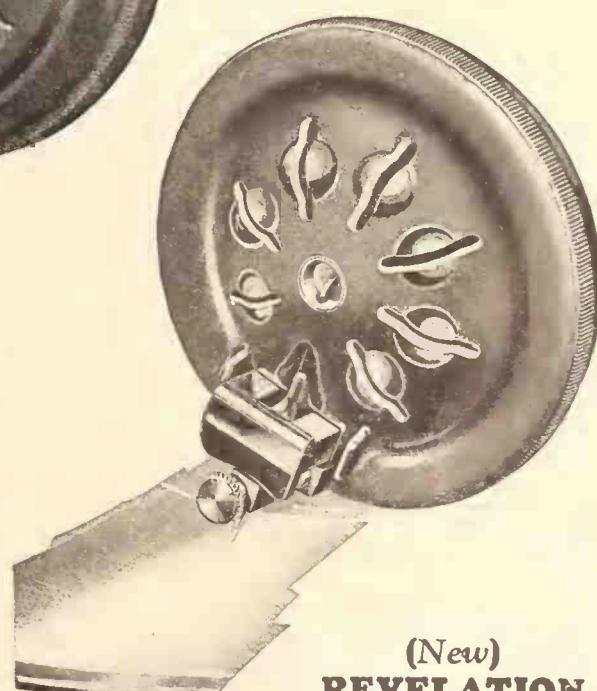
"The Standard by Which All
Others Are Judged and Valued"



(New)
POLYPHASE



(New)
SINGLEPHASE



(New)
REVELATION

COMPANY

New York

Acoustical Apparatus for More Than 10 Years"

Independent Merchant Must Utilize Most Modern Methods

Dr. Julius Klein of the Department of Commerce States That Small Business Man Taking Advantage of New Conditions Has Greater Opportunity of Success

THE status of the small independent merchant in our present commercial structure is a subject which has received much attention of late from economists and students of business problems. In a pamphlet issued by the Commerce Department entitled "Practical Aids to the Independent Merchant" the question as to whether he has a secure position in the development of business in this country is not only answered emphatically in the affirmative, but it is pointed out that "the resourcefulness and freedom of action of the individual will always go far toward offsetting the advantage of large-scale operations of the more complicated organizations."

However, the fact is emphasized that in this era of changing business methods the merchant who refuses to consider the new order of things must give ground to his more efficient competitor. According to Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce, the independent business man with reasonable capital willing to utilize new methods and take advantage of new conditions has a greater opportunity to-day than ever before.

The independent merchant who functions intelligently as purchasing agent for his community, he points out, has a distinct opportunity to render a real social service. The principal innovation introduced by the large corporation is the newer type of management, and the recognized value of large-scale economies; but big business has no copyright on profitable methods and mere bulk is by no means necessarily synonymous with efficiency.

The small business man who is striving to keep pace with changing conditions is often hampered by not knowing where to go for the trade information he wants. There are in the Government service vast sources of knowledge of real practical value to him. It was for the purpose of pointing out these sources that the Department of Commerce decided to compile a brochure briefly outlining the ways in which it can be of value to American business men, particularly to those merchants who do not have the facilities to carry on special investigations or to collect information on their own account. The Department, it is pointed out, functions to assist business by undertaking, in full co-operation with those to be served, the fact-finding investigations which business men, either collectively or individually, cannot conduct to better advantage for themselves.

Among the problems which the Department is studying and which are perhaps of greatest interest to the independent merchant are those dealing with retail distribution and marketing. Mass production has brought about remarkable changes in merchandising during the last quarter-century—changes which have tended to upset methods of distribution which are deemed fixed and unalterable. The old order of wholesaler, jobber and retailer has developed into a somewhat confusing system where manufacturers are retailers, wholesalers own or control retail stores, and retailers own wholesale establishments. This confusion which exists in connection with distribution complicates the problem of efficient business administration

and gives rise to a certain amount of distrust among the consuming public. The Commerce Department has found upon investigation that nearly a million business men in this country do a volume of business hardly large enough to provide the facilities for the study of their several problems. Small businesses naturally cannot afford to maintain their own research departments on the scale necessary and must depend on the Government for fact-finding service and co-operation.

Recent studies by the Commerce Department have shown that the profits of many wholesalers and retailers alike are being dissipated through practices, such as the handling of unprofitable items, soliciting unprofitable customers, striving for volume without regard to costs and the use of uneconomic credit practices.

A study recently issued on the subject of analyzing retail selling costs revealed that certain commodities cost nearly three times as much to sell as others. Another study into retail profits through stock control shows how one progressive merchant was able to solve many of his problems by means of a simple method of record-keeping through which he was enabled to pick out and discard those items for which there was little or no demand. Idle merchandise, it is pointed out, with its accumulating burden of costs for storage, interest, insurance, taxes, shrinkage, depreciation and obsolescence can make it difficult and frequently impossible for a merchant to remain in business unless the accumulated burden is passed along.

Radio Dealers Meet

NEENAH, WIS., October 5.—Seventy-five dealers of the Quinn Bros. Radio Corp, of this city, assembled September 14 for their annual banquet and sales conference. Dinner was served at the Valley Inn, following which the dealers inspected displays of new radio goods and indulged in a round table conference.

One handle handles all
Outing
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

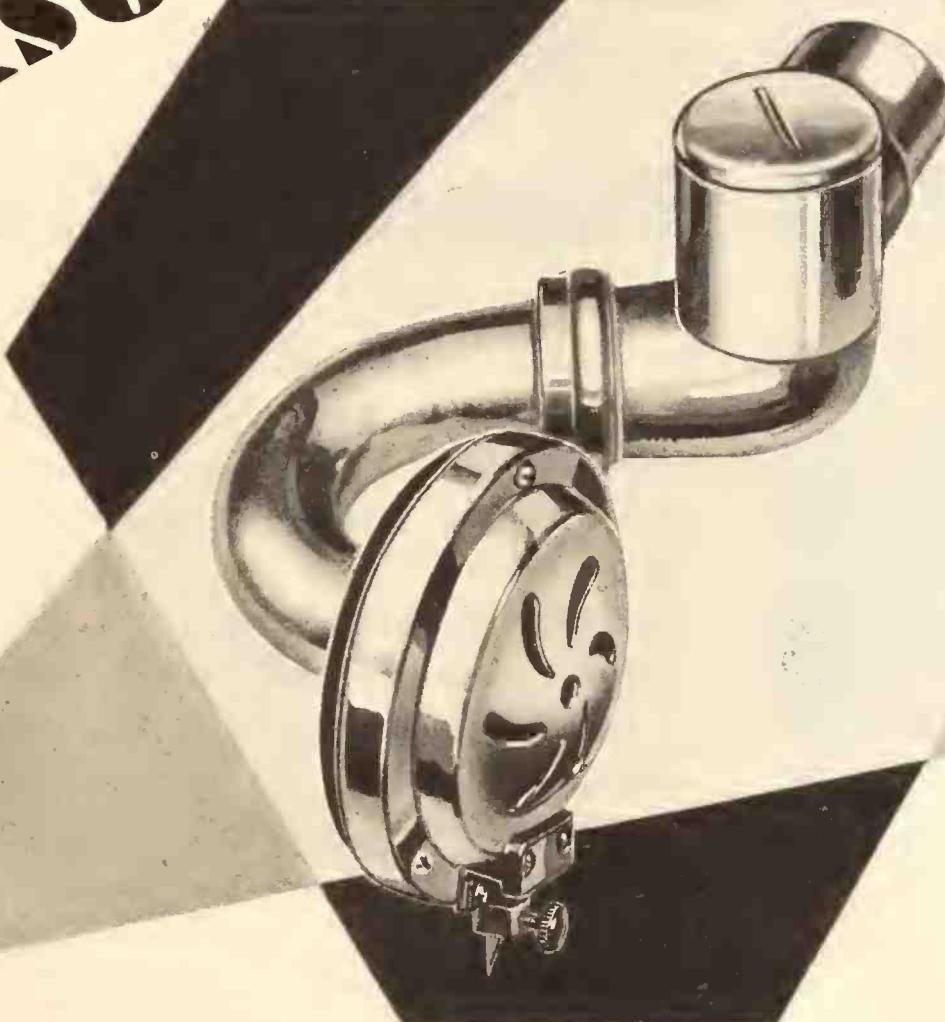
NEW YORK ALBUM & CARD CO., Inc.

Established 1907

64-68 Wooster Street, New York

WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS·REPRODUCERS

A NEW EDISON ATTACHMENT



MODEL 166-90

With No. 90 Reproducer, as shown in illustration—nickel, \$8.50; oxidized or gold, \$10.00. Attachment only without Reproducer—nickel, \$3.00; oxidized or gold, \$3.75.

NEW—and a vast improvement over anything on the market—is this latest designed attachment for playing Victor, Brunswick, Columbia, or any standard lateral cut records on the Edison Phonograph. Fitted with the Oro-Tone No. 90 Reproducer it gives you full volume, the clearest of definition, and unsurpassed richness of tone . . . *at a most reasonable price!*

The New Model 166 has a number of distinctive features. Its full curved arm tapers gracefully from elbow to reproducer. The full curved throw-back feature permits easier and quicker change of needles and records. The needle automatically

takes its correct playing position and clears the record completely when lever is depressed. With an easy swing which prevents any possibility of the needle dragging across record face, there is a notable absence of annoying surface noise. A full range of travel permits the No. 166 to play any size record.

Both in its attractive appearance and in its full rich tone quality the Model 166 is the equal of any Edison attachment ever on the market. Moderately priced, and with standard built-in Oro-Tone Quality, it opens a new market of sales opportunity for Dealers and Jobbers . . . and the profit margin is liberal! Samples sent promptly upon request.

The new Oro-Tone Catalog is now available, listing full description and prices of recognized Oro-Tone products. If you haven't received yours . . . send for it today!

The Oro-Tone Co.

1000-1010

QUALITY FIRST

GEORGE ST.

CHICAGO, ILL.

Well-Known Author to Describe Television

R. P. Clarkson Chosen by the RMA to Write a Series of Articles to Advise Public on the Progress of Television

R. P. Clarkson, well-known radio author, has been chosen by the Radio Manufacturers' Association to write the series of articles planned by the RMA to truthfully advise the public regarding television. Probably no radio writer has been in closer touch with the development of television, as well as aural radio, than Mr. Clarkson. His technical and popular articles on radio and television have been appearing in all prominent trade and other periodicals for years.

He is regarded as an outstanding authority on the subject and was engaged by H. B. Richmond, of Cambridge, Mass., director of the RMA Engineering Division, for the task of preparing the forthcoming articles on television which will officially give facts to the public.

The information resulting from the recent television survey of the RMA, occupying several months, as well as his great personal fund of information and contacts with radio engineers and laboratories, will be drawn upon by Mr. Clarkson for the early series of articles to be issued by the RMA.

The recent public offering of ten thousand no par value common stock of the Polymet Mfg. Co., manufacturer of radio parts, by C. L. Schmidt & Co., Inc., was heavily oversubscribed.

Arcturus Radio Co. Moves Its Offices

Executive Offices Moved to Provide More Space for the Manufacture of Radio Tubes—Five Plants Kept Busy

The Arcturus Radio Co., manufacturer of Arcturus radio tubes, has moved its executive offices in Newark, N. J., from 255 Sherman avenue to 218 Elizabeth avenue. This move was made in order to devote the Sherman avenue building exclusively to manufacturing, due to the rapidly increasing production schedule of the company. Arcturus now has in operation five plants devoted to their extensive line of tubes, three in Newark and two in Harrison.

The Peerless Standard-Bearer!



New Improved Peerless Junior \$15

A popular priced portable for the dealer who wants to give his customer the fullest possible value. Equipped with new Heineman Master Junior Motor. Plays two records with one winding. Specially designed Peerless reproducer. Finished in DuPont Fabrikoid with beautiful two-tone effect.

Our complete line includes the Peerless Vanity in four colors, \$12.50 list; Peerless Champion, \$20 list; Peerless Master-Phonic, \$25 list. Write for samples of any of these four models on approval.



A New Peerless Record Album

Elaborate gold stamped decorated back . . . Has the appearance of a fine hand-tooled library volume . . . Designed for the manufacturer who desires to equip his cabinets with an attractive filing device . . . Eye appealing . . . Will enhance the beauty of any phonograph or phonograph-radio combination . . . Special prices to manufacturers.

PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

Z

ENITH business doubled
in 1925—doubled again in 1926—and
tripled in 1927! Now Zenith has just
finished the most prosperous summer in
its history, with a volume of business
that crashes all previous sales records.
A nation-wide reputation for Quality
Radio, plus Automatic Tuning—the big
new Zenith feature for 1928-29—are
making this season a memorable one
for Zenith dealers. It pays to handle a
Quality Line that rises above the
scramble of competition.

30 Models—3 different circuits
including DeLuxe, Automatic
and Phonograph Models—with
or without loop or antenna—
battery or completely electric
—\$100 to \$2,500

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



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

Salesmanship

Wins Portable Volume

By J. H. Reed

THAT the sales of portable phonographs need not be confined to the Spring and Summer months, but that they can, with proper handling, be sold all the year around, has been demonstrated by M. B. Robison, head of the phonograph department of the Phillips & Crew Piano Co., of Atlanta, Ga.

Mr. Robison's sales of portable phonographs run from ten to fifty a month—and there isn't a month in the year that he does not sell some of them! How does he do it? Simply by refusing to look at the portable phonograph as a "Summer seller."

"What a man can do," says Mr. Robison, "is usually limited by what he thinks he can do. And if the dealer in portable phonographs thinks that he can sell them only during the Spring and Summer, why, that is all he can do. His sales are limited by his mental attitude toward them.

"He does not think portable machines can be sold except in the Summer—he does not try to think up ways and means of selling them—and, as an inevitable result, he does not sell them! We sell portable phonographs all the year around and we believe we do it because we have always refused to believe that sales were limited to the Summer season. That is sheer nonsense.

"You know, people used to take their vacations only in the Summertime. That isn't true any more. To-day you find business men going to Florida for two or three weeks in the Winter. You find them going on a fishing trip in the

Spring and a hunting trip in the Fall. You find them going to the mountains in the Summer. You find them taking three or four small vacations in the place of the one long vacation they used to take.

"As a result, they last longer and handle their business affairs better. There isn't a month in the year now in which portable phonographs cannot be sold to the public. In February, for example, we sell dozens of portables to people who are going camping or fishing in Florida.

Christmas business. And in January and February the cycle starts all over again.

"You never thought of selling portable phonographs for Christmas? Then you have overlooked a good opening. Many people can be sold portable phonographs for Christmas presents. The children, for example, will be overjoyed with a phonograph of their own for the nursery—and it will keep them from messing up the parlor, too. The young folks, home for vacation, would ask for nothing

better than a portable phonograph to take back to college. Invalids and shut-ins often appreciate a portable phonograph that they can keep by the bedside and play as they wish. Yes, sir—portable phonographs can be sold for Christmas. It is just a question of getting the mind away from the fixed idea that the portable phonograph is a Summer seller—and using it to think up ways and means of selling it at other times.

"Did I hear someone say that the Southern climate made all-the-year selling possible?

"Well, possibly it does make the sale of portable phonographs easier. But families in

the North take just as many vacations. They, too, have trips to Florida and to the mountains, Summer homes and hunting lodges, sons and daughters in college, who would appreciate phonographs, and children in the nursery.

"For those who want to take some music with them, the portable phonograph offers the only practical solution to the problem. And, by the way, we never sell phonographs as phonographs. We sell them as music. We don't say, 'take a portable phonograph with you on the camping trip.' We say, 'take music with you wherever you go.' It seems like a little difference, but it pays big in results.

"Another thing we have discovered is that quality is the only thing that counts with the public in buying phonographs. Price is not a determining factor in the sale of portables. We sell them ranging in price all the way from \$25 to \$50. Of course, there is a limit to the price the public will pay for a portable instrument. And that limit is far below what it will pay for an upright or a console phonograph. But, with portables, quality and tone outweigh any consideration of price. People want a good instrument. They don't care if it costs \$35 or \$50. Nor is weight a factor in the purchase of a phonograph. Unlike the portable typewriter, it does not have to be carried around by hand. It is put into the automobile with the other baggage. And the automobile does not care if it weighs two pounds or twenty."

Mr. Robison's sales of portable phonographs as compared with his sales of regular instruments run in the Fall and Winter months about one to three. While during the Spring and Summer they run about one to one. Which will give some idea of the way in which he has built up the trade in portables. While his heaviest months are December, April, May and June, sales run evenly throughout the twelve months of the year.

M. *B. Robison, of the Phillips & Crew Piano Co., of Atlanta, Ga., refuses to regard the portable talking machine as a seasonal proposition and consequently he sells them throughout the entire year. There are reasons why the portable can be sold every month of the year and to prove it Mr. Robison gives them. The prevalence of people going on Winter, Fall and Spring vacations gives the dealer ample opportunity of putting over the portable's sales appeal—and, of course, there are the holidays.*

In March and April we sell them to folks who are going on fishing trips to the sea coast, and the like. In May and June we sell them to students who are out of school and going to Summer camps. In July, August and September we sell them to families going to the mountains. In November and December we have a heavy sale of portable phonographs as part of our

WALL-KANES

(The original 10-record needles)

Are now packed in Attractive
Lacquered Revolving Stands

THE DISPLAY ATTRACTS
THE QUALITY SELLS

Each stand holds 50 packages Extra Loud,
25 Loud and 25 Medium

Usual nominal charge of 10 cents for the stand.

Be the first in your territory to feature this stand.

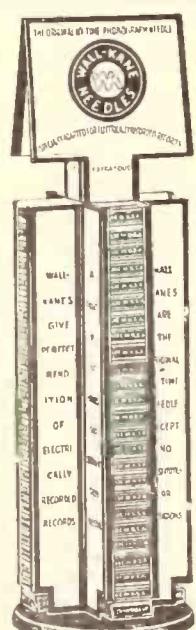
YOUR COST \$6.10
YOUR RETURN \$15.00
150% PROFIT

WALL-KANE
Needle Manufacturing Co.
INCORPORATED

3922 Fourteenth Avenue

Brooklyn, N. Y.

ALSO JAZZ, CONCERT, PETMECKY, BEST TONE AND HUMAN VOICE NEEDLES



Engineered
like
a fine car



FANSTEEL

Balkite Radio

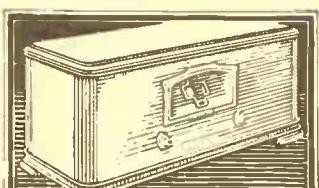
CABINETS BY Berkey & Gay



BALKITE A-7—Housed in a beautifully hand-carved walnut cabinet by Berkey & Gay. Completely equipped, including dynamic speaker.



REFINEMENT *that brings increased radio profit . . .*



Balkite A-5—*The Table Model. Walnut cabinet, by Berkey & Gay.*

Balkite A-3—*The same, in a simple, but slightly, all-metal case.*

\$175.00 to \$450.00

Less tubes

*Prices slightly higher
West of the Rockies*

CABINETS
BY
Berkey & Gay

Engineering refinement—that sums up Balkite AC Radio. Refinement that is obvious in the exterior elegance of the cabinets, in the simplicity of the chassis, in the quality of reception. Refinement that has produced radio that is not competitive with any other line you sell. Instead it opens up a new market, the same market that is served by a fine car.

Balkite gives you a higher unit of sale to offer to that portion of the public that demands finality in its purchases. A receiver to offer to those who want authentic furniture—Balkite is housed by Berkey & Gay. A receiver that duplicates in a simple engineering job the kind of recep-

tion that heretofore has been confined to the laboratory. A receiver to serve a market that has never been properly served in radio before—a market that increases your volume.

Balkite is so simple, dependable and fool-proof that your profit is clear—service is reduced to a minimum.

Again, Balkite makes your lower-price line easier to sell. Properly shown and demonstrated it results not only in direct Balkite sales, but raises the price average of other purchases in your store.

Balkite engineering refinement brings your radio profit to a maximum. Fansteel Products Co., Inc., North Chicago, Illinois.

FANSTEEL
Balkite Radio



RADIO or recorded music at the turn of a switch . . . SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles . . . This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum . . . Result: every tone is reproduced—as it is played.

And now the finest Instrument in radio music—Balkite Symphion

Based on an entirely new principle, AC, but uses the 201A type tube. Plays both recorded and broadcast music.

Both the phonograph and the radio have captured the general public. But there has always been a special public—musicians and music connoisseurs—who have not been satisfied.

Their attitude has been that reproduced music leaves out certain notes in the upper and lower register, and esthetically important overtones. This is the attitude of extreme fastidiousness. Yet this attitude has constituted a challenge to radio and its marvelous achievement.

Balkite Symphion meets this challenge. It is radio for the musician and the music connoisseur. It is tonally complete, and with the long-sought subnotes and overtones. The same thing is true of the Symphion playing recorded music or music over the air.

Symphion is the one radio-musical instrument on the market whose quality of reproduction is readily demonstrable. To hear is to concur in its superiority. Hear it yourself. Demonstrate it to your customers. Their reaction will convince you that here is an instrument that opens up a new market hitherto untouched.

Fansteel Products Company, Inc.,
North Chicago, Illinois.

Cabinets by
BERKEY
& GAY

FANSTEEL
Balkite Symphion



BALKITE A-7—Housed in a beautifully hand-carved walnut cabinet by Berkey & Gay. Completely equipped, including dynamic speaker.



Anchor Lite Appliance Co.

330 Blvd. of the Allies • Pittsburgh

DISTRIBUTORS



Balkite A-5—The Table Model. Walnut cabinet, by Berkey & Gay.

Balkite A-3—The same, in a simple, but slightly, all-metal case.

\$175.00 to \$450.00

Less tubes

*Prices slightly higher
West of the Rockies*

CABINETS

BY

Berkey & Gay

Here is radio engineered with the finality of a fine car. It matches in a simple, fool-proof job, the kind of reception that has hitherto been available only in the laboratory with complicated laboratory mechanisms. That's one of the reasons we sell it.

FANSTEEL

Balkite Radio



RADIO or recorded music at the turn of a switch . . . SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles . . . This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum . . . Result: every tone is reproduced—as it is played.

BIEHLS AUTO PARTS

500 South Central Street • Pottsville, Pa.

DISTRIBUTORS

After all, radio has but one function—to reproduce faithfully. And for reproduction we do not believe Balkite to be equalled by any receiver on the market. Of particular note is its naturalness—the complete absence of the usual “radio” tone.

Cabinets by
BERKEY
& GAY



FANSTEEL

Balkite Symphion



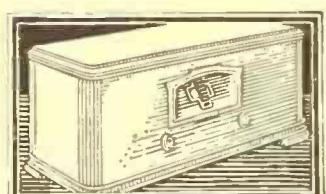
BALKITE A-7 - Housed in a beautifully hand-carved walnut cabinet by Berkey & Gay. Completely equipped, including dynamic speaker.



THE CARLISLE RADIO CO.

147 South Santa Fe Street • Salina, Kansas

DISTRIBUTORS



Balkite A-5—The Table Model. Walnut cabinet, by Berkey & Gay.

Balkite A-3—The same, in a simple, but slightly, all-metal case.

\$175.00 to \$450.00

Less tubes

Prices slightly higher
West of the Rockies

CABINETS
BY
Berkey & Gay

Exterior elegance to match interior refinement. Balkite is the easiest of receivers to sell to the fastidious. Instead of becoming involved in arguments about appearance with your customers, you have the assurance of the name of Berkey & Gay to give them. It's a name synonymous with all that's fine in furniture.

FANSTEEL

Balkite Radio



RADIO or recorded music at the turn of a switch . . . SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles . . . This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum . . . Result: every tone is reproduced—as it is played.

CLEVELAND PRODUCTS CO.

2136-8 East 9th Street • Cleveland

DISTRIBUTORS

Women are an increasing factor in the radio market. Despite this, most radio cabinets still show the influence of the T-square. Not so with Balkite. Designed with the woman in mind, Balkite gives the woman authenticity in cabinet style through Berkey & Gay. Another reason why Balkite sells so readily.

Cabinets by
BERKEY
& GAY



FANSTEEL

Balkite Symphion



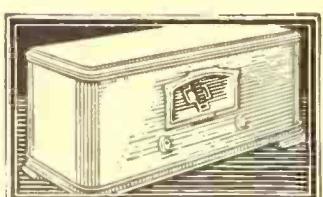
BALKITE A-7—Housed in a beautifully hand-carved walnut cabinet by Berkey & Gay. Completely equipped, including dynamic speaker.



Electric Lamp & Supply Co.

1122 Pine Street • St. Louis

DISTRIBUTORS



Balkite A-5—The Table Model. Walnut cabinet, by Berkey & Gay.

Balkite A-3—The same, in a simple, but slightly, all-metal case.

\$175.00 to \$450.00

Less tubes

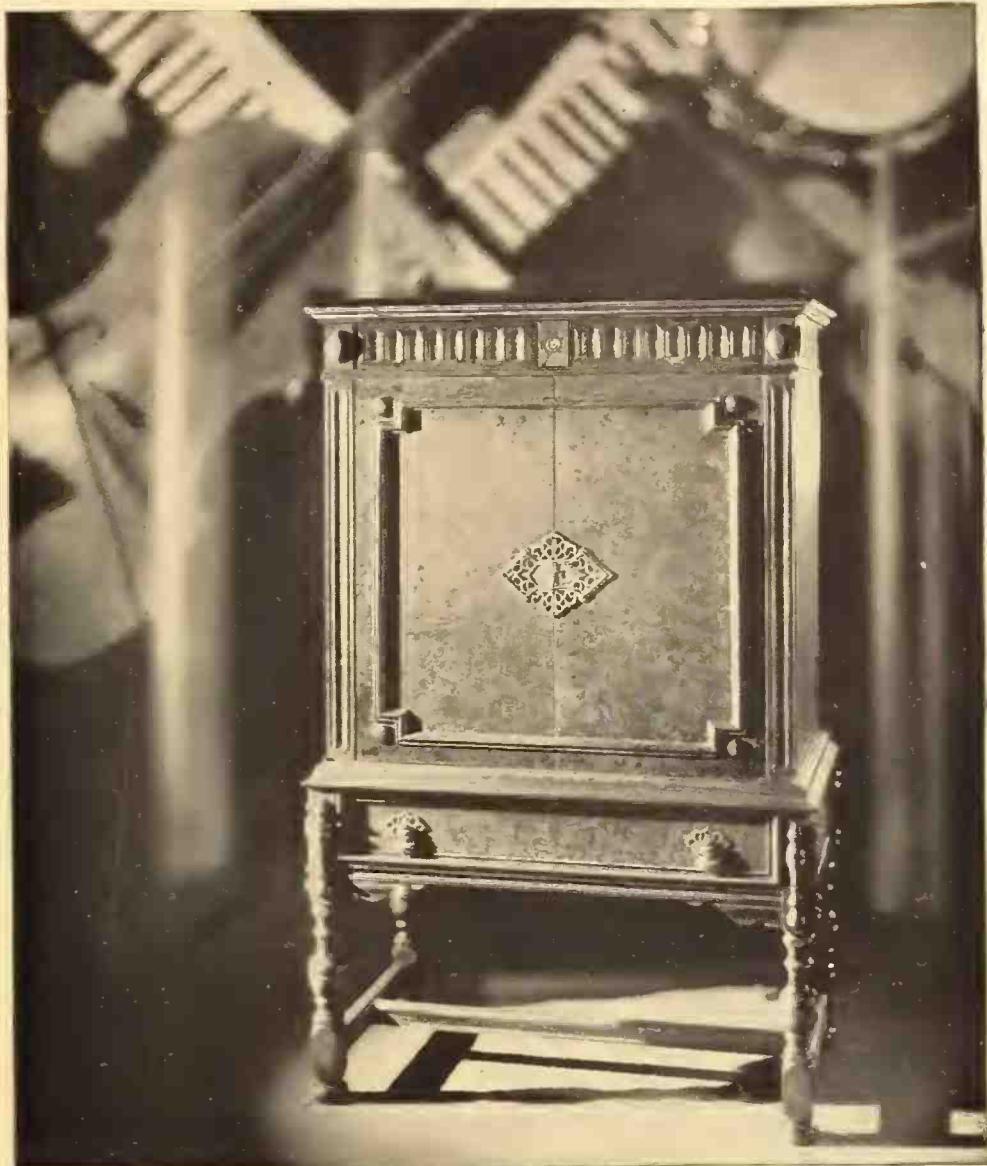
Prices slightly higher
West of the Rockies

CABINETS
BY
Berkey & Gay

We offer Balkite for just one reason—the reputation of the manufacturer behind it. A reputation for quality not excelled in the entire field. And coupled with manufacturing honesty an ability to merchandise a product in a sound successful way. No Balkite product has ever failed of success. Balkite Radio is no exception.

FANSTEEL

Balkite Radio



RADIO or recorded music at the turn of a switch . . . SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles . . . This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum . . . Result: every tone is reproduced — as it is played.

Electrical Specialties Co.

325 State Street • • Detroit

DISTRIBUTORS

To realize the simplicity of Balkite radio you need only look at the Balkite Chassis. Neatness and finish like this have never existed in radio before. This is not useless refinement, but refinement that has its effect in reduced service. Therefore we offer Balkite.

Cabinets by
BERKEY & GAY



FANSTEEL

Balkite Symphion

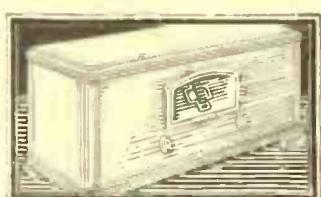


BALKITE A-7—Housed in a beautifully hand-carved walnut cabinet by Berkey & Gay. Completely equipped, including dynamic speaker.



Finch, Van Slyck & McConville *Fifth and Waucota • • St. Paul*

DISTRIBUTORS



Balkite A-5—The Table Model. Walnut cabinet, by Berkey & Gay.

Balkite A-3—The same, in a simple, but slightly, all-metal case.

\$175.00 to \$450.00

Less tubes

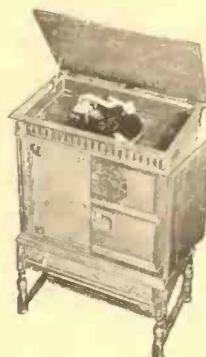
Prices slightly higher
West of the Rockies

CABINETS
BY
Berkey & Gay

Chief among profit factors is service. In Balkite service has been reduced to a minimum. And when service is necessary, the Balkite service organization—one of the most complete and efficient in the field, is at your disposal. It's one of the important reasons why we prefer Balkite to any other receiver.

FANSTEEL

Balkite Radio



RADIO or recorded music at the turn of a switch . . . SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles . . . This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum . . . Result: every tone is reproduced—as it is played.

C. HORENSTEIN & SONS

127 *Ann Street* • *Hartford, Conn.*

DISTRIBUTORS

Nearly every other radio conflicts with one of your other lines. Here's one that doesn't. The man who buys a fine car—if you don't sell him Balkite, what radio can you sell him? And this type of buyer is becoming increasingly important.

Cabinets by
**BERKEY
& GAY**

FANSTEEL

Balkite Symphion



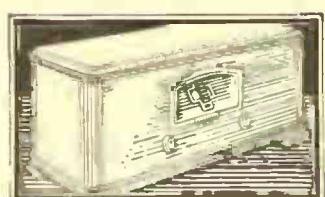
BALKITE A-7—Housed in a beautifully hand-carved walnut cabinet by Berkey & Gay. Completely equipped, including dynamic speaker.



INLAND ELECTRIC CO.

16 South Wells Street • Chicago

DISTRIBUTORS



Balkite A-5—The Table Model. Walnut cabinet, by Berkey & Gay.

Balkite A-3—The same, in a simple, but slightly, all-metal case.

\$175.00 to \$450.00

Less tubes

Prices slightly higher
West of the Rockies

CABINETS
BY
Berkey & Gay

Here's an interesting fact, disclosed to us by one of our dealers. Balkite adds to volume not only through Balkite sales. It makes other lower priced lines easier to sell. It raises the price average of other purchases in your store.

FANSTEEL

Balkite Radio



RADIO or recorded music at the turn of a switch . . . SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles . . . This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum . . . Result: every tone is reproduced — as it is played.

JOHN S. MAXSON CO.

Homer, New York • Distributors

To fail to show Balkite to every prospect is to lose the simplest opportunity of increasing your volume. Where the sale is made, there is obviously increased profit and less service. Where it isn't, it usually enables you to sell a higher priced receiver than would otherwise be the case. It's a set to carry regardless of what other lines you now sell.

Cabinets by
BERKEY & GAY

FANSTEEL

Balkite Symphion

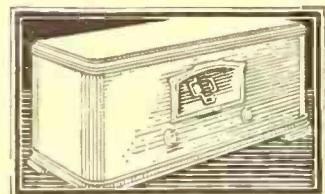


BALKITE A-7 — Housed in a beau-tiful'ly hand-carved walnut cabinet by Berkey & Gay. Completely equipped, including dynamic speaker.



Milhender Electric Supply Co. 617 Atlantic Avenue • Boston

DISTRIBUTORS



Balkite A-5—*The Table Model. Walnut cabinet, by Berkey & Gay.*

Balkite A-3—*The same, in a simple, but slightly, all-metal case.*

\$175.00 to \$450.00

Less tubes

*Prices slightly higher
West of the Rockies*

CABINETS

BY

Berkey & Gay

Sit a prospect down before the Balkite Symphonion. Play his favorite record or station. Nine listeners out of ten will volunteer: "That's the best radio I ever heard." Of how many receivers can this be said? Balkite is the one receiver whose superiority can be demonstrated to the average man.

FANSTEEL

Balkite Radio



RADIO or recorded music at the turn of a switch . . . SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles . . . This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum . . . Result: every tone is reproduced — as it is played.

SCHIMMEL ELECTRIC Co.

526 Arch Street • Philadelphia

DISTRIBUTORS

AC of course. In the regular Balkite receiver all that is best in AC reception has been winnowed out and combined with features exclusive with Balkite. And in Balkite Symphion is the most advanced AC principle on the market—one destined to be a factor not only now but in 1929. Another reason why we offer Balkite.

Cabinets by
BERKEY
& GAY



FANSTEEL

Balkite Symphion



BALKITE A-7—Housed in a beautifully hand-carved walnut cabinet by Berkey & Gay. Completely equipped, including dynamic speaker.



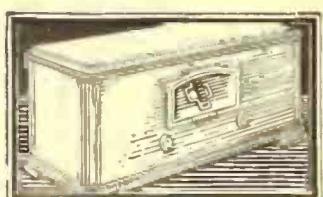
G. J. Seedman Co., Inc.

NEW YORK CITY
245 W. 55th Street
Tel. Columbus 3030

BROOKLYN
1166-74 Bedford Avenue
Tel. Sterling 8100

DISTRIBUTORS

Not perhaps the most spectacular receiver on the market, but a receiver designed to operate in the home over a long period of time as it does the day it was sold. In bringing you a profit, permanent satisfaction is equally important with volume.



Balkite A-5—The Table Model. Walnut cabinet, by Berkey & Gay.

Balkite A-3—The same, in a simple, but slightly, all-metal case.

\$175.00 to \$450.00

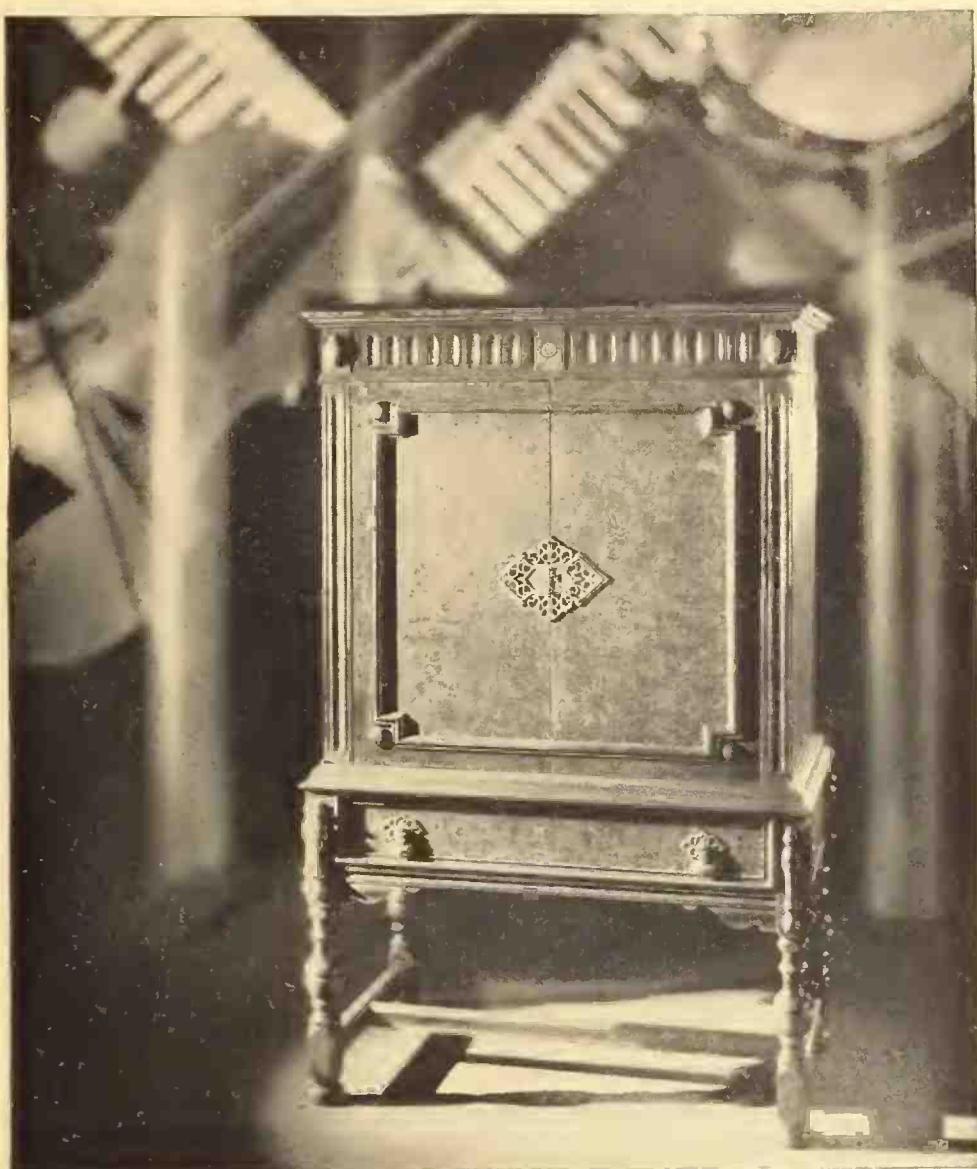
Less tubes

*Prices slightly higher
West of the Rockies*

CABINETS
BY
Berkey & Gay

FANSTEEL

Balkite Radio



RADIO or recorded music at the turn of a switch . . . SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles . . . This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum . . . Result: every tone is reproduced — as it is played.

Turner-Lippe Co., Inc.

25 William Street • Newark

DISTRIBUTORS

We see in Balkite, more than an opportunity for quick profit. We see in Balkite Symphion the receiver of the future. We see in Balkite, a line not only for 1928, but for 1929 and after. Few lines, but permanent ones—that's where our dealers find their profit. Hence Balkite.

Cabinets by
BERKEY
& GAY



FANSTEEL

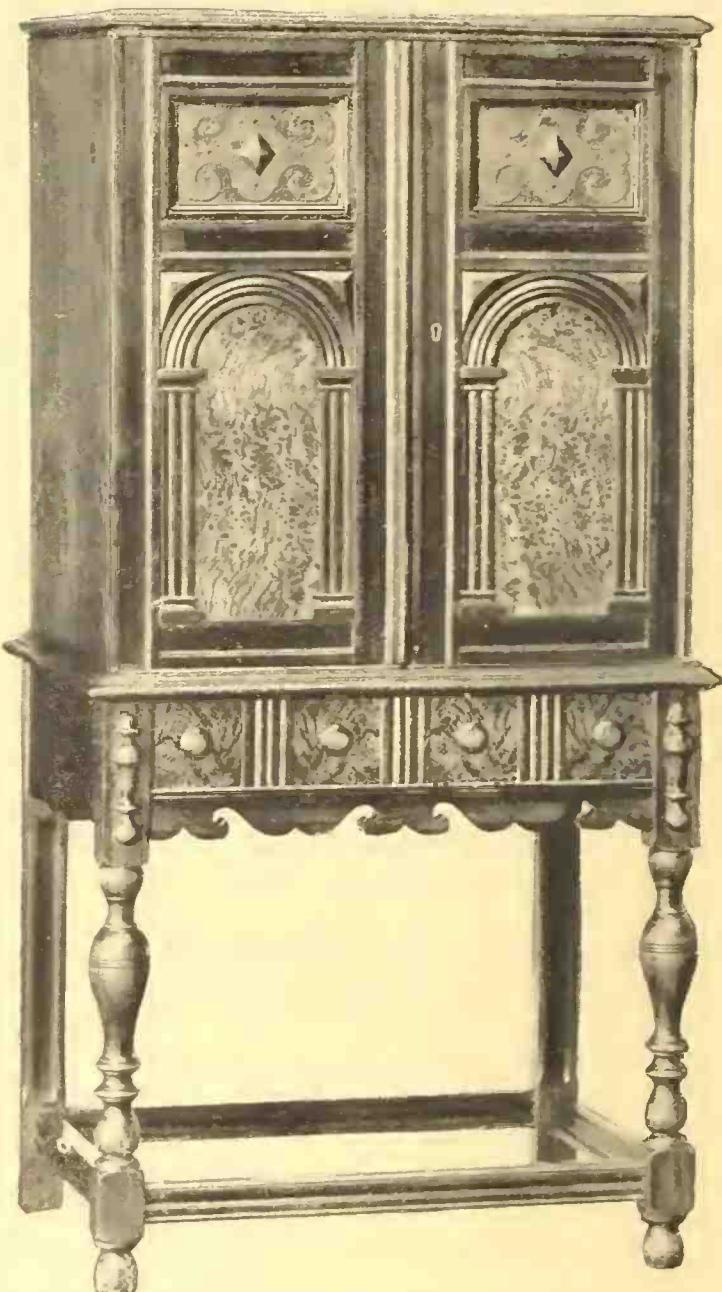
Balkite Symphion



The TRAFALGAR
Model 104

Walnut, English oak burl, satinwood, and genuine American gumwood. Finest hand-rubbed finish. Cabinet only or sold with 100-A or dynamic speaker.

Outside dimensions: 35 $\frac{1}{4}$ " wide, 54 $\frac{3}{4}$ " high, 19" deep. Inside Radio tray dimensions: 28 $\frac{3}{4}$ " wide, 9" high, 14" deep.



The CARLTON
Model 102

Walnut, English oak swirls, elm burl, and American gumwood. Finest hand-rubbed finish. Cabinet only or sold with 100-A or dynamic speaker.

Outside dimensions: 27 $\frac{1}{2}$ " wide, 53 $\frac{3}{4}$ " high, 19" deep. Inside Radio tray dimensions: 22" wide, 9" high, 11 $\frac{3}{8}$ " deep. Battery compartment inside dimensions: 22" wide, 9 $\frac{3}{4}$ " high, 14 $\frac{1}{4}$ " deep.



The HUCKNALL
Model 107

Walnut, hand-matched butt walnut, and American gumwood. Finest hand-rubbed finish with hand high-lighting and shading. Cabinet only or with 100-A or dynamic speaker.

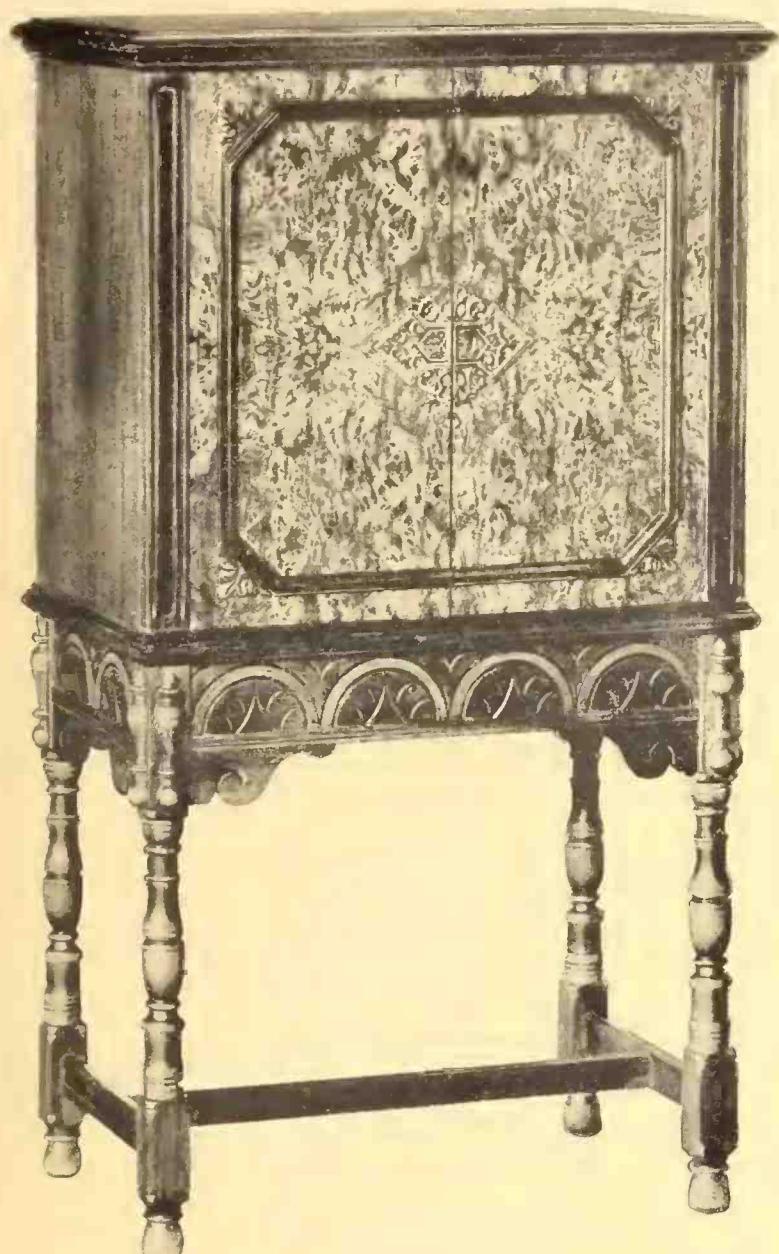
Outside dimensions: 39" wide, 37 $\frac{1}{2}$ high, 17 $\frac{1}{2}$ " deep. Inside Radio compartment dimensions: 23" wide, 10" high, 13" deep.

Radio Furniture by BERKEY & GAY

BERKEY & GAY FURNITURE COMPANY, GRAND RAPIDS, MICHIGAN · FOUNDED 1853

In every community, practically without exception, the leading stores offer Berkey & Gay as their leading line. The standing of Berkey & Gay is such that Berkey & Gay may choose among retailers those who are to sell its product. This is because of the obvious quality of the merchandise itself. Because of unquestioned leadership in furniture design. Because of the profit that comes to the retailer from deal-

ing with a house of sound policies. And finally because of Berkey & Gay advertising. First among furniture makers to realize the value of advertising in modern merchandising, Berkey & Gay has long been the greatest furniture advertiser. As a consequence Berkey & Gay is a name not only respected in the furniture trade, but synonymous with all that is fine in furniture to the public.



The LEICESTER
Model 108

Walnut, English oak swirls, and genuine American gumwood. Finest hand-rubbed finish. Cabinet only or with 100-A or dynamic speaker.

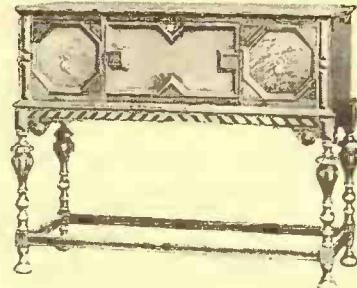
Outside dimensions: 26½" wide, 49" high, 16½" deep. Inside dimensions: 24" wide, 10¼" high, 13" deep.



The CHARING—Model 103

Walnut, hand-matched crotch walnut, English pollard oak, and genuine American gumwood. Finest hand-rubbed finish. Cabinet only or equipped with 100-A speaker.

Outside dimensions: 28½" wide, 9½" high, 14¾" deep. Inside Radio tray dimensions: 28½" wide, 9½" high, 14¾" deep.



The BUCHANAN—Model 105

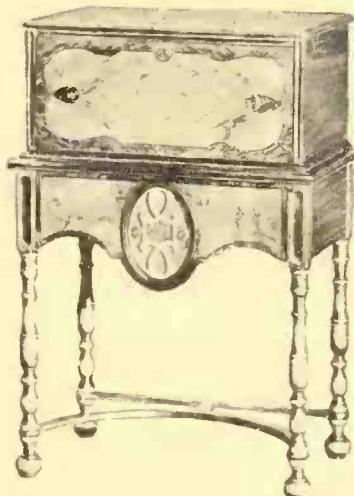
Walnut, hand-matched butt walnut, and American genuine gumwood. Finest hand-rubbed finish with hand high-lighting and shading. Cabinet only or with 100-A speaker.

Outside dimensions: 34½" wide, 32½" high, 15" deep.

The finest furniture in radio

Selling radio today differs greatly from selling radio two or three years ago. Appearance has become as important as performance. Women will no longer accept cabinets of too obvious radio design. In the absence of authentic radio furniture sales are frequently lost. Berkey & Gay radio cabinets enable you to meet this situation exactly. They are not only obviously the finest furniture ever offered the radio public, but they end all

argument about appearance. To the woman purchaser they represent authenticity of style and design. To her they help you make the sale. Berkey & Gay cabinets are used by Balkite Radio to the exclusion of all other furniture. They have been a major factor in the ready acceptance of that receiver by the public. They are now available to the general radio trade for all makes of receivers. Ask your jobber or write direct to us.



The STUART
Model 106

Walnut, hand-matched butt walnut, diamond matched English pollard oak, birdseye maple, and American gumwood. Finest hand-rubbed finish with hand high-lighting and shading. Cabinet only or with 100-A speaker.

Outside dimensions: 26" wide, 38½" high, 16½" deep. Inside Radio compartment dimensions: 22" wide, 9" high, 13" deep.

BERKEY & GAY Radio Furniture

RADIO ALLIED MANUFACTURERS Corp., 1340 S. Michigan Avenue, Chicago, Exclusive Sales Agents



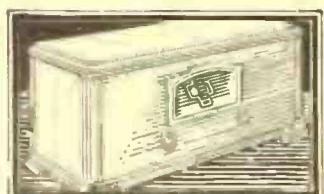
BALKITE A-7—Housed in a beautifully hand-carved walnut cabinet by Berkey & Gay. Completely equipped, including dynamic speaker.



Peerless Electric Supply Co.

118 S. Penn Street • Indianapolis

DISTRIBUTORS



Balkite A-5—The Table Model. Walnut cabinet, by Berkey & Gay.

Balkite A-3—The same, in a simple, but slightly, all-metal case.

\$175.00 to \$450.00
Less tubes

Prices slightly higher
West of the Rockies

CABINETS
BY
Berkey & Gay

Sound merchandise. The popularity that comes from satisfied owners and a product ahead of the market. Sound policies. Aggressive advertising. Clean, trouble-free profit. That's been Balkite since the beginning of radio. That's Balkite Radio today. That's why we sell it.

FANSTEEL

Balkite Radio

Out-of-the-Rut Selling

Home Demonstrations, Displays, Advertising—All Played Their Parts With These Chicago Dealers

By Archie Oboler

LINDGREN Radio Co., Chicago merchant, made very successful use recently of a sales promotion idea which F. Eichorn, field representative of the Atwater Kent Mfg. Co., made to them. At the time of the Tunney-Heney fight Mr. Eichorn proposed that Mr. Lindgren send out, to a picked mailing list, a few hundred letters offering, without charge or obligation, the use of a radio set for the fight.

Now from the surface this sort of offer violates all precepts of good business practice, but to continue: The Lindgren service men installed about fifty sets as a result of this invitation the night of the event. The following day they called to pick them up. Five people simply refused to have the sets removed, so enthusiastic had they become over the outfit. They signed contracts and made their down payments then and there. Five more wanted a salesman sent around to explain payments, etc., and, out of the remaining demonstrations, an interesting amount of future business is certain.

Such sales tactics, economically impossible heretofore, are very practical with the new AC table models. The cost of temporary installation, using only a ground wire in the aerial post, is practically negligible, and the results are more than satisfying.

Playing up Modernistic Trend

The modernistic style—cubes and angles—is speedily becoming the rage in interior decorating, and the coming year, according to the cabinet manufacturers, will bring radio consoles in

the same futuristic trend. In fact, at the recent trade show in Chicago a number of advance models in this "new era" style were on display.

Lyon & Healy, nationally known music house, have been making use of the "art moderne" in their window displays very simply and effectively. A large wallboard cut angularly and silvered with gold and black edging is used as the background. This, in a window draped in black velvet and silver cloth, makes an eye-arresting window display.

Building Servicing Business

"As with any other type of service work, when people want their radios repaired they want it done in a hurry," says A. Rogers, manager of the R. C. Radio Service, service specialists of Chicago's great South Side, in commenting on service problems. "The result is that when the radio goes bad, the first service advertisement to strike their eye in the paper or phone book gets their business. I have been a firm believer, therefore, in display advertising in these mediums, but I also feel that it is of great importance to keep one's name in front of the customer after the first call, since it is only in that way that repeat business can be economically developed."

"The way we turn 'single call' customers into permanent ones is by scrupulously adhering to the rule that immediately upon completing the job at the first call the service man must paste one of our stickers bearing our phone number and address in a prominent place inside the

radio or cabinet, and call the customer's particular attention to it. The result is, when the radio goes wrong again, instead of calling the first person he happens to think of, the customer has our number and we get the business."

Diversity in Displays

A window display which, week after week, exhibits nothing more than radio sets and musical instruments against a background of crepe paper soon palls on the passing public, especially in a neighborhood store where the same people pass daily.

Strader's Music Shop, of Chicago, solved this problem of retaining display interest by occasionally using a window where the merchandise itself was not essentially the attention-getting factor. For example, one of the displays used had, as a background, Chicago's loop skyline and played up the coming World's Fair. In the foreground was placed one of the newer electric sets—the implication was the modernity of the AC set. Again, on Armistice Day, a scene on Flander's field was the theme of the display. Flashing lights gave the illusion of cannon fire, and the entire effect aroused such comment that the window was held over an extra number of days.

This sort of display work may seem out of place to the merchant who has been making a practice of filling his windows with a heterogeneous mass of merchandise each week, but the extreme interest which the Strader exhibits arouses in the neighborhood proves that it pays.

SELL SYMPHONIC

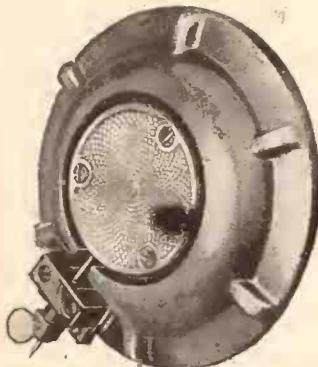
For those who want the finest reproducer that can be made, we present the Low-Loss Symphonic Reproducer, the result of the most painstaking experiments and trials. Exquisitely made, it is encased in a handsome bronze finished housing, with nickel or gold plated centerpiece.

LOW LOSS SYMPHONIC PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated . . .	\$10.00
Gold Plated . . .	\$12.00

(Slightly higher west of the Rockies)



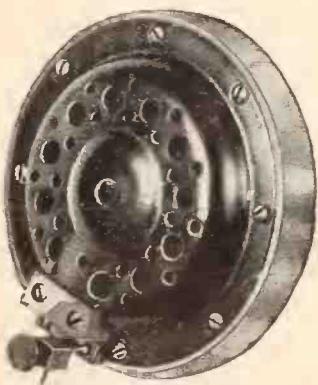
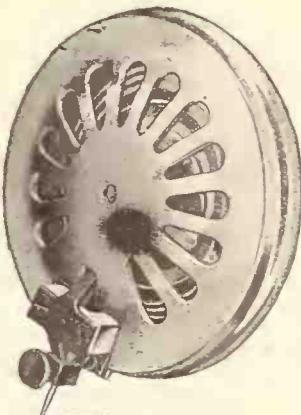
A remarkable reproducer at a remarkable price. Beautifully finished in polished nickel or gold plate. A great seller.

Overture PHONOGRAPH REPRODUCER MADE BY SYMPHONIC

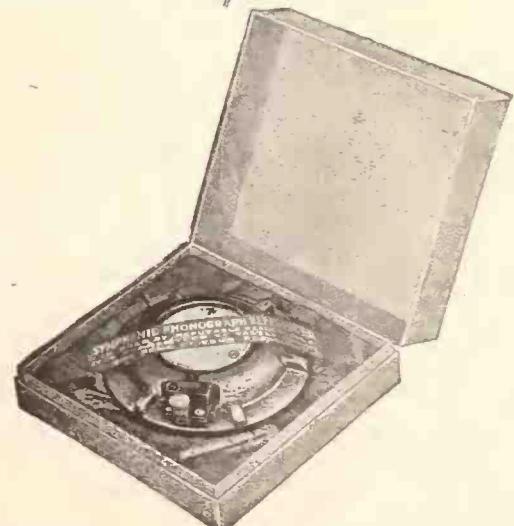
LIST PRICE

Nickel Plated . . .	\$5.00
Gold Plated . . .	\$7.00

(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 PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated . . .	\$8.00
Gold Plated . . .	\$10.00

(Slightly higher west of the Rockies)

SYMPHONIC SALES CORPORATION
370 SEVENTH AVE. **NEW YORK**

Pioneers and Leaders
in the Independent
Reproducer Industry

The Season's Biggest Selling Arguments

THE LITTLE GIANT OF THE AIR

\$69.00
(less tubes)
All-Electric
MODEL Q-15

NEW

FRESHMAN YOUR ULTIMATE RADIO

A big national magazine and newspaper campaign is carrying the new and immensely significant message of "Freshman Simplified Radio" to the entire nation.

POWER - CLARITY - SIMPLICITY

IN the new Freshman idea of Simplified Radio you have the season's greatest sales feature—an argument your customers can understand.

Intelligent simplification of any piece of mechanism adds to its efficiency and reduces first cost, operating cost and upkeep.

Freshman engineers have simplified radio to its essentials.

Freshman Simplified Radio, plus quality construction and workmanship throughout, offers all in clarity, power and economy that can truthfully be promised for radio today.

Simplified Radio is an *exclusive* Freshman sales feature. Make the most of it. We will be glad to send you a Freshman Franchise Application Blank. Write or wire for it.

CHAS. FRESHMAN CO., INC.
NEW YORK - CHICAGO - LOS ANGELES - KANSAS CITY



MODEL Q-15
"The Little Giant of the Air"
ALL-ELECTRIC
Using the new UX-222 Shielded
Grid Tube
List Price—Less Tubes . \$69.00
All prices slightly higher
west of Denver



MODEL N-12
(Walnut Cabinet)
Model N-14—(Mahogany Cabinet)
ALL-ELECTRIC
with Peerless Dynamic Speaker
using UX-250 Power Tube
List Price—Less Tubes . \$195.00



NEW UX-222
SHIELDED GRID TUBE
a Freshman Exclusive Feature
The fourth element, which gives
this shielded grid tube its name,
performs a dual function. It effec-
tively controls "feed back" and it
provides a 5 to 7 greater radio
frequency amplification than the
older and more familiar three-
electrode type tube.

FRESH MAN

YOUR ULTIMATE RADIO

Radio Service

for Dealers

Profitable

Radio Dealers Service Bureau Builds Retail Profits

CAN radio service be operated on a basis that will produce a profit for the dealer and the service man and still give satisfaction to the customer? That was a question that received much thought from W. B. Alexander for a year or two, and he finally decided the answer was yes, with the result that in April of last year he established in Toledo, O., the Radio Dealers Service Bureau, the success of which venture has fully justified his faith and expectations. The Bureau has freed the dealers of the city, or many of them at least, from installation or servicing worries, and has in addition proved distinctly popular with the radio-owning public, so much so in fact that the Bureau at times finds it very difficult to keep up with the demands.

An Aid to the Dealer

Mr. Alexander received his training in radio service work with jobbers and dealers in the

been serviced in one manner or another, which gives some idea of the extent of the business.

The first idea was, of course, to work with the dealer as the most direct means for getting business volume. Mr. Alexander made the proposition that all original installations, for which individual dealers usually charge a flat fee of \$10, would be done by him and his assistants for \$6, thus taking the worry off the dealer's shoulders and at the same time giving him a \$4 profit on each installation. The arrangement also called for taking care of the free servicing for definite periods, which many dealers continued to feature as a sales offering. For this work a flat charge of \$1.50 per hour was made to the dealer, and that same rate continued after the free service period was ended, thus giving the dealer a chance to charge \$2 or \$2.50 a call when it was turned over to the Bureau and thus pay him a small profit in that connection. In order to prevent embarrassment to dealers, Mr. Alexander himself charged \$10 for installation and \$2 per call for servicing in all cases where the orders came direct rather than through retailers.

In every case, of course, where tube, battery or parts replacements were made, an additional charge was made for those parts and materials supplied. Where dealers had to make good a guarantee they were called upon to supply the extra parts, the installation of which represented another service call, and after the guarantee, or rather the free service period, had expired, the service bureau itself supplied the necessary replacement items at list prices and profited directly thereby.

Volume Service Built Profits

To those who are inclined to question the possibility of building up an independent radio service on a profitable basis with installations at \$6 and service tolls at \$1.50 each, wholesale, as it were, Mr. Alexander has been quick to explain that the result was accomplished through volume of business and the cutting down of overhead. If the service man must depend upon calls from owners entirely for his business, he must, of course, face a period of idleness and must cover that gap by charging a fee that will produce a fairly average income. Getting business through a score of dealers, however, means that the service crew can be kept almost constantly busy throughout the year, even in Summer, and it is possible to so route the service men that there is a minimum of time wasted between calls. This is in contrast to the dealer's service man or the inde-

THE RADIO DEALERS SERVICE BUREAU

RADIO SERVICE REPORT

SERVICE REPORT	MAIN 6811	1916-1918 Vermont Ave.	INV. NO.
No. _____	TOLEDO, OHIO	DATE TERMS	
Customer's Name _____	Tele No. _____	Near _____	
Address _____	Date _____	Street _____	
Set Purchased from _____	19		
Charge to _____			
Service Promised _____	By _____		
Service Man _____			
CUSTOME'S STATEMENT		SERCIMAN'S REPORT	
Serviceman Arrived at _____ A.M. _____ P.M. _____		(Give detailed information on conditions found, work done and Materials used)	
and Left at _____ A.M. _____ P.M. _____			
Was Set Serviced to your Satisfaction. _____			
Was Work done nearly. _____			
Was Serviceman courteous. _____			
Did Serviceman clean up all waste material. _____			
Would you want same Serviceman to take care of your future calls. _____			
Our Servicemen are paid not only to do their work well, but to treat all customers courteously, do neat work and be considerate to our patrons at all times.			
We appreciate a continuation of your patronage and solicit your report of any courtesy on the part of our representatives or your suggestions as to how we can better our service to Radio owners.			
Remarks _____			
OK Received _____		Charges	C.O.D. <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
USE OTHER SIDE FOR FURTHER REMARKS			

Service Report for the Files of the Service Bureau

pendent operator who often spends half his time going from one place to another in widely separated districts.

From the dealer's standpoint, the economy appears to be readily appreciated. Unless he does a very substantial volume of radio business and has an unusual amount of servicing trouble he often finds it difficult to keep even one good service man constantly employed on radio work. It means that either an expert and fairly high-priced service man is put to other work of a general character or an inferior and low-priced handy man is entrusted with delicate radio adjustment. In either case the cost is high. In one instance that is cited as an example, the dealer by using the Bureau's service paid less than \$100 in one month for installation and service work; whereas up to that time he had employed a service man regularly at \$40 a week. This means a saving of over \$70 in this one case alone, which could be added to the profit side of the radio ledger.

Five Men Kept Busy

The Radio Dealers' Service Bureau at the present time employs four or five expert service men regularly, they working under the direct supervision of Mr. Alexander and his assistant, O. C. Raberling, one of whom passes upon every servicing job of a complicated nature before it leaves the Bureau's well-equipped shop. Where the servicing work is done in the home of the customer a special form, a copy of which is reproduced herewith, is provided for the report on the job. Space on this form is set aside to be filled in by the customer who is asked a number of direct questions as to the satisfactory character of the work and also regarding the conduct of the workman. The ability of a set to bring in a Detroit station strongly and clearly is regarded as a satisfactory test, and the customer is asked to sign a statement that such a test has been made.

Cars Speed Work

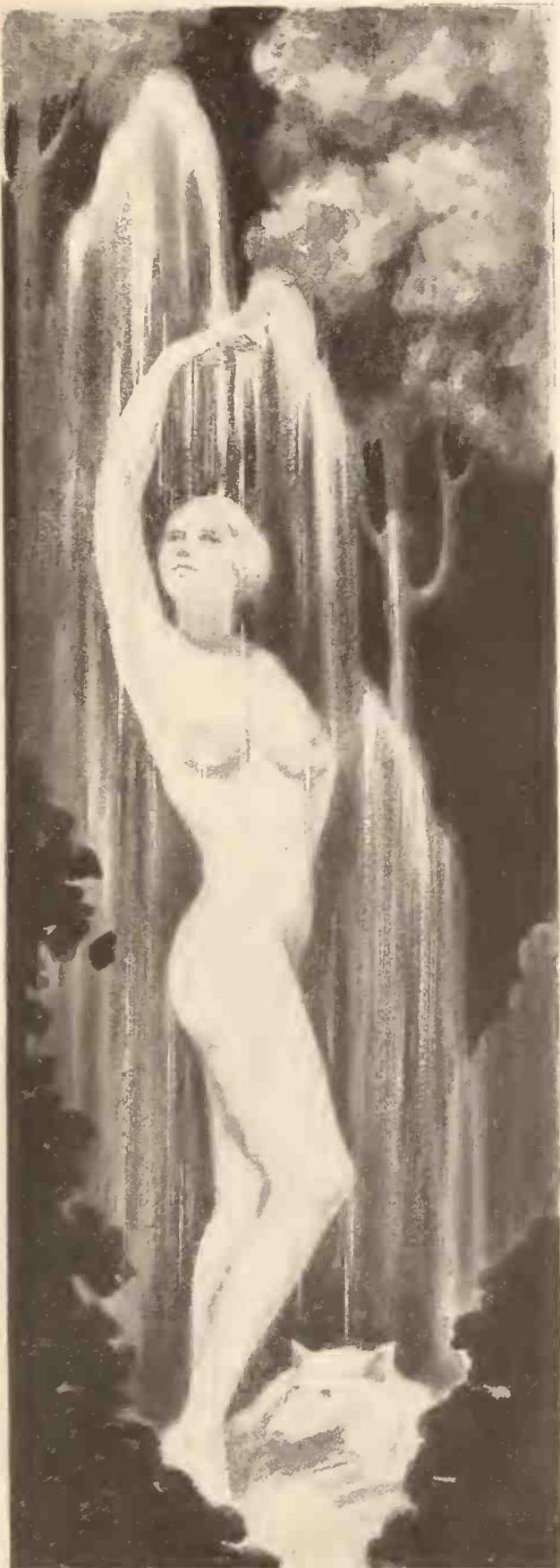
In order to facilitate the work of the service men four automobiles are operated by the Bureau, one of them equipped with a pickup box to carry back to the shop such receivers as need extensive repairs, and to deliver them later. For installation work roadsters are used with special racks at the sides to carry the necessary ladders. The flat service rate applies to all territory within the city limits, and an extra charge of \$1 is made for service calls made within a fifteen-mile radius of the city line. Members of the Bureau's staff have developed

(Continued on page 25)

TRIPPLICATE	No. _____
SERVICE REPORT	
Name _____	Date of Purchase _____
Address _____	Date of Service _____
Kind of Radio _____	Serviced by _____
TEST RECORD	
Tubes _____	Name and Type _____
Speaker _____	Line Voltage _____
Aerial _____	Power Pack _____
Materials used in repairing set _____	
Programs Received _____	Quality of Reception _____
No. of Stations. _____	Excellent _____ Poor _____
Good _____	Noisy _____
Faint _____	Interference _____
Time: A.M. _____ P.M. _____	
This set and its accessories have been thoroughly tested and corrected under actual operating conditions and is O.K. and meets with my satisfaction.	
Signed _____	

Report in Triplicate for Patron, Dealer and the Radio Service Bureau

East, secured a thorough grasp of the mechanics of radio in all its phases and also observed some of the problems involved. When he came to Toledo he first went to the dealers with the proposition that he take the installation and service work off their hands, quoting a fixed charge for various types of work, that was fair to the customer and allowed some profit to the dealer himself. The idea caught on and it was not long before it was necessary to secure several assistants. During the year and a quarter that the Bureau has been in existence, close to 5,000 radio receivers have



*Beautiful
Faithful
Outstanding*

Slagle Radio



Slagle Radio Company

FORT WAYNE, INDIANA

DIVISION UNITED STATES ELECTRIC CORPORATION



THOSE of you who attended the Victor Caravan saw these amazing new Victor Automatic instruments. Wherever the Caravan traveled, they aroused spontaneous enthusiasm. When they were demonstrated, great audiences of Victor dealers *stood up and cheered.*

These dealers recognized their tremendous sales-possibilities *instantly*. Here was definite proof that a new and broader horizon of profitable business had opened up for Victor dealers.

new models



Model Ten-thirty-five. The Automatic Orthophonic Victrola. The musical instrument that millions have waited for. List price, only \$365!

that will put the spotlight of public interest on every Victor dealer this season



Model Nine-fifty-four. Victor Automatic Electrola Radiola. Radiola is the new Super-Heterodyne. A truly de luxe instrument, \$1350, list, complete with tubes.

Particularly in the new Ten-thirty-five—a brand-new merchandising idea come to life! An Automatic Victrola—with full Orthophonic reproduction—selling at a price which makes it the one desirable instrument for the average home. *Automatically*, it will create dozens of new prospects in your own neighborhood.

These new models will be backed with a veritable avalanche of advertising. Hundreds of thousands of dollars worth of hard-hitting *selling* advertisements in

leading magazines and newspapers of the country.

They've got Looks . . . Performance . . . Super-Convenience . . . Sensational News-Value—*everything* a dealer could want in a selling program. As one dealer put it, these models are *money already in the bank*.

Order your demonstration instruments now. Make sure of your share of the profits when the Big News is released to your public.



The Automatic Orthophonic

VICTOR TALKING MACHINE COMPANY
Camden, New Jersey, U. S. A.

Victrola



Typical crowd at piano-playing contest final

AT first glance there appears to be no relationship between a piano-playing contest and the phonograph, for the contest is frankly designed to arouse public interest in, center attention on, and increase sales of pianos in competition with other musical products, and it would seem logical to allow piano men to carry on their own work while the phonograph and record interests fought equally hard for their share of the retail business.

Our fellow tradesmen in England, however, have once again shown a spirit of progressiveness that might well be studied and perhaps emulated on this side of the pond. There is being held in that country a national piano-playing contest sponsored by the London Daily Express and backed by the entire music industry of the nation. The entries have run into thousands, and it will not be long before elimination contests in various sections will be held to determine upon the seventy-two finalists who will meet in London on December 1, for the final test to determine the champion piano-player of Great Britain. In all some 250 communities are at present represented in the list. A substantial incentive has been offered to entrants, there being seventy-two pianos, six of them grands, offered as prizes. In addition, there will be scholarships given to those who show particular talent and cash prizes will be given to the teachers of the pupils who carry off the first four honors.

So much for the contest from the standpoint of the piano men. The Columbia Graphophone Co., of England, saw at once an opportunity to co-operate and be of service to the contest, and quickly issued six records of the test pieces specified in the contest, all of them, of course, piano records played by Wm. Murdock, who explains in detail the technique of each of the selections recorded by him.

In order to insure uniformity the committee has specified the selections to be played. Grade A has assigned to it "Reverie," by York Bowen; "Rondo," by John Ireland; and "Primrose Mount," by George Dyson. Grade B has been assigned "Le Bal Poudre," by Orlando Morgan; "Serenata," by Felix Swinstead, and "The Rambling Soldier," by Alec Rowley. Grade C must play "Dew Fairies," by Thomas Dunhill, and "Legend," by Dr. Markham Lee; and Grade D "Miniature Scherzo," by Adam Carse, and "Sun and Shade," by Richard H. Walthew. The contestants are required to play all or any part of the selections in their respective grades.

The committee in charge of the contest gave its official sanction to the Columbia records of the said pieces, and in the advertising in the Daily Express and in the mass of literature that has been distributed throughout the country, these records are given full publicity and endorsement, with the result that many thousands

of the special records have been sold. The advertisement which appeared in the Daily Express expressed in striking fashion the manner in which they have been and are being presented.

In view of the fact that a movement has been launched in Chicago for the holding of a National Piano-Playing Contest in the United States, with the hope that this national affair may eventually be developed on an international basis, it would be well for talking machine record manufacturers and dealers in this country to give thought to the possibilities of tying up not only with the proposed national and international contest, but with the various local contests such as are held in Chicago, Detroit and other cities, each year, with entrant lists running into the thousands. In the contests held in this country, the selection of the pieces to be played is left to the discretion of the contestant in order that he may decide upon a selection that demonstrates his pianistic ability to the best possible advantage.

Under such circumstances there are unusual opportunities for talking machine dealers particularly to capitalize upon the great number of high-class piano recordings by noted artists to be found in existent record catalogs. Properly approached, there are no doubt thousands of young pianists who would be quick to realize the advantage of studying through the medium of records the interpretations of some noted artists of the selection the entrant had decided upon as a means for the demonstration of his pianistic ability.

Should the contestant be inclined to feature a Chopin composition he will find that Leopold Godowsky has recorded Chopin's Ballade in A-flat, his Nocturne in D-flat, his Butterfly Study, and numerous other selections for the Brunswick records. Josef Hofmann has rendered the same service for Columbia, and Ignace Jan Paderewski has recorded several of the more popular Chopin numbers for the Victor. Should the contestant desire to play a Rachmaninoff Prelude he will find that the composer himself in the role of pianist has presented his own interpretation of a number of those preludes on Victor records. Certainly this is offering instruction by the master himself.

Going still further we find Walter Damrosch who, though his work with the New York Symphony and radio classes has become known in practically every American home, has recorded parts of Beethoven's Symphony for the Columbia, and in that company's catalog are also to be found recordings of outstanding piano compositions by such artists as Ignace Friedman, Percy Grainger—who plays both Liszt's and Brahms'—Mischa Levitzki, and others, while Wilhelm Bachaus, Harold Bauer, Alfred Cortot, and others are

to be found in the Victor lists of records.

Energetic talking machine dealers have on frequent occasions in the past been able to tie up effectively and profitably with the music memory contests that have been held, and are being held, annually in hundreds of cities and towns throughout the country. Some of them throw open their warerooms at specified hours to the children who have entered the contest and play over the specified selections for their edification. It has been found that this free service actually leads to record sales, for the more ambitious contestants are often moved to buy the records and study them at home.

There is no particular reason why equal enterprise should not be shown in connection with piano-playing contests which have become more or less permanent factors in the piano industry. In England, the contestants have been confined to a half dozen selections. In the United States they may make their own choices, and the dealers in cities where contests are held who stress in their publicity the opportunities offered for studying the interpretations of the great pianists through records, should get excellent results in a stimulated record demand.

Join Sales Staff of Slagle Organization

Carl D. Boyd Announces Appointment of M. E. Seegmiller and R. T. Mortlock to Company's Sales Organization

Coincident to his appointment as director of sales for the Slagle Radio Co. and the Slagle Manufacturing Co. of Fort Wayne, manufacturer of the Slagle Radio and the Utenco Automatic Electric Ironer, respectively, Carl D. Boyd announces the addition to the sales staff of M. E. Seegmiller and R. T. Mortlock.

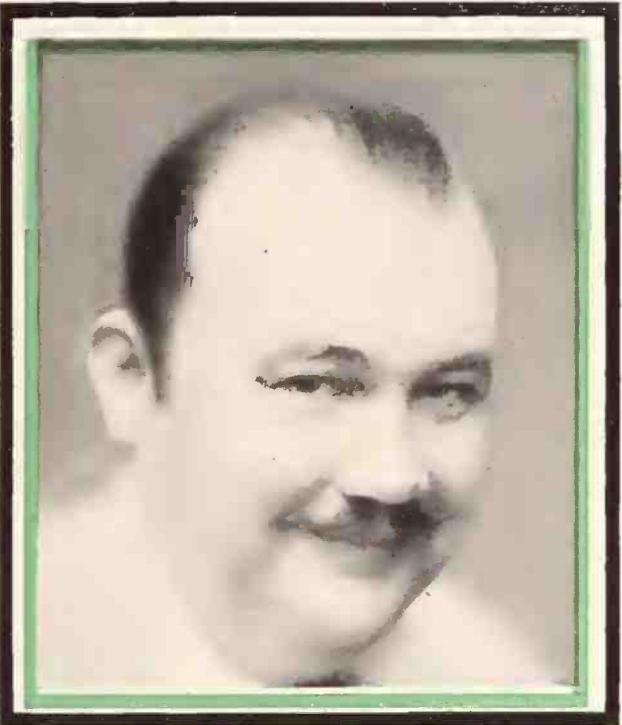
Mr. Seegmiller has a broad experience in the radio sales field, having been connected with the Zinke Co., Howard Radio Co., and latterly with the Raytheon Mfg. Co.

Mr. Mortlock formerly was associated with the Ford Motor Co., and more recently with the Utensils Co.

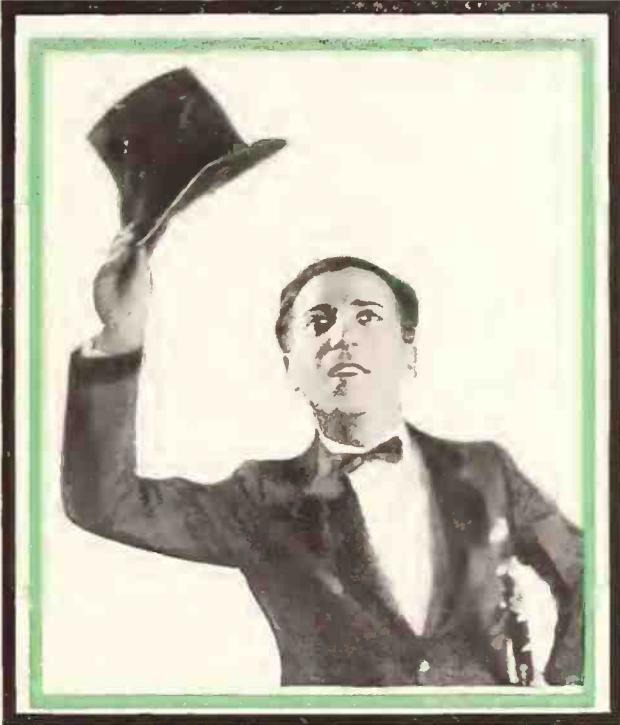


Columbia

Great Artists—Great Records—Great Instruments



PAUL WHITEMAN



TED LEWIS

The Artists shown here are a few of the great

EXCLUSIVE COLUMBIA ARTISTS



LEE
MORSE



ROY
EVANS



UKULELE
IKE
(Cliff Edwards)



RUTH
ETTING





Columbia

Schubert Week November 18-25

Back to Melody

Presents Profits to Columbia Dealers
Material Available for Schubert Campaign

1. Complete Schubert Window Display in colors, with three streamers and Masterworks hanger.
2. Photograph of Schubert, for framing.
3. Booklet—The Centennial Essay by Professor Daniel Gregory Mason, Educational Authority.
4. Booklet—Centennial Civic Address.
5. Booklet—The Religious Aspects of Schubert's Life and Work.
6. Columbia Schubert Masterworks Supplement No. 12
7. Typical Schubert Programs for civic concerts or exercises, either by established organizations or by groups of music lovers.
8. Suggestions for motion picture theatres, to tie with Schubert Week.
9. Suggestions for radio stations, to tie with Schubert Week.
10. Suggestions for industries, to tie with Schubert Week.
11. Suggestions for schools, colleges, and educational institutions, to tie with Schubert Week.
12. Suggestions for churches, to tie with Schubert Week.
13. Suggestions for libraries, to tie with Schubert Week.
14. Biographical Notes—By F. D. Perkins, Music Editor, The New York Herald Tribune.
15. Extracts from Schubert's Diary.
16. A History of the first Schubert performance in America.
17. Essay on Schubert by Dvorak, the master who wrote the "New World Symphony."
18. Essay on Schubert by Glazunow, one of the world's foremost composers.
19. Essay on Schubert by Philip Hale.
20. Personal Reminiscences of Schubert, by Franz Lachner.
21. Sidelights on Schubert's character.
22. The Story of Schubert in pictures.

The educational material included in the above list is supplied free of cost. In addition, there is an official Centennial Biography to be published by Dodd, Mead & Company, by Oscar Bie, the great German authority. This book has an introduction by Mr. Otto H. Kahn, the Chairman of the National Advisory Body of Schubert Week, and an introduction by Mr. Louis Sterling, Chairman of the Committee on International Relations. Through an arrangement with the publishers the Columbia Phonograph Company is privileged to supply this Centennial Biography to all workers in the campaign at a liberal discount. This is a beautifully illustrated book, selling for \$3.00, but Schubert workers can obtain it for \$2.25, postpaid.

Send in your requirements to your Columbia Branch or to the Columbia Phonograph Co., 1819 Broadway, N. Y. City

Use this material to great advantage

"MAGIC NOTES"





Columbia

COLUMBIA DEALERS

are now selling these Schubert Numbers from the Centennial edition of

SCHUBERT MASTERWORKS for Schubert Week—*Back to Melody*—Nov. 18-25 Why is Schubert the Most Popular of Composers?

The answer is in the priceless melodies and the lyrical beauty of his masterworks.

Stock, display and play them on these Columbia Records for your Customers

VOCAL

SEVENTEEN SELECTED SONGS, sung by Elsa Alsen, Sophie Braslau, Charles Hackett, and Alexander Kipnis.
Du Bist Die Ruh (My Sweet Repose)
Gretchen Am Spinnrade (Margaret at the Spinning Wheel)
Ave Maria
Die Junge Nonne (The Young Nun)
Die Forelle (The Trout)
Haidenroslein (Hedge Roses)
Am Meer (By the Sea)
Litanie (Litany)
Serenade
Who is Sylvia?
Erlkonig (The Elking)
Der Tod Und Das Madchen (Death and the Maiden)
Ansenthalt (My Home)
Der Wanderer (The Wanderer)
Der Doppelganger (The Phantom Double)
Der Lindenbaum (The Linden Tree)
Der Wegweiser (The Sign Post)
*These songs comprise Masterworks Set No. 89
In 16 parts, with album, \$12.00*

DIE WINTERREISE (The Winter Journey), sung by Richard Tauber. Twelve selected songs:
Gute Nacht (Good Night)
Der Lindenbaum (The Linden Tree)
Wasserflut (The Torrent)

Rückblick (The Days that Were)
Frühlingsträum (A Vision of Spring)
Die Post (The Postman)
Die Kralie (The Raven)
Der Wegweiser (The Sign Post)
Das Wirtshaus (The Inn)
Der Sturmische Morgen (The Stormy Day)
Mut! (Courage)
Der Leiermann (The Hurdy-gurdy Man)
*These songs comprise Masterworks Set No. 90
In 12 parts, with album, \$6.00*

CHAMBER MUSIC

QUARTET No. 6. in D Minor, (Death and the Maiden). Played by London String Quartet. (Masterworks Set No. 40 in 8 parts, with album, \$6.00.)
QUINTET in A Major (Forellen) Op. 114. Violin, Viola, Cello, Contrabass and Piano: John Pennington, H. Waldo-Warner, C. Warwick Evans, Robert Cherwin, Ethel Hobday. (Masterworks Set No. 84 in 9 parts, with album, \$7.50.)
QUARTET in A Minor, Op. 29. Played by the Musical Art Quartet: Sascha Jacobsen, Paul Bernard, Louis Kaufman, Marie Roemae-Rosanoff. (Masterworks Set No. 86 in 7 parts, with album, \$6.00.)
TRIO in B Flat Major, Op. 99, for Pianoforte, Piano and Vio-

lincello. Played by Myra Hess, Yelly d'Aranyi, and Felix Salmond. (Masterworks Set No. 91 in 8 parts, with album, \$6.00.)
SONATINA in D, Op. 137, No. 1, for violin and piano. Played by Albert Sammons, Violin; William Murdoch, Piano. (Masterworks Set No. 94-A in 6 parts, \$3.00.)

QUINTET in C Major, Op. 163, for Strings. Played by London String Quartet. (Masterworks Set No. 95 in 12 parts, with album, \$9.00.)

QUARTET in E Flat, Op. 125, No. 1. Played by Musical Art Quartet. (Masterworks Set No. 96 in 5 parts, with album, \$4.50.)

OCTET in F Major, Op. 166, String Quartet, String Bass, Clarinet, Bassoon, French Horn; Lener String Quartet: C. Hobday, C. Draper, E. W. Hinckleiff, Aubrey Brain. (Masterworks Set No. 97 in 12 parts, with album, \$9.00.)

SYMPHONIES

SYMPHONY No. 8, in B Minor ("Unfinished"). Sir Henry J. Wood and New Queens Hall Orchestra. (Masterworks Set No. 41 in 6 parts, with album, \$4.50.)

SYMPHONY No. 9, in C Major, Op. Posthumous (B. & H. No. 7). Sir Hamilton Harty and

Halle Orchestra. (Masterworks Set No. 88 in 14 parts, with album, \$10.50.)

PIANO MUSIC

SONATA in A Major, Op. 20, for Piano. Played by Myra Hess. (Masterworks Set No. 87 in 5 parts, with album, \$4.50.)

SONATA in G Major, Op. 78, for Pianoforte. Played by Leif Pouishnoff. (Masterworks Set No. 92 in 9 parts, with album, \$7.50.)

MOMENTS MUSICAUX, for Piano. Played by Ethel Leginska. (Masterworks Set No. 94-B in 8 parts, \$4.00.)

IMPROVISED, Op. 142, for Pianoforte. Played by Ethel Leginska. (Masterworks Set No. 93 in 6 parts, with album, \$4.50.)

"OLD VIENNA," Piano Waltz. Played by Ignatz Friedmann. In 2 parts, \$1.50.

VIOLIN SOLOS

SONATINA. Played by Joseph Szigeti. In 2 parts, \$1.50.

AVE MARIA. Played by Toscha Seidel. \$2.00.

GEMS FROM ROSAMUNDE. Ballet Music and entre acts. 8 parts, with album, \$6.00.

OVERTURE TO ROSAMUNDE. Sir Hamilton Harty and Halle Orchestra. \$1.50.

WHO won the \$20,000 Prizes distributed by The Columbia Phonograph Company in its international Schubert Centennial Contest for works in the melodic vein of Schubert? *American Prize*: Won by Charles T. Haubiel. *Grand Prize*: Won by Kurt Atterberg of Sweden. Their compositions have been recorded by Columbia and are now on sale. Play and compare.

Columbia Records

Made the New Way—Electrically—Viva-tonal Recording, The Records without Scratch

"NEW
PROCESS"
REG. U.S. PAT. OFF.

Use Schubert Masterworks Supplement No. 12

COLUMBIA PHONOGRAPH COMPANY, 1819 BROADWAY, NEW YORK CITY

CANADA: COLUMBIA PHONOGRAPH COMPANY, LTD., TORONTO

"MAGIC NOTES"





Columbia

Of Vital Interest to Foreign Language Record Dealers

¶ Columbia offers you the greatest library of foreign language records. They cease to be a "foreign language" when recorded by Columbia—they are "native" in the purest and best sense.

¶ The whole wide world is the arena of Columbia Recordings. Each nation has its own individual type of music, its own distinctive interpretations, which native artists can best portray.

¶ Therefore, Columbia records native artists in the following languages:

Armenian	Hebrew-Jewish	Russian
Bohemian	Hungarian	Scandinavian
Bulgarian	Irish	Swedish
Chinese	Italian	Scotch
Croatian-Serbian	Lithuanian	Slovak
Finnish	Mexican	Slovenian
French-Canadian	Polish	Syrian-Arabic
German	Portuguese	Turkish
Greek	Roumanian	Ukrainian

Columbia runs an extensive advertising campaign each month in native language papers. Stock up now on Columbia Foreign Language Records recorded in the "native" languages—you will find it highly profitable.

C O L U M B I A P H O N O G R A P H C O M P A N Y

1819 Broadway, New York City

Canada Columbia Phonograph Co., Ltd., Toronto

All Trade Marks Reg. U. S. Pat. Off.
M. R. M. Ind. Rights Nos. 184,237 & 184,238 &c. &c.
Argentina 1920 & 1920A on 23 de Agosto 1920
Indonesia Reg. No. 1090, 2,6 May 2074



Radio Service for Dealers Proves Profitable in Toledo

(Continued from page 20)

compact and efficient portable testing equipment which fits into a small suitcase, and permits the accurate testing of batteries and tubes right in the home, and also makes possible tests for continuity in wiring. These testing sets eliminate the guesswork and save much time for the service man in conducting haphazard tests often resorted to where equipment is lacking. In the shop itself there has been installed a most elaborate testing panel some 3 feet by 7 feet in size equipped with 33 separate meters for conducting various types of tests and with many varieties of switches to control current and provide for various hookups. There are sockets installed to test every type of tube at present on the market, and with the panel it is possible to determine oscillation in tubes, continuity in wiring, the condition of A and B batteries and chargers, the condition of condensers and in fact every radio part. There is also a connection provided for the plugging in of the set for the final test.

Whenever a set is installed or serviced by the Bureau, a label is attached to the underside of the cover, or some other convenient location, upon which is written the initials of the service man and the date the work was done. These labels, which measure only one inch by one inch and a half, carry the name of the service shop, together with address and telephone number, and these bits of paper have proved great factors in building business. In practically every case, when the dealer has discontinued his free servicing, the customer has come direct to the Bureau for any further adjustments that may become necessary.

New Business Result of Good Will

Although dealers have been free in recommending the Bureau's service, and small advertisements are carried at intervals in the Toledo papers, much of the work has been brought in as a result of recommendations from clients. Some of them have about given up hope of having their receivers put in perfect condition, and hearing of Mr. Alexander and his staff, have come in as a final resort. In practically every case the receiver is fixed to their satisfaction, and when the first inspection shows that it is beyond repair the prospect is told so frankly and honestly. An interesting feature is that the Bureau has been called upon to doctor a number of crystal sets and its biggest job was adjusting a fourteen tube home-made Super-Heterodyne.

THE INSIDE BACK COVER OF

*This issue of
The WORLD*

has a very important message for phonograph manufacturers and dealers.

*Read it
Carefully*

The Bureau maintains its friendship with dealers by refusing to sell any lines of radio receivers in competition. When desired, a receiver will be built to special order, but none of the manufactured sets on the market are handled, with the exception, of course, of second-hand receivers that for one reason or another have been left on the Bureau's hands.

Public Willing to Pay

So far as the public is concerned, Mr. Alexander holds to the belief, and experience seems to prove it, that the radio fan is perfectly willing to spend real money for satisfactory results. His fees for general service work are substantial but fair, and he recently remarked one particular instance where a customer had protested a \$3 charge made by another service man and made no protest when the Bureau took the set to its shop for several days, put it in proper condition, and made a charge of \$16 for the job. Long experience with practically every make has made the service men familiar with the weakness of the different receivers, and in many cases it is a simple matter to go direct to the seat of the trouble in specified sets

and remedy it. In certain receivers condensers may be weak, or transformers generally unsatisfactory. These are replaced quickly and at a nominal charge, and in the case of transformers where they have been burned out and replacements are not easily available, the transformer is taken down, repaired and rewired, at a saving in time, at least, to the customer.

The popularity of the radio is continually on the increase, in the opinion of Mr. Alexander, and has developed into a very important factor in home life. This has been evidenced in the anxiety of owners to have their receivers repaired as soon as possible after trouble develops. Night and Sunday calls are not at all infrequent, and though additional charge is made for work at such times, the charge is met cheerfully. At the time of the Tunney-Heeney fight recently the Bureau was besieged by those who had planned to listen in on the broadcast of the battle, but who found at the last moment that their sets would not function properly. It kept one man at the phone to answer these emergency calls, and the rest of the crew stepping lively to answer even a portion of them. At the height of the rush it was decided to head off the calls by quoting the emergency price of \$5 per visit. The scheme didn't work because the fight fans apparently would have paid \$10 gladly. That is to be accepted as an indication of the place that radio has found in the present-day world.

Magnavox Grants Important Licenses

Raytheon Mfg. Co. Awarded License to Manufacture Under Tube Patents; Other Licensee to Make 'Phone Equipment

OAKLAND, CAL., October 4.—The Magnavox Co., manufacturer of Magnavox speakers and tubes, recently announced the issuance of a license to the Raytheon Manufacturing Co., Cambridge, Mass., to manufacture tubes under Magnavox tube patents, pertaining to exclusive constructional design and processes. A similar announcement states that a license has been granted to Charles Cory & Son, Inc., 183 Varick street, New York City, for the manufacture of anti-noise marine type telephone equipment and anti-noise transmitting equipment under Magnavox anti-noise and dynamic patents.

A number of the Magnavox dynamic speaker

patents were used during the late war in design of sensitive telephone receivers, many thousands of which were used on naval and aircraft equipment. The above-mentioned licensees are well known in their respective fields, and it is with the idea of making available these scientific improvements to the ultimate consumer that these licenses have been granted.

New Belden Representatives

The Belden Mfg. Co. has announced the appointment of Charles Hofman, City Bank Building, Kansas City, Mo., as the Southwest representative of the Belden line of automotive, electrical and radio products. Mr. Hofman covers Western Missouri, Kansas, Nebraska and Colorado. Other appointments include E. V. Blake, who will travel southern Ohio, southern Indiana, southern Illinois, St. Louis and Kentucky, in behalf of the Belden line. Wallace R. Lynn, San Francisco, represents the Belden Co. on the entire Pacific Coast.

What Radio Servicing means to the Dealer and to the Entire Industry



Model 537 A. C. and D. C. Set Tester

METER EQUIPMENT: Two 3½" diam. high grade Weston models—3-range A. C. voltmeter, 150/8/4 volts and a D. C. volt-milliammeter, 600/300/120/60/8 volts with 1000 ohms per volt resistance, and two current ranges—150/30 milliamperes. Simple to operate. A complete instruction book furnished with each unit.

SPEEDY AND EFFICIENT SERVICING of radio receivers gives the best assurance of continued interest in radio developments. Confidence in manufacturer and dealer means a more responsive market for new models. This produces quicker turn-over, widens the channels of distribution and increases profits for all concerned. Moreover, with sets maintained in the best condition all those commercial activities which underwrite the expense of broadcasting are more ready to give their support, and this means better programs and more business!

The Weston Model 537 A. C.-D. C. Set Tester provides the means of servicing radio receivers in the LEAST TIME PER CALL, with the LEAST EQUIPMENT, and therefore at LOWEST COST and GREATEST PROFITS. Your service man provided with this 6½-pound outfit is prepared to completely service any set made in from 10 to 20 minutes! No other equipment is necessary. Take the time to investigate. Write today for complete descriptive literature.

WESTON ELECTRICAL INSTRUMENT CORP.
606 Frelinghuysen Ave. Newark, N. J.

WESTON
RADIO
INSTRUMENTS

NEW LOCATION

Boosted Thos. Goggan & Bros. Record Sales to High Level Following Slump in Business

By B. C. Reber

NOW and then, in the successful operation of any business, it becomes necessary to take some drastic steps to insure the future welfare of the organization. Such a change was made by Thos. Goggan & Bros., of San Antonio, Tex., a short time ago, when they moved their record department and a part of their phonograph stock from the mezzanine to the first floor. What this has achieved in increasing record sales and improving business in this department is related by W. Edgar Parker, manager.

"Several months ago, when we were checking up our record sales, we realized that we were not getting the volume of business that we should from the size of the store we had. In seeking a cause for this, we looked over our stock, checked up our department, and went over the sales organizations. We soon realized, however, that the fault was not in the department, nor the manner in which it was operating, but in the department location.

Importance of Accessibility

"When we moved into our new store several years ago, the mezzanine floor was especially designed to take care of the record and phonograph departments. Ample space was provided for booths in which records might be played or phonographs demonstrated. It was convenient to the first floor, easily seen by people entering the store, and generally accessible to the public.

"For a time this arrangement worked out very well, but what will suffice one day will not suit in the changing modes of the next. Where a few years ago people thought nothing of going out of their way to make a purchase, we now came to realize that this is no longer a

considerable altering, moving of stock and fixtures, and a general rearrangement of the merchandise on this floor. It was decided, however, that this would have to be done eventually, and that it would be better to move now and hold our customers than to move later and try to bring them back to the fold.

"In the end we designed and equipped a very fine department. Several large, attractive booths were arranged on the first floor for the convenience of customers who wished to hear the records before purchasing, and the record stock was placed in a location readily accessible from all parts of the department. The setting was further enhanced by placing a few late-model phonographs at convenient points.

Costly but Profitable Change

"To remodel and furnish this department cost quite a little money, but we have long appreciated the value of doing things well at the beginning and sav-

ing the time and expense of doing them over later on. If our woodwork and furnishings cost a little more than is generally paid for such equipment, we did it, well knowing that the added attractiveness would so increase our sales as to make it a wise investment.

"Within a month after our formal opening we saw that this was exactly what was needed to improve our sales. In our new location the stock was more readily seen from the street; it was convenient to all persons entering the store, regardless of whether they came to see us or not; and it gave us an opportunity to offer, at the best advantage, the latest song and dance hits as they were being featured.

"The first month our sales increased approximately 15 per cent over the preceding month. We also noticed that more people were visiting the department. New faces had appeared among our customers. And new accounts were being opened on our books.

"This increase has been constant month after month until our sales for the thirty days just closed show that we have attained an increase of over 50 per cent over last month, and 65 per cent over sales for the same period last year. Considering that this department has now been in its new location only six months, we feel that this is a very good record, and one of which we may feel justly proud.

"At the same time we have shown a material increase in the number of phonograph and radio sets sold. It is easier to get to the public and more convenient for the prospects to inspect the machines. People who on previous occasions entered the store and visited other departments were lost to us unless they took the trouble to stop at the mezzanine. Now they cannot enter or leave the store without passing our booths or record counter, and we have a good opportunity of attracting their attention and arousing their interest.

"We have stressed the combination phono-
(Continued on page 30)

Baltimore

Washington

KOLSTER RADIO COLUMBIA RADIO STEINITE RADIO COLUMBIA-KOLSTER COMBINATIONS

A full line of radio sets ranging from \$75.00 to \$900.00 embodying the best quality merchandise that money can buy regardless of price,

PLUS

A service unequalled for dealers in Maryland, Virginia, District of Columbia, North Carolina and bordering counties of Pennsylvania, West Virginia and Delaware.

OF COURSE

A complete line of the best known makes of batteries, tubes, speakers, aerial equipment and other accessories is carried.

Columbia Wholesalers, Inc.

205 W. Camden St. Baltimore, Md.
1619 L St., N.W. Washington, D. C.

UTAH DYNAMIC SPEAKERS

Utah Dynola Speaker
equipped with
"A 100"
\$65

"A 100" Dynamic Speaker,
110 Volt
alternating current,
light socket supply
for field excitation
using Westinghouse
dry rectifier.
\$40

Utah is the mouthpiece for the soul of radio . . . the outlet for its perfection . . . breathing life into an otherwise mute instrument. It is the mirror in which the whole of radio is reproduced with perfect fidelity. Your set deserves one.

UTAH RADIO PRODUCTS CO.
1615 South Michigan Avenue .. Chicago, Illinois

Carl D. Boyd Slagle Co. Director of Sales

One of the Most Popular and Prominent Merchandisers in the Radio and Electrical Fields—Widely Experienced

Of particular interest to the radio industry at this time is the announcement, just received from Fort Wayne, of the appointment of Carl



Carl D. Boyd

D. Boyd as director of sales for the Slagle Co.

Mr. Boyd for many years has been a prominent figure in the electrical and radio fields, and his many friends will be glad to hear that radio has again made claim to his services. Numbered among his friends are jobbers, dealers and manufacturers from coast to coast, which are the result of his association with the industry for some twenty years. He was previously associated with such organizations as the Kellogg Switchboard & Supply Co., French Battery Co. and the United States Electric Corp.

For several years Mr. Boyd was an enthusiastic member of the Radio Manufacturers Association, having served as a vice-president for several years, as well as on its directorate, where his services proved of considerable value, due to his broad knowledge of the general affairs of the industry.

Discussing his new activities, Mr. Boyd

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

stated, "For the past year I have had a Slagle set in my home, and have considered it outstanding in the radio field. I have kept in very close contact with the Slagle organization for the past two years, have watched their progress, and with the new plant, which is without doubt one of the best equipped and most modern devoted to radio, it is my confident belief that Slagle radio holds in its grip the most promising future in the industry."

The Slagle Radio Co., a division of the United States Electric Corp., is one of the pioneer manufacturers of radio receiving equipment. Its production has always been confined to merchandise of the highest quality, and for the past two seasons efforts have been concentrated in the manufacture of nine and ten tube receivers exclusively, all utilizing the new and revolutionary Technidyne circuit.

The Slagle Mfg. Co., an associate company to the Slagle Radio Co., is engaged in the production and merchandising of the popular Utenco Automatic Electric Ironer, which enjoys a wide distribution in the electrical field.

The affairs of both companies are under the direction of L. S. Slagle, president and treasurer; Paul K. Romey, vice-president and general manager; W. L. Swindler, secretary; Carl D. Boyd, director of sales; J. B. Hess, assistant sales manager, and Harold E. Bristol, manager, advertising and sales promotion.

Madison Dealers in Radio Exposition

Synchronized Reception of Radio Sets and Musical Program Featured Successful Exposition in Wisconsin City

MADISON, Wis., October 4.—Local dealers participated in a radio exposition at the Crystal room of the Hotel Loraine on Thursday, Friday, and Saturday, September 27, 28 and 29. The dealers had the co-operation of the Madison Capital Times in putting on the radio exhibition, and an amount of preliminary publicity to interest people in the showings of the new sets was achieved. During the three days of the radio show a special musical program was arranged as an added attraction, and the exposition was open to the public from 1 o'clock in the afternoon until eleven at night. At the radio show this year all sets in operation were tuned in on the same program, eliminating a jumble of reception, and providing synchronized and more enjoyable programs for those attending the show, while giving the products of the dealers better advertising.

Brodrub & Blair Buy Woolley & More Business

MERIDEN, CONN., October 4.—The Woolley & More music house, located at Main and Colony streets, has been purchased by Brodrub & Blair, Inc., of Waterbury, New Haven and New Britain. The store will be operated as the fourth branch of the chain and Willard H. More, of the old firm, will be retained as manager. The business was established here nine years ago by Thomas H. Woolley and Mr. More was admitted to partnership in 1923. New lines of musical instruments have been added to the store, and alterations and expansion of the warerooms are scheduled for the near future to care for the growing business.

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.

Thos. Goggan & Bros. Boosted Record Sales

(Continued from page 28)

graph and radio machines and have had a very good response with these models. Our purpose in featuring the combination sets is that it not only improves the quality of our sales and builds up a larger dollar-and-cents volume, but it satisfied the customers' interest in radio and at the same time holds them for future sales.

"We find it nearly as easy to sell a combination set in a large number of cases as one of the less expensive models. What is required is a little more salesmanship. We learn what sort of a position the prospect holds and his earning capacity. If this shows that he can afford to buy a combination phonograph and radio without being oversold, then we go after him and sell him on the advantage of having both forms of music in his home under one control.

"Our record sales have been built up on salesmanship. We had a practice a few years ago of 'waiting' on our customers and felt that we were good salesmen. Then one morning we got busy and cut out the 'waiting' and began to practice a little salesmanship. We exerted every effort to sell our customers the new record hits. We devised plans for interesting them in new song and dance numbers. We were not satisfied to sell the customer just one or two records, but tried to sell three or four. We were not always successful, but we increased our sales to a point where it was necessary to add another young sales lady.

Success Depends on Salesmanship

"Successful merchandising to-day, regardless of whether it is selling music or groceries, depends upon the initiative behind the merchandise. One store will sell 1,000 records of a popular hit and make a lot of money, while another store will go broke on a hundred. The difference is not in the records, for they are the same; it is in the ability of the merchant to satisfy his customers, interpret their likes and dislikes, and give them service.

"We are constantly seeking new ideas and new ways for building up our business. An idea will occur to us for selling more of one record than what we had planned to sell. We will try it out for a few days, and if it doesn't work we will change it and try something different. If we have one number that is dragging we get behind it and clean out the stock at once. If we have a number that is going like a house on fire we place a standing order to ship five or ten or twenty each day until further notice. In this way we keep our stock down, our turn-over up and out profits good."

Freedman Opens Branch

BUFFALO, N. Y., October 6.—Max Freedman, who operates a general music store at 17 William street, held the formal opening of his new branch at 904 Main street on Saturday, September 8. There were souvenirs for first-day visitors to the store.

Brunswick Dividend Declared

The directors of the Brunswick-Balke-Collender Co., on September 10, declared a dividend of 13 $\frac{1}{4}$ per cent, payable October 1, 1928, on the outstanding preferred stock of the company as of record September 20, 1928.

MAGNAVOX "Dynamic" SPEAKERS



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.



The Beverly

Gracefully proportioned cabinet finished in light mahogany. For A-Battery Operation... \$50 For AC Operation..... \$60
Units only; DC \$30, AC \$40

LICENSED APPARATUS
DYNAMIC
THE MARK OF THE GENUINE



The Belvedere

A beautiful floor screen or rich two-tone walnut.
For A-Battery Operation \$45
For AC Operation..... \$55

"FIRST
SPEAKER
FIRST
DYNAMIC"

The Aristocrat

Beautiful butt burl walnut cabinet finished in two tones.
For A-Battery Operation \$60
For AC Operation..... \$70



THE MAGNAVOX COMPANY

Oakland, California Chicago, Illinois

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

Creating a Record Demand for Finest Music

Beethoven's Immortal Nine

MANY years ago, when the first of my present collection of a thousand records was just beginning, a cherished possession was the slow movement from Beethoven's Fifth Symphony. It was not a very good record, judged by present-day standards. The music was given in a highly condensed, in fact fragmentary, shape, the orchestra was small, the recording rough and harsh. Yet it meant for me the beginning of an interest in the recorded music of the great Ludwig which has never abated but rather has deepened and grown stronger year by year. To-day, stacked vertically in the sectional cabinets of the music room and carefully catalogued in a card index under four different classifications, stand all of the Immortal Nine, electrically recorded, given without cut, with full orchestras, and capable, with the aid of a very fine electrical talking machine, of giving reproductions so faithful in both quantity and quality of tone as to convince even the most skeptical hearers that the talking machine does now, at least, fulfil all the claims ever made for it.

No one who has ever fallen under the spell of Beethoven will ever admit that any other composer of music has ever reached his heights or plumbed his depths. It is a remarkable fact that ever since the first groping efforts of phonograph manufacturers to record and sell classical music, first extracts from, and then whole recordings of, the Beethoven symphonies have been in the forefront. It is probable that, among all the classical records yet sold, from the earliest days to the present, the recordings of Beethoven's nine symphonies outnumber all the rest. Nor is the reason hard to find.

The First Modern

For Beethoven was the man who taught all his contemporaries and all of his successors how to make music into a form of expression suited to a modern world. When he came into the world the old order was already tottering to its fall. When he died, in 1827, the industrial revolution was already well begun. He was, then, essentially a spirit dissevered from the eighteenth century, and although his political and social ideas were usually naive and trusting to an extent which we disillusionized ones of the twentieth century can only contemplate with a sort of pitying envy, his poetic expression in music really did set forth incomparably the aspirations of the thinkers and workers of his day, who saw in the rise of democracy all

the blessings and none of the evils that we experience.

Plato, twenty-five hundred years ago, would have had music and musicians banished from his proposed model State. He feared the influence of "Tone upon the minds of men and believed that the power of music was greater even than that of poetry." Plato was right. Music is the most powerful of all forms of expression, and to its magic the human spirit vibrates in submissive harmony. There is no magic like the magic of Tone.

His Nine Children

Ludwig Beethoven wrote nine symphonies for orchestra during his life of fifty-seven years. The first was composed while he was still a young man just battering his way into notice. The last was performed for the first time only three years before his death, when he was at the height of his creative powers and was about to enter upon the final short, brooding, mystical period during which the last quartets were composed, the music which, as he himself said, would not be understood by his generation, but by another and later age. The Nine Symphonies stand thus as a cross-sectional view of a great mind's development. The first is frankly charming and youthful. Although it owes much to Mozart, to call it Mozartean would be wrong, for the whole thing is pure Beethoven from beginning to end. Who in that day of clearly etched regularity and formal beauty, who save Beethoven, the rough-mannered youth from provincial Bonn, would have dared to thrust under the ears of the sophisticated music world of Vienna an introduction to a symphony in C major, beginning with a loud discord in F, immediately modulating to the key of G? Who save the young Zeus, already arming for the struggle with ancient Chronos, would have thought of giving to the tympani a solo passage, as here in the lovely second movement? Who else could have written, during the last years of the eighteenth century, a "Minuet" like this which forms his third movement and which so clearly foreshadows the overpowering effects of the Scherzo in the Ninth and last of his great tone-children? No, the first symphony is Beethoven clear through, Beethoven young, shy and hesitating, but the essential Beethoven nevertheless.

Some three years, filled with works of lesser import, seem to have elapsed between the composition of the first and of the second sym-

phonies. When we come to the second we feel at once that the giant has been stretching his young limbs and feeling his muscles, preparatory to some great and forthcoming achievement. The second symphony is longer, more daring, broader and less conventional than the first. Consider the wilful deliberateness of the famous interpolated passage in the first movement, immediately after the voicing of the second theme where Beethoven has interrupted the whole course of his development by twelve charming but wholly capricious measures made up of material drawn from the first theme but entirely out of place. Mozart simply would not have done it. This is Beethoven himself. The young Titan is about to make his great leap to the very top of Olympus at one mighty bound.

"Napoleon"

For a year later there appears the famous dedication on the front page of a new score, the dedication to Napoleon Bonaparte. True, Beethoven canceled the inscription when the great Corsican made himself Emperor; but that does not alter the essential fact. The "Eroica" symphony, as it came to be called, number three in the list, was written with the thought of Napoleon in the composer's mind, and the "Napoleon symphony" it was and is. Once we have this idea before us we can instantly see the colossal work in its true proportions. No musician before Beethoven ever made so tremendous a jump in so short a time. It is sometimes hard to believe that the polite charms of the first and second symphonies could have come from the brain of the man who wrote the Eroica, that gigantic poem in tone, that vast epic on a vast theme. Or, better still, how could the man who wrote the first and second have also been the man who wrote the third? From the two great staccato chords which mark the opening of the first movement, to the profound sorrow of the funeral march and the ethereal strains of the apotheosis in the finale where we seem to see the hero ascending to the Valhalla of the great captains, it is all completely and marvelously new, completely and marvelously different. No wonder that it created a sensation or that the audacious composer was attacked by every musical critic as a noise maker, a shatterer of ear drums and a manufacturer of discords. Yet, to-day, more than a hundred years later, when a hero dies it is

(Continued on page 33)

PHONOGRAPH AND RADIO MANUFACTURERS

Custom Built Record Albums

For use in fine phonograph and combination radio cabinets, our record album is the best filing method for records that has ever been devised.

IN ADDITION TO THE UTILITY, THE BEAUTY AND APPARENT QUALITY OF OUR ALBUMS WILL HELP TO SELL YOUR CABINETS

We are equipped to supply you with albums of exclusive design in large quantities. Deliveries guaranteed to conform with your cabinet shipping schedules.

Write us today for samples and quotations

NATIONAL PUBLISHING CO.

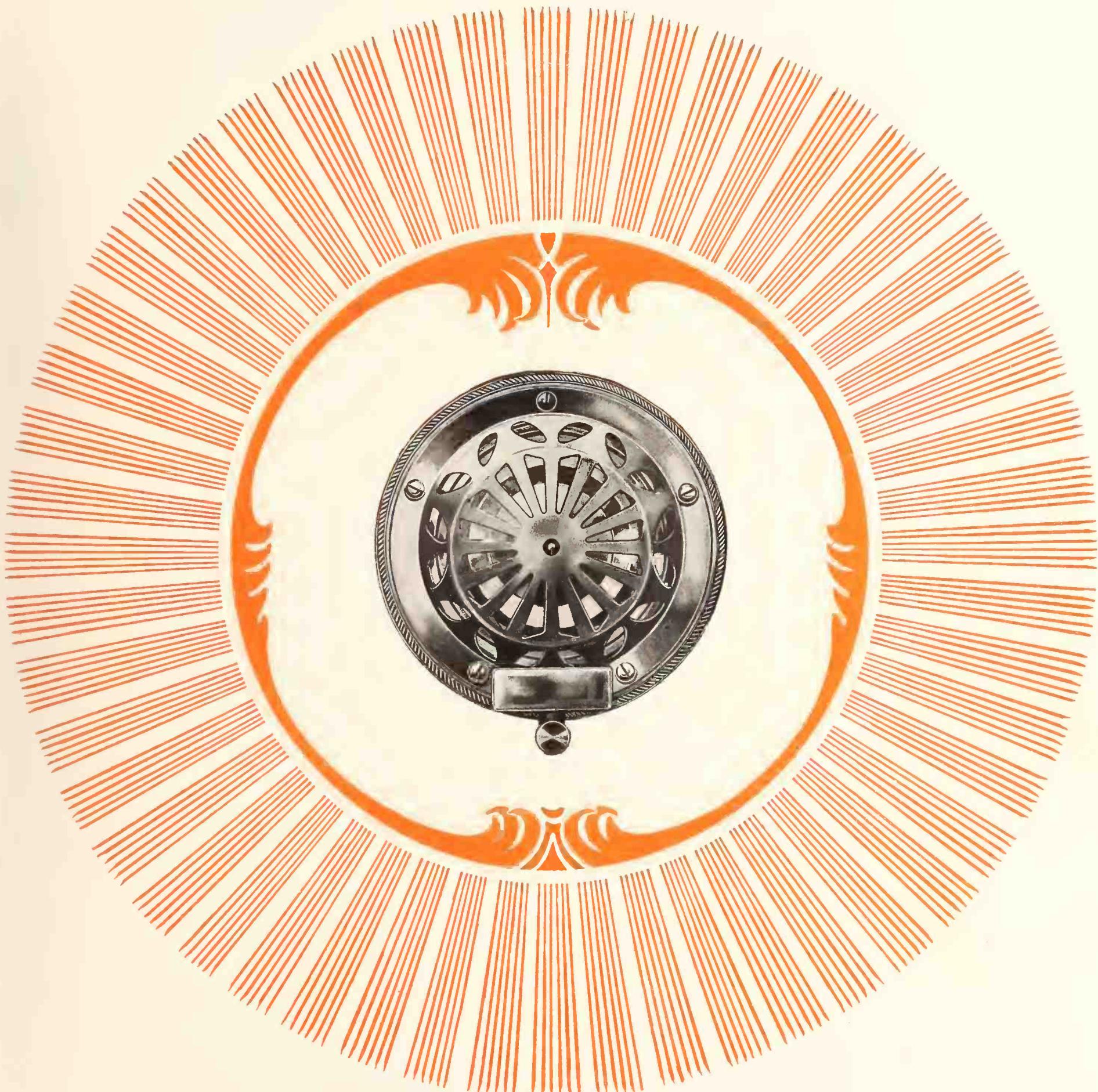
Executive Offices and Factory
239-245 SO. AMERICAN ST.,
Philadelphia, Pa.

New York Sales Room
225 FIFTH AVE.

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

The Talking Machine World, New York, October, 1928

The Duophonic

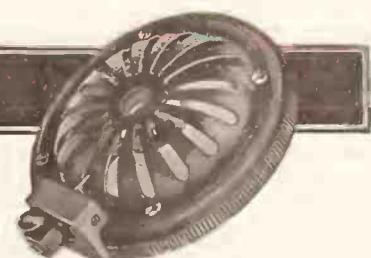


By VALLEY FORGE
THE 1929 SOUND-BOX



J.A.FISCHER COMPANY

PHILADELPHIA · U·S·A·



A REAL GIFT for Christmas

An Opportunity for you to share in the small package gift business so profitable to other merchants . . .

LE MINILUX speaker gives you an opportunity to make more money during this holiday season than has ever been possible in the past.

Look back over your Christmas sales of last year and the year before! Business has been good—but it has been limited to large units, limited to the men and women who could afford to give radio sets or large speakers.

This year, through the introduction of Le Minilux speaker, you have in addition an opportunity to share in the small package gift business that makes up the bulk of Christmas sales.

Le Minilux speakers have an exceptional gift appeal. They are beautiful, hand-made, miniature radio speakers imported from France. Only 5½ inches high and will grace any room. Le Minilux is particularly adapted for the bedroom, library or boudoir. It has a delightfully clear, soft tone which will not blast, but will flood the room with just that quality of music you desire.

The time is very near when the great buying public will again be faced with the problem of "what to give." They are looking for something novel, and in Le Minilux you have the answer.

Cash in on this demand. See that your stock is complete. Call attention in your windows to Le Minilux speakers as a Christmas gift.

If you have not as yet taken on the Minilux line, write us today for full information so as to have the line installed in time for the Christmas season. Petite, charming and decorative, Le Minilux is made by hand in fifteen different color combinations. List prices, \$20, \$22.50 and \$25. Regular dealers and jobbers discount.

WARNING

Le Minilux speakers were a tremendous hit at both the New York and Chicago shows. Almost the entire supply in this country was used up. More are on their way from France, and there will be still other shipments before Christmas—probably enough for all. However, to make sure that your requirements can be filled, we would urge that you place your order early.

MERRY XMAS.

Minilux Sales

Le Minilux Speaker



Corporation

18 EAST 41 ST.
NEW YORK CITY

Minilux Sales Corporation,
18 East 41st Street, New York City

Gentlemen: -
Please send me descriptive literature and
full details regarding this new Speaker.

Name _____

Address _____

City _____ State _____

THE HISTORY



MR. A.
BUYS A **PAL**
IN YOUR STORE.



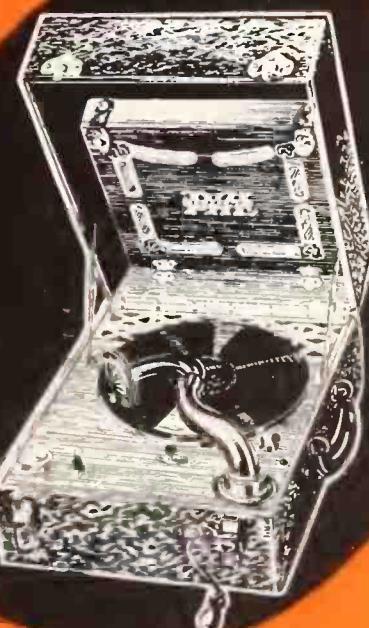
MR. A. MRS. A. AND THE
A. JRS. USE THE **PAL**
AND THEY ARE PLEASED.



PLAZA MUSIC
10 WEST 20TH STREET

EVERY TIME YOU SELL A

OF A PAL



PALS are manufactured by the oldest portable phonograph manufacturers in the U. S. and are rigidly guaranteed.

When a customer comes into your store and buys a PAL portable phonograph you know that he is going to be pleased with the service this instrument will give him. Eight years of severe test have proved it!

—And nothing is more important to you than having satisfied customers who will come back to your store when they want other musical merchandise.

The models pictured here are suitable for all your requirements. Order direct from your nearest jobber or write to us for further information.



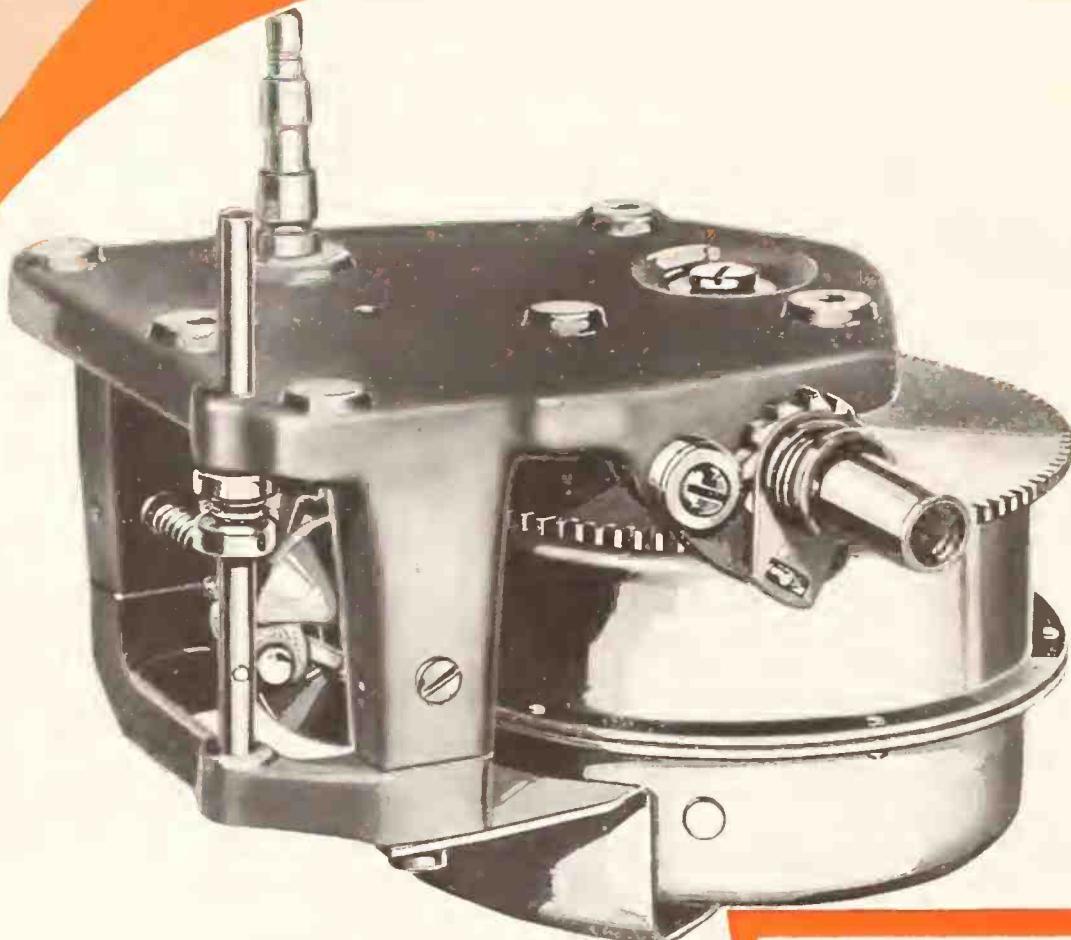
MR. A. COMES TO YOUR STORE AGAIN FOR OTHER MERCHANDISE.



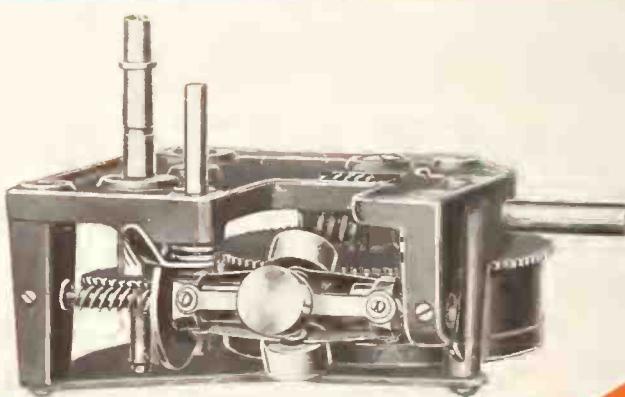
Co.
N.Y.

PAL YOU MAKE A FRIEND

DEALERS DEMAND



The Famous
United No. 5
for Better
Cabinet Models



Finer Portables
Are United Equipped

You'll find the United No. 2 in finer portables. As most of the trade will tell you, it has no equal in pulling power, silence, sturdiness and smooth-running performance. The choice of Dealers everywhere because of its added value!

UNITED

(PHONOGRAPH DIVISION)

UNITED AIR CLEANER COMPANY

the UNITED N°5

SUCCESSFUL dealers today demand cabinet phonographs which have exclusiveness, *not only* in eye-value but in the built-in parts. They have come to realize that the better class of cabinet machines are United

equipped . . . insuring motive power which is absolutely even, quiet, strong and sure. The famous United Motor No. 5 easily plays six records with one winding.

Just as it was conclusively proven last season, when more than 150,000 of these motors were used in the better cabinet machines . . . the United triple worm gear and sturdy governor construction — gives smoothness and quietness unequalled.

Today . . . the No. 5 has more value—more power—than ever before. It is priced right, as usual . . . and the performance is guaranteed!

Alert Manufacturers, Jobbers, and Dealers everywhere are building business with these quality United Products. We will gladly serve you too . . . just wire or write for samples and quotations . . . today!



The United Pick-Up

The one high quality pick-up . . . equipped with the "Super-Magnet" which brings real electrical reproduction to any phonograph, with FULL VOLUME and true beautiful tone quality. Absolutely complete with arm, cord, plug, and volume control, it retails for only \$16.50—giving Jobbers and Dealers a highly profitable business. Send for samples!



MOTORS

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

9705 Cottage Grove Avenue, Chicago, Illinois

The Caswell-Runyan Co.
HUNTINGTON, INDIANA

Consoles With Personality

Sold Direct to Jobbers

FURNISHED WITH INSTALLATION
PANELS FOR ANY STANDARD SET

Caswell-Runyan has attained an outstanding success in the cabinet industry because it is manufacturing satisfactory, salable merchandise and co-operating with its jobbers in the development of their sales plans.

*Facilities That Guarantee Service
When Service Is Needed*

A Trained Force With 24 Years of Experience in Making Quality Furniture

**CASWELL-RUNYAN Cabinets are
Made Right—Priced Right—Sold Right**

The Caswell-Runyan Jobber has unusual advantages. Write for details

Last-Minute News of the Trade

Columbia Co. Purchases Pathé Phonograph Interests in France

Louis Sterling, Managing Director of Columbia Graphophone Co., Ltd., Announces Acquisition Which Includes Interests in French Colonies—Will Visit Japan

Louis Sterling, managing director of the Columbia Graphophone Co., Ltd., and chairman of the board of directors of the Columbia Phono-



Louis Sterling

graph Co., Inc., who returned to New York recently on the "Majestic" after four months abroad, announced upon his return that the Columbia Graphophone Co., Ltd., had purchased the phonograph interests of the Pathé organization in France and the French colonies. The consummation of this important and far-reach-

ing deal will give the Columbia organization 75 to 80 per cent of the phonograph and record business of France and its colonies. This purchase has no bearing whatsoever on the Pathé interests in America but serves to increase the scope of Columbia activities in France and the French colonies to a tremendous degree. The arrangements for this purchase were made by Mr. Sterling while he was abroad.

According to his present plans, Mr. Sterling will probably sail for Japan and China within the next three or four weeks, visiting Columbia interests in Japan and conferring with the executives of the Columbia organization in that country regarding manufacturing and merchandising plans for 1929.

During the past few months the tremendous growth of Columbia activities throughout the civilized world has attracted the attention of industrial and economic leaders the world over, and Mr. Sterling's reports of Columbia progress generally indicate that this interest in Columbia is only in its inception. Referring briefly to Columbia affairs, Mr. Sterling said: "It is almost impossible for Americans to realize the tremendous popularity of phonograph products throughout Europe at the present time and, in fact, the industry is going through a period of public 'craze' which is akin to the 'craze' experienced for radio products in America a few years ago. Throughout Europe our problem is one of production and not of sales, for although every one of our factories is working to capacity it is impossible to keep up with the demand for machines and records.

"We are constructing new buildings in every country in Europe, practically doubling present

(Continued on page 113)

Otto Heineman Tells of Prosperity Abroad

Otto Heineman, president of the Okeh Phonograph Corp., returned to New York last week on the S.S. "Resolute" after two and one-half months abroad. Recognized internationally as one of the best-posted members of the phonograph industry and an optimist by nature, Mr. Heineman brought back with him reports from this trip which not only made his optimism a material fact but indicated that the phonograph industry throughout Europe was enjoying the greatest era of prosperity in history. While abroad Mr. Heineman, accompanied by Mrs. Heineman, spent a few weeks in Switzerland enjoying a well-earned rest but outside of this fortnight, he devoted all of his time to business activities in Berlin, London and Paris.

To quote Mr. Heineman's words, the trip was "inspiring" in that he found throughout Europe a public appreciation of present day phonographs and records that is reflected in the tremendous sales totals being attained by the leading manufacturing organizations.

In Germany particularly the phonograph industry is enjoying marvelous prosperity and Germany as a whole is making tremendous strides economically and industrially, with phonograph industry reflecting the stabilization of this country's resources.

England is also experiencing a period of industrial prosperity that includes the phonograph trade as well as other prominent industries.

Upon his return to New York, Mr. Heineman was delighted to find that the General Phonograph Corp. and its subsidiaries, the General Industries Co. and the General Phonograph Mfg. Co., were achieving sales figures well be-



Mr. and Mrs. Otto Heineman

L. F. Chadeayne Joins Sonora Co.

Appointed Advertising Manager—Widely Experienced—Plans Completed for Extensive Advertising Drive

A. J. Kendrick, vice-president and general sales manager of the Sonora Phonograph Co., announced this week the appointment of L. F.



L. F. Chadeayne

Chadeayne as advertising manager of the company. Mr. Chadeayne comes to the Sonora Co. with five years of advertising experience at the Radio Corp. of America, where as assistant to the advertising manager of the RCA he was in charge of the magazine and newspaper advertising and later in charge of the dealer help activities. Mr. Chadeayne is a graduate of the Harvard School of Business Administration and comes to the Sonora Co. well qualified to take up his duty as advertising manager of the new company.

The appointment of Mr. Chadeayne is in line with the Sonora policy of building a strong organization to merchandise its new line of Melodons, radios and phonographs. An extensive advertising campaign in the key city newspapers and the national magazines will be launched during October. The advertising is being placed by Pedlar & Ryan.

Edison Distributing Corp. the New Name

The name of the Edison Phonograph Distributing Corp., West Orange, N. J., which handles the wholesale distribution of Edison phonographs and radio products throughout the country, has been changed to the Edison Distributing Corp., following the addition of radio to the company's line.

Chicago Radio Show Opened

CHICAGO, ILL., October 9.—The seventh annual Chicago Radio Show opened at the Coliseum yesterday and the attendance gave every indication at the opening of being splendid. Practically every radio receiving set and accessory manufacturer is represented on the list of exhibitors who are displaying their products for the inspection of the trade and public. The jobber and dealer interest and attendance is proving highly satisfactory to the many nationally known exhibitors.



FEDERATED BUSINESS PUBLICATIONS, Inc.

President, Raymond Bill; Vice-Presidents, J. B. Spillane, Randolph Brown; Secretary and Treasurer, Edward Lyman Bill; Assistant Secretary, L. B. McDonald; Assistant Treasurer, Wm. A. Low.

RAYMOND BILL, *Editor*

C. R. TIGHE, *Managing Editor*

LEE ROBINSON, *Business Manager*

B. B. WILSON, *Associate Editor*

V. E. MOYNAHAN, *Assistant Editor*

FRANK L. AVERY, *Circulation Manager*

Eastern Representatives: E. B. MUNCH, VICTOR C. GARDNER, A. J. NICKLIN

Western Division: 333 North Michigan Avenue, Chicago, Ill. Telephone, State 1266.

LEONARD P. CANTY, *Manager*

BOSTON: JOHN H. WILSON, 324 Washington Street.

LONDON, ENGL., REPRESENTATIVE: 24 Drylands Rd., Crouch End N. 8.

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

OCTOBER, 1928

No. 10

The Big Replacement Market

TRADE members who predict that at least a million radio receivers will be replaced this year with more modern and higher-priced instruments may be a little generous in their figures, but the fact remains that many thousands of units disposed of this year will represent such replacements. It brings up again the question of proper allowances and of the disposal of second-hand receivers. To the dealer who keeps his head and bases his allowances on real values the problem is not serious, but to the one who is inclined to be overgenerous for the sake of a single sale the problem is very serious. Radio men should take a lesson from the experiences of piano men and others who have been in the replacement business for years, and who on more than one occasion have found that overallowances led to inventories consisting almost exclusively of second-hand instruments rather than of new products creating an extremely dangerous condition.

Profiting From the "Sale" of Credit

IN speaking before the convention of the Music Merchants' Association of Ohio recently, a prominent banker of Toledo made a strong plea for the adoption of the carrying charge by music merchants and all others selling on the instalment plan and offered the convincing argument that under such a plan of selling the merchant was handling two products—first, the instrument itself, and, secondly, credit, and that he could only be successful if he realized a proper profit on each of those two items. It has long ago been discovered that a simple interest charge on an instalment account means that the cost of carrying the account must be taken out of the profits of the sale and paid for by the dealer, whereas in justice it should be paid for by the customer who receives the accommodation. Hence the reason for the carrying charge. The wise dealer protects himself.

High Tribute to a Trade Leader

IN conferring upon Eldridge R. Johnson, founder and first president of the Victor Talking Machine Co., the honorary degree of Doctor of Fine Arts, Provost Penniman of the University of Pennsylvania paid a high tribute to the value of the talking machine to the public, a tribute that may be held to apply in a large measure to the entire industry. He said: "You were not content with a merely mercantile or manufacturing business, but

The Talking Machine World, New York, October, 1928

recognized early the importance of music as a means of culture. To you the public, wherever located throughout the world, owes the possibility of hearing the greatest music produced by the greatest performers. For men at sea, for men in the wilderness of the world, the great orchestras play, the instruments of virtuosi carry their enchantment, and the voices of the great singers of the world are audible. You have brought into lives shut off from civilization the sweetness of melody and harmony and the inspiration of the world's greatest music." After all, there is something more than dollars in business.

Eliminating Radio Service Abuse

RADIO dealers in Sturgeon Bay recently found that the free-service privilege on radio sets was being abused by many customers, while the dealers were holding the bag and paying for the ride. They arrived at the conclusion that what was needed was co-operation, and the result was an agreement entered into by ten of the leading houses to limit the number of free service calls to three and insist upon customers paying fair prices for installation and all other types of service. Were the dealers in every city to take similar action, the problem of meeting servicing losses would be solved for most of them.

Radio Show Comes Into Its Own

THIS year, at least, it will probably prove much easier to make a list of those cities and towns of, say, 25,000 population or over that have been without their local radio shows than to list those that have been so favored. The radio show, local and national, appears to have become an institution and is so accepted by the public, and if the interest manifested in the series of shows that have just about been concluded may be taken as an indication of future sales, then radio business between now and January 1 should break all records. Certainly the radio trade has not hidden its light under a bushel.

Presenting Facts on Television

IN arranging with R. P. Clarkson, well-known radio author, to write a series of articles on television for the information of the general public, the Radio Manufacturers' Association has made a distinctly worth-while move. Television is coming, certainly, but it is not near enough to have the public waiting for it excitedly. When the facts are known, full confidence in radio apparatus now on the market will be restored. Just now it is no uncommon thing to find a radio prospect asking about television equipment and showing an inclination to put off buying until it is available.

Modern Methods Are Needed

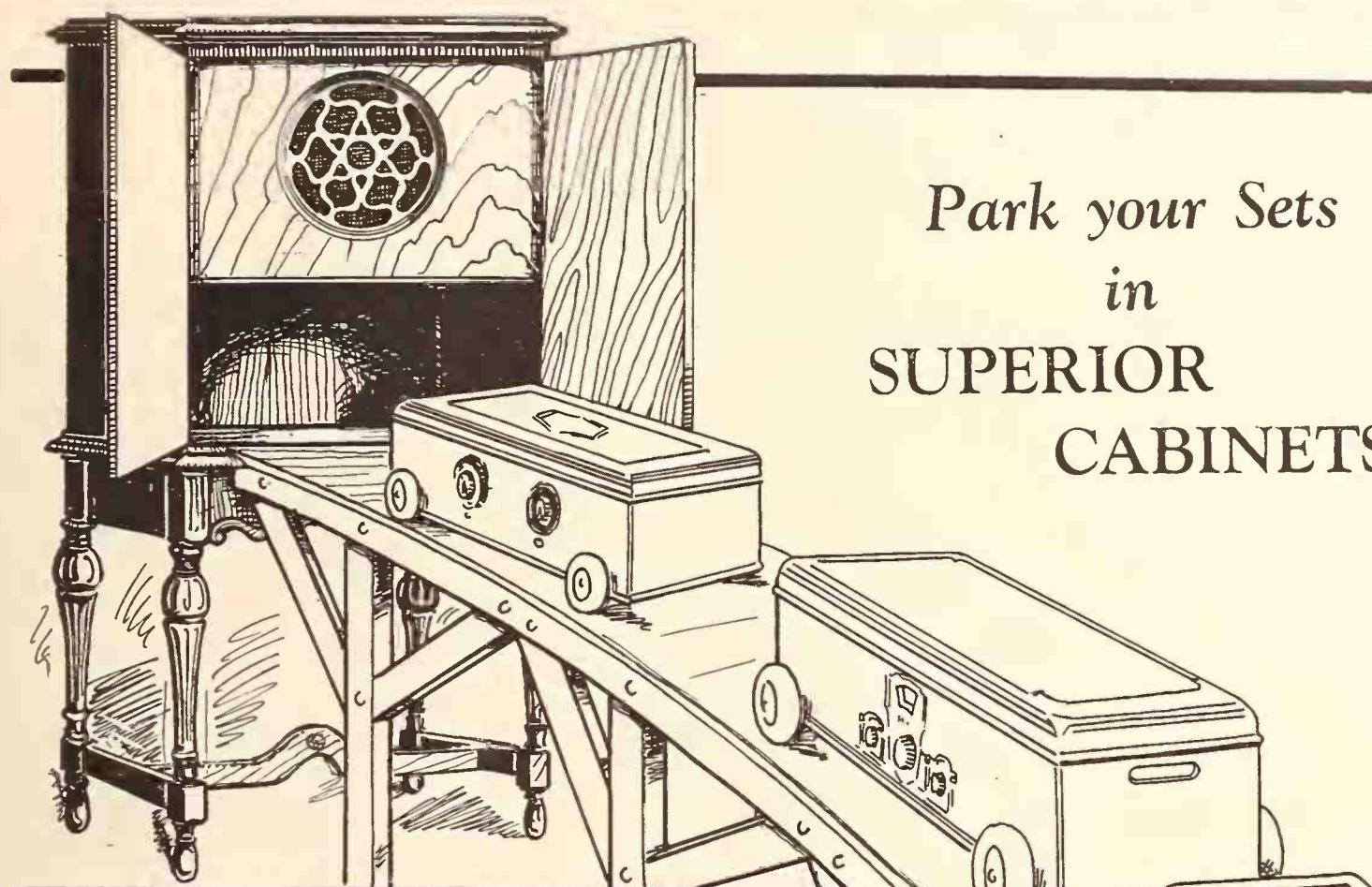
SO much has been said and written about the increase in chain store operation that more than one independent dealer of limited means has become frightened with the possibility of meeting this new and well-supported competition, yet every investigation has shown that the independent dealer who carries an adequate stock and gives the proper service can give the chain store a run for its money. The answer is not in shivering over the prospect, but in the adoption of modern business methods that will put the individual dealer on an equal basis as a competitive factor.

New Field for Record Selling

IN tying up officially with the national piano-playing contest in England, as reported elsewhere in this issue of *The Talking Machine World*, the Columbia Graphophone Co., Ltd., has shown the way to a new field for record selling, for the many piano-playing contests in this country might be followed to the advantage of our local record makers and dealers. Every selling channel that leads out of the rut is worthy of earnest consideration, and here is one that has the music appeal as its basis.

The United States Court of Customs Appeal decided recently that wooden fish of a certain type are musical instruments upon which duty should be assessed as such. Sounds fishy.

Always **SUPERIOR**



Park your Sets
in
SUPERIOR
CABINETS

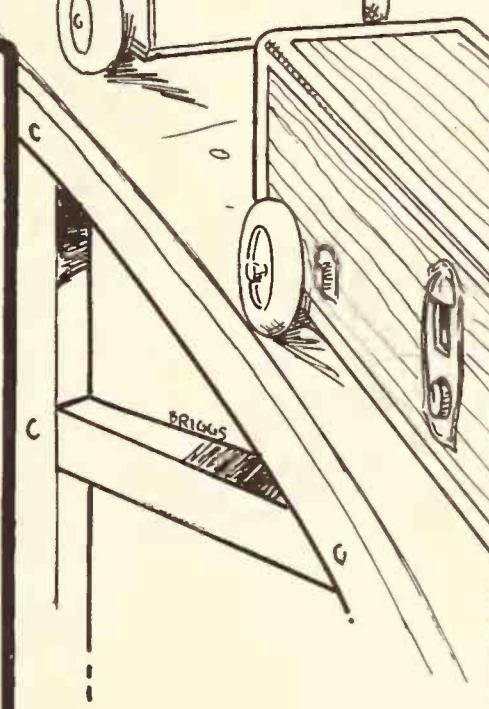
The installation of any radio set is simple in the Superior Cabinet—just drive it in and close the doors.

In addition to a very extensive choice in design and price a variety of baffle boards is available. When ordering Superior Cabinets specify the receiver to be installed and an exquisite piece of furniture built for that receiver is delivered.

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.

SUPERIOR CABINET CORP.
206 BROADWAY NEW YORK



Last-Minute News of the Trade

RMA Directors and Committees Discuss Important Trade Topics

New Broadcast Set-Up, Television Experiments and Plans for the Third Annual RMA Trade Show to Be Held Next June, Among Matters Scheduled for Discussion

President Frost, of the Radio Manufacturers' Association, has announced that during the week of the national radio show at the Chicago Coliseum, which began October 8, a meeting of the RMA board of directors will be held in connection with the Chicago gathering of industry leaders.

The new broadcast set-up ordered by the Federal Radio Commission, television experiments and plans for the Third Annual RMA Trade Show, to be held early next June, are the principal topics to be considered by the board of the Radio Manufacturers Association.

The RMA directors will meet at 10 o'clock Thursday, October 11, at the Congress Hotel. Beginning October 8 and preceding the board meeting, many RMA committees, including those dealing with institutional radio advertising, engineering problems, radio statistics, radio railroad and other rates and credits and collections will also meet.

From the RMA Legislative Committee, headed by C. C. Colby, of Canton, Mass., former RMA president, the board will receive a report regarding the recent joint study with a committee from the National Association of Broadcasters of the new broadcast reallocations ordered by the Federal Radio Commission. Leaders of the manufacturing industry hope that radio broadcasting will be improved greatly after November 11, when the new broadcast set-up becomes effective.

Progress of television experimentation will be reported by H. B. Richmond, of Cambridge, Mass., director of the RMA Engineering Division, which soon will issue, with the approval of the manufacturing industry as represented by the RMA directorate, a series of articles to advise the public of the exact status of television and its probable future.

New Crosley Station Granted a License

Federal Radio Commission Voted to Allow Station WLW, Cincinnati, O., to Operate on 50,000 Watts.

WASHINGTON, D. C., October 5.—The Federal Radio Commission to-day voted to allow Station WLW, Cincinnati, to increase its power from 5,000 to 50,000 watts.

The power increase will be effective at once and stay in effect under the reallocation plan. Of the 50,000 watts authorized, 25,000 watts power is to be permanent and 25,000 for experimental use. This will be the first 50,000-watt station in that section of the country.

What will be one of the most powerful broadcasting stations in the world when operating at its full capacity of 50,000 watts, practically has been completed at Mason, O. It is the property of the Crosley Radio Corp. and will be operated by them as station WLW. Its power capacity will be used only on test programs after midnight until arrangements are made for its 50,000 watt license.

"Our idea in building a station with 50 kilowatt power, the most powerful station in the world according to the engineers who understand and appreciate its 100 per cent modulation, is that we may be able to serve the lis-

A place and date for the Third Annual RMA Trade Show probably will be recommended by the Show Committee, headed by Morris Metcalf, of Springfield, Mass. This pre-eminent fixture of the radio industry, which attracted nearly 25,000 representatives of the trade to Chicago last June, the largest industrial gathering held in the United States, is one of the three radio shows sponsored by the RMA. The other two are the public shows, including that opening in Chicago October 8 and that recently held at New York in Madison Square Garden.

"All of these three RMA shows are made possible by our manufacturers," said Morris Metcalf, RMA Show Committee chairman. "The success of the New York Show, which was amazing and best indicated by an attendance of 290,726, as compared with 257,000 last year, notwithstanding higher admission prices, promises to be duplicated in Chicago. The character of the attendance at the New York Show was of a higher class than heretofore, and, therefore, of more value to the exhibitors. The show indicated a distinct advance in the standardization of values and stabilization factors in the radio industry.

"Public interest in television was great and probably will be repeated at the Chicago Show. The exhibition of television at this time is a real service to the public. Those viewing the television exhibits in actual operation, and thus learning the difficulties to be solved before commercial television products are available, realize that, wonderful as they are, television still is in the laboratory stage, with its commercial development probably a long way off, although amateur set-builders now are able to get much satisfaction and may possibly aid to a considerable extent in the development of television through their experiments."

taining public better, and that more listeners may be able to hear the programs we originate in Cincinnati." Those were Powel Crosley's words as he broke ground for the new station, June 25.

"Service to the public should be the first consideration of a broadcasting station," Mr. Crosley repeatedly has said. "With 50,000 watts, WLW will enable us to give increased service to the present Crosley audience for we shall overcome static and local interference. Naturally it will augment the service we already are furnishing to distant listeners."

The new WLW represents the most modern developments in broadcast engineering. It is the result of the research carried on by the Bell Telephone Laboratories, Inc. Into its construction have gone the scientific resources of the largest research organization in the world and the experience of fifty years of telephone development. The equipment has been undergoing service tests for over a year at 3XN, the experimental station of the Bell Laboratories at Whippany, N. J.

The WLW programs as now outlined contain such interesting features as talks on city management to be presented by Cincinnati officials; practical engineering instructions to be furnished by experts from the University of Cincinnati; historical, literary, dramatic and musical programs far above the ordinary; and a wide range of broadcasting appealing because of this originality.

Albert Simons With Sterling R. & E. Co.

Appointed Sales Promotion Manager of Metropolitan Majestic Distributing Co.—Has Had Wide Experience

The appointment of Albert Simons as sales promotion manager of the Sterling Radio & Electric Co., Inc., New York, Majestic distributor for the metropolitan district, has been announced by Irving Sarnoff, president of the company. Mr. Simons recently resigned as sales manager of the Boley-Oliver Co., met-



Albert Simons

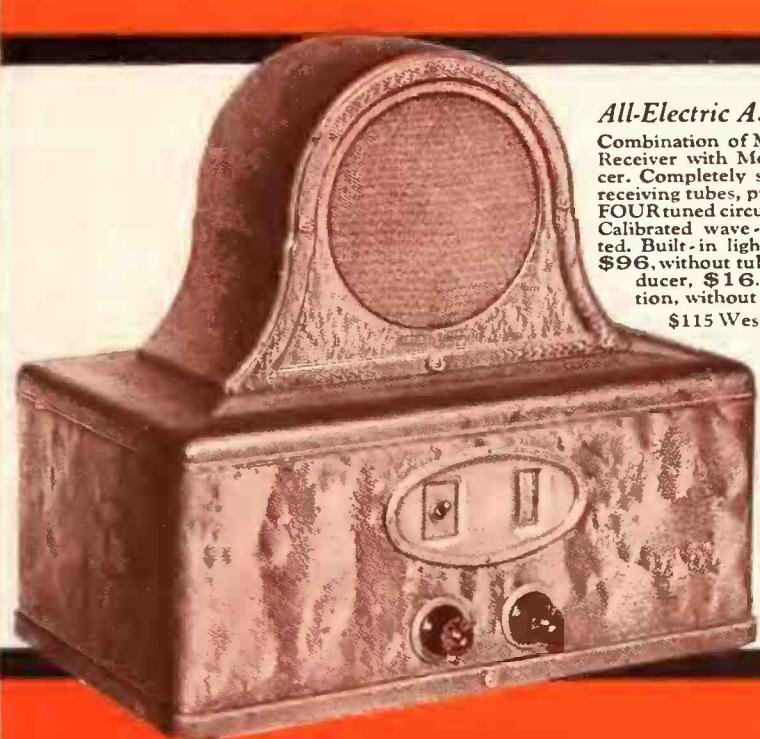
ropolitan district representatives for the Kellogg Switchboard & Supply Co.

An experience of twenty years in sales promotion activities, embracing the phonograph, specialty and radio fields, fits Mr. Simons particularly well for his new responsibilities. He will devote his efforts to sales co-operation with the dealer clientele of the Sterling Radio & Electric Co. and put into effect practical and profitable selling plans.

"Mr. Simons' appointment and the co-operation he will extend to our dealers are an expression of our appreciation for their support in the success that has attended our merchandising of Majestic receivers," said Mr. Sarnoff. "We shall be glad to give every consideration to our dealers' problems and to consider constructive criticisms and suggestions."

Seger Ellis Is Now Exclusively Okeh

Otto Heineman, president of the Okeh Phonograph Corp., New York, announced this week that Seger Ellis, well-known recording artist and popular tenor, had signed a contract whereby he will record exclusively for the Okeh record library. Mr. Ellis has been making records for several companies and his exclusive Okeh contract will give jobbers and dealers handling this well-known product an opportunity to feature his records to advantage. He recently recorded the theme song for the popular motion picture, "Beggars of Life" and it is predicted that this song will be one of the outstanding hits of the Winter season. Seger Ellis is particularly well known throughout the South and in addition to his popularity as a vocal star, he has written a number of compositions that have met with considerable success throughout the country.



All-Electric A. C. Combination

Combination of Model 801-A Series B Receiver with Model 435-A Reproducer. Completely self-contained. Seven receiving tubes, push-pull power stage. FOUR tuned circuits. ONE dial control. Calibrated wave-length dial illuminated. Built-in light socket aerial. Price, \$96, without tubes. Attachable reproducer, \$16. Combination, without tubes \$112
\$115 West of Rockies.



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 Series B—Same as 801 Series B. Operated by battery or eliminator. \$69, without tubes. \$71 West of Rockies.



*Stewart-Warner
Reproducer—Model 435*
New type magnetic cone speaker with new tone depth and beauty. \$16.50
\$17.25 West of Rockies.

STEWART-WARNER

All-Electric A.C. Radio

REALISM in RADIO
THRU THE
Electric Ear
FREE TUNE-UP TEST

Nation-wide advertising now is telling the millions about the marvelous new Stewart-Warner set, which brings Realism. Handle this wonder line and make more money. Be the radio leader in your town.

This set is perfected by the exclusive Stewart-

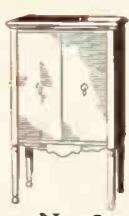
Warner Electric Ear test, giving it surpassing tone trueness. Get full details about today's greatest radio value.

Our new Nation-Wide Acceptance Plan opens new fields. Secure this franchise. Territories going fast. Write or wire today.

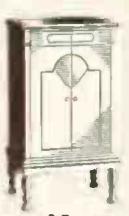
STEWART-WARNER SPEEDOMETER CORPORATION, Chicago
22 years in business — world wide service — 50 million dollars in resources — 4th successful radio year



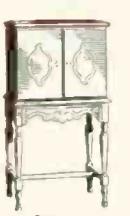
No. 1
\$42.50



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, Ohio

STEWART-WARNER

*The Voice of Authority
in Radio*

The mark of the -



Carryola



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 14½ 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.

Retail 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 coated 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 9½ inches high, 13¾ inches wide, 17½ inches long, weight 23 pounds.

Retails at \$35.00



CARRYOLA PORTO PICKUP plays records through your Radio and loud speaker by placing card 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. \$7.50 list. \$2.50 with spring motor; \$18.50 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
LOF PORTABLE PHONOGRAFS

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, less tubes.



BOSCH RADIO 1928

Authorized Bosch Radio Dealers are showing specially designed console illustrated with its fine selected 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, less tubes. Model 28-C, a similar model, with Dynamite Speaker, is \$237.50 less tubes.

Compare the Model 28 Bosch Radio with any radio set you have seen and you will understand why Bosch dealers are piling up profits. See the engineering excellence, the mechanical construction, the superior performance, the beauty of the cabinets, the outstanding values of the Bosch prices and the new, sound merchandising policies in the Bosch Dealer Contract. They make the Bosch franchise the foremost profit leader in radio retailing today. See the Bosch Plan, the inventory flexibility, selling range, strong price position and definite advertising policy. Write for details, it will pay you to be included in the Bosch plans for Fall—address our nearest branch.

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 Lektophone



AMERICAN BOSCH MAGNETO CORP.
SPRINGFIELD, MASSACHUSETTS Branches: New York . Chicago . San Francisco



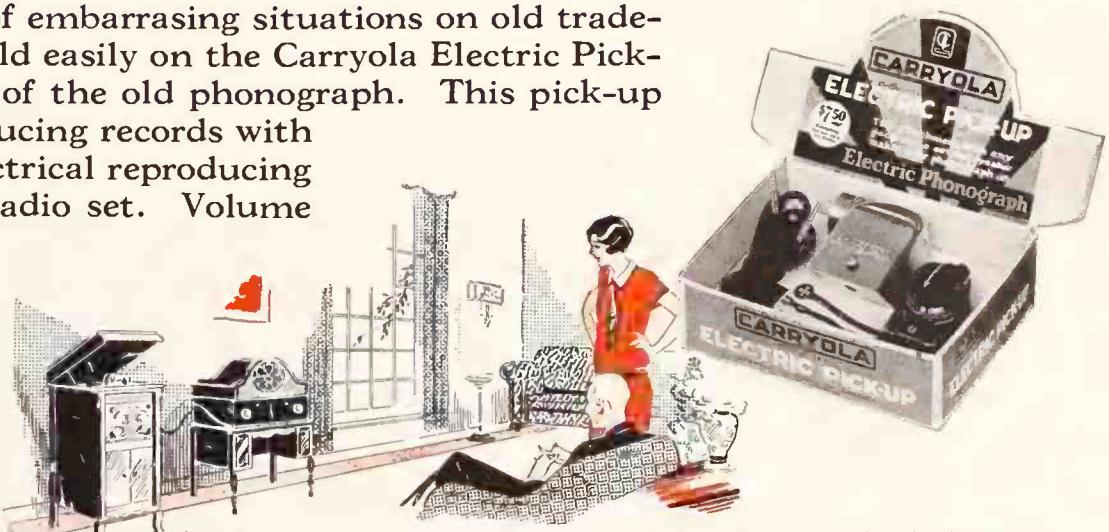
Selling Carryola Porto Pick-ups

THE CARRYOLA Porto Pickup, a portable electric pick-up phonograph easy to connect to any radio set, has proven to be a quick sure turnover for every music and radio dealer. By simply having one of these compact units attached to the detector tube and ground post of the radio set on your display floor by a wire which is furnished. Music can be reproduced from any make of record that can be played with a steel needle with the volume and clarity that is obtainable from new large and more expensive electric reproducing phonographs. Volume control built in motor board — nickel plated fittings — spring motor plays two records with one winding — Handsomely embossed beautiful black fabrikoid covering with gray green inner lining — Inexpensive as the cheapest kind of mechanical portable phonograph on the market.

Model No. 50 Retails at \$20.00 List Price—with Spring Motor
Model No. 60 Retails at \$38.50 List Price—with Electric Motor

Carryola Electric Pick-ups

DEALERS can now avoid the difficulties of embarrassing situations on old trade-in phonographs. Your customer can be sold easily on the Carryola Electric Pick-up, which simply replaces the reproducer of the old phonograph. This pick-up is attached to the radio set thereby reproducing records with volume and clearness equal to the new electrical reproducing instruments through the speaker of the radio set. Volume can be controlled by turning of knob on the modulator. Dealers have potential prospects in every person who owns a radio and phonograph and can secure additional sales by demonstrating Carryola Electric Pick-ups to everyone who buys a new radio set. The Carryola Electric Pick-up has proven to be the lowest priced substantial pickup on the market. Retail price \$7.50 in either A. C. or D. C. form.



Old phonographs transformed into new electrical reproducing instruments

Music and Radio Dealers

Music and Radio Dealers have found Carryola's new Electric Pick-ups and Porto Pick-ups the fastest moving items.
Write us now and we will supply detailed information.

THE CARRYOLA COMPANY OF AMERICA

653 Clinton Street Milwaukee, Wis.

World's Largest Manufacturers of Portable Phonographs

Whee, the Landslide to

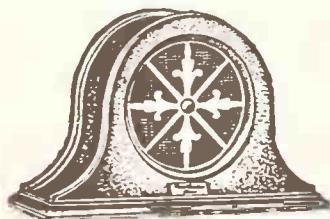


Dynamic Eighty-Five in
Adler Royal Console Cabinet

The famous Freed-Eisemann Dynamic Eighty-Five, with Dynamic Speaker, in F-9 Adler Royal Console Cabinet—as supplied by dealers, less tubes, for \$282.50. Eight-tube, All-Electric Receiver, embodying the most recent advances in the art and utilizing CX 350 or 250 Amplifier Tube.

The Great Eighty

All-Electric, 8-tube (7 and Rectifier) Table Model Receiver. Made in models for D. C. or A. C. Current (25-40-60 Cycle). Cabinets available in hammered silver effect, shadow silver, or hand-decorated; wood cabinets in walnut. Freed-Eisemann Magnetic Speakers in matching finish. Priced (except for hand-decorated sets) \$125.00. Magnetic Speaker, \$30.00.



A.C. & D.C.

Because the tone is unrivaled—the line is complete—the cabinets are beautiful—the prices are low—and the public believes in a name famous since broadcasting began. Biggest season in our history. Get aboard!

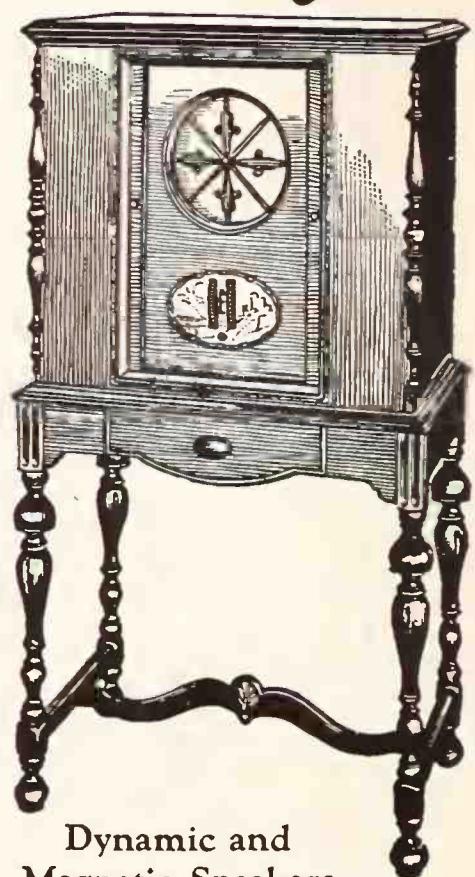
FREED-EISEMANN RADIO CORPORATION
BROOKLYN, NEW YORK

"Builders of Fine Radio Since Broadcasting Began"



Dynamic Eighty-Five in Hamilton Console

This combination is supplied by dealers for \$290.00. The Receiver is the famous Freed-Eisemann Dynamic Eighty-Five, and housed in the cabinet is the Freed-Eisemann Dynamic Speaker. The cabinet is a particularly beautiful two-toned walnut veneer by Hamilton, with sliding doors, and maple overlays.



Dynamic and
Magnetic Speakers

Creating a Demand for Finest Records

(Continued from page 32)

the funeral march from the Napoleon symphony which is played over his corpse.

Odd and Even

Space forbids me to go into descriptions of the remaining six. Suffice it to say that the odd-numbered ones, the fifth, seventh and ninth, are by general consent regarded as even more wonderful examples of the power of Tone than is the Eroica. The introduction of a choral finale into the Ninth, as if the composer despaired of making his message clear by instrumental sound alone, has been much discussed and much criticized; but no one who has heard either the Victor or the Columbia electrical recordings of this sublime work can wish that it had not been written. The only answer here to such questions is this: get the records and listen to them, not forgetting to read first the pamphlet of description. You will then understand why the Ninth Symphony has never been equaled.

The even-numbered symphonies, after the third, namely, the fourth, sixth and eighth, are all lighter and more joyous in character, the fourth is pure musical beauty, at times for a moment stormy but ending on a joyful note of confidence and pride. The sixth is the ever-delicious "Pastoral," most nearly perfect of all attempts to put into music the joys and beauties of country life. The eighth is Beethoven's "Kleine Symphonie," which he loved best of all, a little joyful, laughing thing, sometimes rough in its humor, but bursting with echt deutsch fun and innocent joy, quite incomparable, quite unequalled.

Wonderful to Think

It is really marvelous to think that to-day we can have these vast and majestic dream children of the Titanic Beethoven at our command interpreted by the greatest orchestras and conductors on a few thin (and unhappily breakable) disks of shellac. All the great phonograph makers here and abroad have had their hand in the recording of the Nine Symphonies. Victor has called in the splendid Philadelphia and the London orchestras. Columbia has used to great effect the really splendid Halle orchestra of Manchester under Sir Hamilton Harty. German Parlophone has used Dr. Weissmann and the orchestra of the Berlin Opera. One and all have done fine work.

It is with work of this kind that the talking machine industry is building itself into the position of a major and staple activity of American life which retail merchants can participate in profitably.

Phonograph Business Expands in Hong Kong

The phonograph record business in Hong Kong is expanding very rapidly, and with the growing popularity of dancing among the Chinese there is an ever-increasing demand for English and American dance records, according to a report from the Vice-Consul at Hong Kong, Perry N. Jister, made public by the Department of Commerce September 22. The report follows in full text:

There is a wider appreciation of the phonograph and Chinese phonograph records among the Chinese themselves, he says, in their possibilities for bringing amusement and pleasure into the home. This latter development is reflected in a great increase in order of Chinese records with each year.

It is estimated that the phonograph record market in Hong Kong will absorb from 25,000 to 275,000 records per year, of which 25,000 to 30,000 will be records in the English language or with occidental music. The larger stores carry stocks ranging from 6,000 to 8,000 numbers at a time.

C. A. Richards to Work for Hoover

The Republican National Committee has requested C. A. Richards to undertake the formation of a Hoover-Curtis Export Committee for the purpose of bringing home to the manufacturers and workers of the country the important part this trade plays in the prosperity of the country. Mr. Richards, who has for some time been the exclusive export distributor of the Sonora Phonograph Co. and the American Piano Co., is starting immediately to form a committee which, through State chairmen, will be national in its scope.

Improves Store

The Forbes-Meagher Music Co., 27 West Main street, Madison, Wis., has undergone extensive renovations, which included the installation of a new store front and entrance.

Clarostat Issues Television Folder

A practical folder on the control of the television scanning disk and the kino-lamp or neon glow tube has been issued by the Clarostat Mfg. Co., Inc., Brooklyn, N. Y. The booklet describes the Clarostat speed control which is adapted to the accurate manipulation of the usual scanning disk motor, as well as any other small variable speed motor. An ingenious method of obtaining the greatest contrast between lights and shadows of the television image while still retaining maximum sensitivity and responsiveness by means of a standard Clarostat in the plate circuit is also described.

Incorporation

The Sauter Rugglin Radio & Music Shop, Inc., was recently chartered at Wilmington, Del., to carry sheet music and records.



Now Brings to Radio tone trueness never known before!

Here it is, at last—the reproducing quality that the radio world has waited for! It is all due to the better construction and materials that have been built into every detail of the Sonochorde. No expense has been spared to make it the best Dynamic Speaker on the market. Yet, it costs less than any other—and consumes less current in operation for equal volume. Among radio's great developments for the year the Sonochorde Dynamic stands supreme.



Write today for circular and complete information on our dealer proposition
BOUDETTE MFG. CO.
Dept. B
Chelsea, Mass.

Sonochorde Dynamic is a truly beautiful creation! Constructed of solid grain walnut with egg shell lustre finish front panel bearing charming grille motif with colored silk screen background.

AC	\$59.00	List
DC	52.50	"
6-Volt	50.00	"
AC Chassis .	44.00	"
DC Chassis..	37.50	"
6-Volt	35.00	"

Slightly higher West of Rockies

PACENT

phonovox



*The Finest
Pick-up—the
greatest value
on the market
today!*

Simple—easy to attach—switches from radio to records without changing a tube

A Whole New Market is Wide Open and Waiting...Don't Miss It!

Compare these features with any other pick-up

1. Only pick-up that can use fibre needle without loss of volume.
2. Changes from radio to records without removing a tube.
3. Wonderful beauty of tone—more freedom from distortion under volume than any other pick-up.
4. Counter-balanced tone arm—keeps needle in perfect contact with record without scratchy reproduction.
5. Swinging tone arm attachment permits installation of De Luxe Model 105-A (which has no tone arm) on phonographs with right or left tone arm.
6. Pacent engineered throughout. Scientifically designed, excellent materials, perfect workmanship.

HE'RE'S a piece of radio phonograph merchandise that appeals instantly to everyone—that everyone can afford to own—that has larger sales than all other pick-ups combined. It's the Pacent Phonovox.

First in the field it is still, far and away, the leader in tone quality, attractiveness of appearance and in its sound engineering and workmanship that characterizes every Pacent product. Get your full share of this profitable pick-up business by handling the best. Its attractive business builds customers and acts as a splendid sales stimulant for records.

*Glance at its outstanding features listed at the left.
Get full information and samples today.*

PACENT ELECTRIC COMPANY, Inc.
91 Seventh Avenue • • • New York City

Manufacturing Licensee for Gt. Britain and Ireland: Igranic Electric Company, Bedford, Eng.

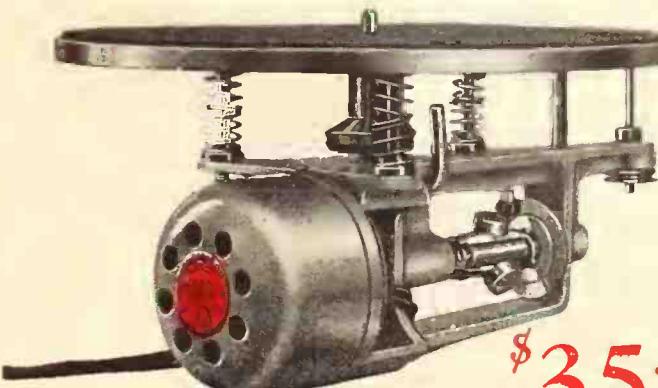
PACENT

Phonomotor

There is no finer Electric Phonograph Motor than this

Induction type—no brushes, no sparking, long wearing.
Absolutely silent

Spring suspended shock proof turntable, felt cone friction drive, oversized burnished ball bearings—these are a few of the features that make it the quietest phonograph power plant on the market.



\$35.00

WITH TURNTABLE

Electrovox

Here's Electric Phonograph Reproduction at its \$75.00 Best at a cost of . . .

THE PACENT ELECTROVOX is a complete electric phonograph—when coupled with a radio set! A genuine equivalent in tone and volume of the finest electrical record rendition in the most expensive instruments. Beautifully finished cabinet, electrically operated, easy to install—nothing to get out of order. A great value and a fast seller. List \$75.00.

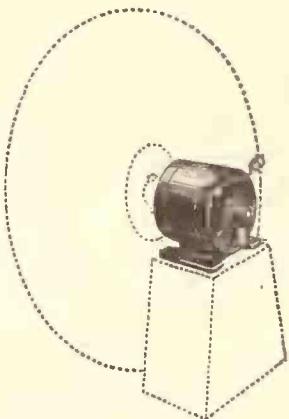
Write or see your jobber today about these well known profitable 'Pacent accessories.

PACENT ELECTRIC COMPANY, Inc.
91 Seventh Avenue • • • New York City

Manufacturing Licensee for Gt. Britain and Ireland:
Igranic Electric Company, Bedford, Eng.



There's a Big Market for these Bodine Units



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 per cent above or below the synchronizing speed. These motors are made for 18, 20 and 24-inch discs at all standard speeds from 900 to 1800 R. P. M. A special winding permits the motor to be run either as an alternating or direct current motor.

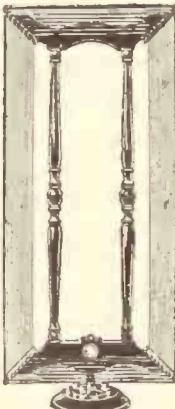


Bodine Type RC-10 Electric Turntable

An electrically driven turntable that absolutely cannot create sputtering noises in the loud-speaker. The motor is of the induction type, having no commutator or brushes to spark and cause interference. An easily adjusted governor maintains the exact record speed regardless of line voltage fluctuations and also permits the speed to be varied according to individual taste. Spring supports absorb any vibration. Easily installed,—there are no belt or other connections to be made. For 110 volt, 60 cycle operation only.

Bodine DeLuxe Loop

The Bodine DeLuxe Loop, because of its pronounced directional characteristics will greatly increase the selectivity of any superheterodyne or T. R. F. receiver. With a slight change in wiring it can be used to the same advantage on other sets. Very effective in congested broadcasting districts. Also ideal for apartments. Its beautiful design and finish will harmonize with any furnishings.



Mail the Coupon Today!

BODINE ELECTRIC COMPANY
2270 W. Ohio St., Chicago, Ill.
Send information and prices on items checked.

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

Name

Address City

BODINE

Kolster Radio Club Formed in Chicago

Club Organized Under Auspices of Wakem & Whipple, Inc., Distributor for the Kolster Radio Line in Chicago

The Kolster Radio Club of Chicago, organized under the auspices of Wakem & Whipple, Inc., the Kolster distributor for the Chicago territory, held its first organization meeting Friday evening, September 14, at the Lake Shore Athletic Club of Chicago. Franchised Kolster dealers from every section of Chicago, as well as other cities and towns in the several counties covered by Wakem & Whipple, Inc., were present, and the enthusiasm and good fellowship and get-together spirit evidenced by these Kolster dealers in this first meeting of their new organization, augur well for the success of their club.

The meeting was called to order promptly after dinner. The session was presided over by Roy A. Whipple, president of Wakem & Whipple, Inc., who acted as toastmaster. Mr. Whipple outlined the idea behind the founding of this Chicago Kolster Club, which will be similar in purpose and in operation to the Kolster Radio Clubs now operating in St. Louis, Kansas City, and other large metropolitan centers throughout the National Kolster territory.

Jack Reilly, Kolster district manager for the Chicago territory, brought to the meeting the story of what Kolster means to the dealer and to the radio industry, sketching the varied activities of the Kolster Radio Corp., its merchandising and its manufacturing. E. C. O'Connor, sales manager of Wakem & Whipple, Inc., told the story of what Kolster is doing in its advertising program, stressing the tremendous publicity and advertising campaign behind Kolster this year. R. M. Gray, Kolster special representative from Michigan, spoke briefly on his personal experiences on the dealers' reaction to the Kolster story, and Mr. Rahn, of the Commercial Credit Trust, outlined the Kolster Finance Plan.

These talks were followed by an election of officers and the balloting resulted in the following Kolster dealers being elected: Ray York, of the O. R. Martin Co., chairman; Wm. Kirschbaum, of the Cicero Battery Co., vice-chairman; Carlton Kaumeyer, of Chickering Studios, Evanston, chairman of the board. Other members of the board are Carl Anderson, of Anderson Piano Co., Chicago; A. Abrams, of Stony Auto & Radio Co., Chicago; Roy Yoeman, of Roy's, Waukegan; Fred Manau, of Manau Electric Shop, Evanston; Eddie Brayack, of Gary Radio Co., Gary, Ind.; E. M. Harnish, of E. M. Harnish & Bro., Freeport; H. N. Smith, of Wakem & Whipple, Inc., secretary; Thos. W. Hughes, of Edgewater Electric Co., treasurer.

In the absence of H. H. Frost, vice-president of the Kolster Radio Corp., who was to speak at the dinner but was unavoidably detained in the East, Mr. Reilly read a congratulatory telegram from Mr. Frost to the assembled dealers and conveyed to them the Kolster Corp.'s best wishes for success. Meetings will be held monthly.

A. Thallmayer Dead

A. Thallmayer who had been connected with the talking machine business for fifteen years, specializing in foreign language records, died at Moravia, Cal., last month. Mr. Thallmayer had been connected with the Columbia Phonograph Co. during practically his entire connection with the industry, except for a period with the Okeh organization. He was given a leave of absence several months ago because of his ill health. The deceased was forty-five years of age and many friends in the trade throughout the country mourn his death.

Orchestra Popular With Country Clubs

Tippecanoe Lake Country Club Installs Instrument Made by Capehart Automatic Phonograph Corp.

Country and golf club secretaries and managers will be pleased to learn of one item they can buy for their members, which from experience has proven to be a popular purchase to all members. Such is the experience of J. E. Armstrong, secretary-treasurer of the famous



Orchestrope at Tippecanoe Club

Tippecanoe Lake Country Club of Leesburg, Ind., which recently installed one of the new Capehart Orchestropes for its club dances, private parties, etc., and in the words of Mr. Armstrong to the Capehart factory, "Our members are simply delighted with the Orchestrope and its purchase is proving one of the most popular we have ever made."

The last two weeks in August have seen the Orchestrope demonstrated in hundreds of country and golf clubs throughout the country as the result of a national campaign of demonstrations in country clubs and golf clubs sponsored by the Capehart Automatic Phonograph Corp., of Huntington, Ind.

Damrosch Outlines Concerts for Schools

A series of forty-eight concerts for school children, graded into four groups, has been prepared by Walter Damrosch, and the first concert will take place on October 26. Two concerts, with explanations by Dr. Damrosch, will be broadcast each Friday morning, one at 11 o'clock and the other at 11.30 o'clock. The concerts will be graded according to the mental development of children and young people from the third grade of public school through high school and college.

Each concert will be supplemented with a series of ten questions and answers which will be used by the teachers to test the children as to what they have learned. The series will be broadcast over a wide network of stations of the National Broadcasting Company.

A. J. Foute Joins the United Air Cleaner Co.

F. F. Paul, general sales manager of the United Air Cleaner Co., Chicago, manufacturer of United phonograph motors and electric pick-ups, recently announced that A. J. Foute had joined the sales force of the company. Mr. Foute was formerly with the Okeh Phonograph Corp. of Illinois. He has been active in the phonograph motor field for eleven years, and originally started in the talking machine business with the Otto Heineman Phonograph Supply Co. Mr. Foute is now contacting phonograph manufacturers in the interest of United Air Cleaner products which are steadily increasing in popularity.

Why
Radio Dealers
Enthusiastically
Endorse the
CeCo Line

1—Because there are no finer clearer, more generally satisfactory radio tubes in the world than CeCo. They make possible an improvement in tone quality, sensitivity and all-round set performance that is remarkable. Thousands of dealers use them in demonstrating sets.

2—There is a CeCo Tube for every possible radio need. They include tubes for A.C. Sets, battery-operated sets, and full wave and half wave rectifiers—detectors, amplifiers, power amplifiers, screen grid tubes and special purpose tubes of every description.

3—They are priced right. The CeCo price range compares favorably with any other standard, high grade tube prices in the country.

4—CeCo Tubes sell. There are millions in use. They are advertised nationally in magazines and in newspapers, and over the air. The CeCo message is being broadcast in an interesting and unusual broadcast program over 18 Stations of the Columbia Chain reaching many millions. When demonstrated they sell themselves.

5—CeCo Tubes make friends, new and satisfied customers—and valuable prospects for other and higher priced merchandise.

Dealers will find the attractive profit-making CeCo trade proposition will interest them. Write for full particulars and information if you are not now handling CeCo Tubes. If you are handling CeCo Tubes, write us for business-bringing dealer helps, printed matter, window and counter displays, etc.

Listen to the broadcasting of CeCo Couriers over the Columbia Chain—18 Stations—on the air every Monday evening at 8 o'clock (Eastern Time).

There's a

CeCo



**Tube
for every
Radio**

TYPE K

A special super-sensitive
radio frequency tube.
List Price \$3.00

NO MATTER WHAT TYPE or kind of radio receiving set—whether for A.C. or battery operation—there is a CeCo Tube made for use in every socket.

A dealer handling CeCo Tubes is in a unique position. He can meet every tube demand from the one line; he is assured of customer satisfaction by their proven performance, which brings repeat business, and the liberal CeCo discount means greater profits—a combination of advantages unequalled with any other standard brand.

CeCo Manufacturing Co., Inc.
702 EDDY STREET, PROVIDENCE, R. I.

George E. Lemmon Now With Kellogg

Is Assistant to H. C. McCluskey, Comptroller and Asst. Treasurer—Is Developing Factory Group System

George E. Lemmon recently joined the staff of the Kellogg Switchboard & Supply Co., Chicago, radio manufacturer, and is assistant to



George E. Lemmon

H. C. McCluskey, assistant treasurer and comptroller of the company. Mr. Lemmon spent three years with the Nash Motor Car Co., Kenosha, Wis., before joining the Kellogg organization, and at the Nash plant he was in charge of cost, payroll and factory accounting. Mr. Lemmon helped to develop the group system at that plant which increased the earnings of the workmen and increased the production of the company, at the same time decreasing production costs. He is engaged in the same type of work at the Kellogg Switchboard & Supply Co.'s headquarters in Chicago.

Trade Activities in Akron-Canton Area

AKRON-CANTON, O., October 5.—With improvement in general in business in the Akron-Canton area, radio and talking machine sales have gained substantially the past month.

With Graham McNamee in person on hand, the third annual Akron Radio Show was held in Akron Armory, September 19 to 22, the most successful ever held in this section.

The Akron and Summit County Radio Dealers' Association held a meeting October 1, when E. R. Bevington, of the North American Radio Sales Co., of Cleveland, spoke on "Radio Merchandising."

Canton's Annual Radio Show will be held this year starting Sunday, October 6, and continuing three days. Indications are that this will be the most successful show yet held.

The W. A. Dine Music Store, Barberton, O., has added radio, it is announced. This store is installing radio demonstration rooms, and will feature Sparton and Apex lines.

Management of the radio department at the department store of the C. H. Yeager Co., Akron, O., has been given to Clarence J. Pagel.

A completely remodeled store, featured by the installation of four artfully decorated demonstration rooms, now accommodates visitors to the Sun Radio, Inc., 110 East Market, Akron.

The Windsor-Poling Co., Akron, has completed alterations to its store to permit larger display of radio, musical merchandise, sheet music and talking machines and records. John Mintz has been named head of the service department of this store.

Increased display space has been allotted radio and accessories at the music store of the George S. Dales Co., Akron.

A. K. Dealers Meet in Green Bay, Wis.

Fourth Annual Convention Sponsored by Morley-Murphy Co. at Bay Beach Park

GREEN BAY, Wis., October 5.—About 150 Atwater Kent radio dealers from all sections of northeastern Wisconsin, including the southern shore of Lake Superior, attended the fourth annual convention of the Morley-Murphy Co. at Bay Beach Park, where all the Park facilities were available to the dealers present.

A large merchandising display was prepared for the dealers. Following the noon luncheon the business session opened at one-thirty o'clock, with W. E. Bodart, of the Morley-Murphy Co., presiding. The speakers at the business session included Charles Weiser, assistant district manager of the Chicago territory; Zeke Coleman, representing the Red Lion Cabinet Co.; George Phillips, representing the Pooley Co., and R. E. Smiley, assistant sales manager of the Atwater Kent Co. On the banquet program, Judge Henry Graas spoke on "Opportunities for a Man in America." There was community singing, and Christy Bangert's Troubadours played during the banquet. Later in the evening the delegates enjoyed dancing in the east pavilion at the park.

Braid Electric Co. Adds to Territory

NASHVILLE, TENN., October 4.—Announcement was recently made by the Atwater Kent Mfg. Co. that the Braid Electric Co., Atwater Kent distributor in this territory for the past six years, has taken over the distribution of Atwater Kent products for Memphis and adjacent territory. The Braid organization is entering its fiftieth year as a distributor of quality electrical specialties and in the new warehouse which has been established at 505 South Main street, Memphis, Tenn., it will specialize on Atwater Kent radio products, Eveready batteries and similar high-grade radio accessories. No electrical supplies will be carried at this point.

D. E. Russell and E. E. Hyde, who have been connected with the Braid Co. for a long time, have established headquarters at Memphis. W. W. Gambill, Sr., is president of the company and W. W. Gambill, Jr., is secretary and sales manager, and their progressive methods have resulted in a substantial success.

Arborphone Demand Results in Expansion

Demand for New AC Sets Results in Plant Addition by the Arborphone Division of the Consolidated Radio Corp.

The Arborphone Division of Consolidated Radio Corp. reports an encouraging record of progress. So great has been the demand for its recently announced Model 55 AC series with the Loftin-White circuit, and the new low-priced Model 45 AC series, that it has been forced to enlarge its production facilities.

As a result of this increased demand, a new plant has recently been added in Ann Arbor, Mich., where this company is operating two other large plants. The new brick plant contains 40,000 square feet of floor space, which has already been equipped for the production of 1,000 radio sets per day. The purchasing, engineering and experimental departments will occupy the ground floor, while the executive officers occupy an entire floor in Ann Arbor's largest office building, as heretofore.

Arborphone officials state that they will main-



Additional Plant of Arborphone Division, Consolidated Radio Corp. tain the present Arborphone plant for radio contract work, and that the new plant will be used exclusively for the production of the new Model 55 and 45 series mentioned above.

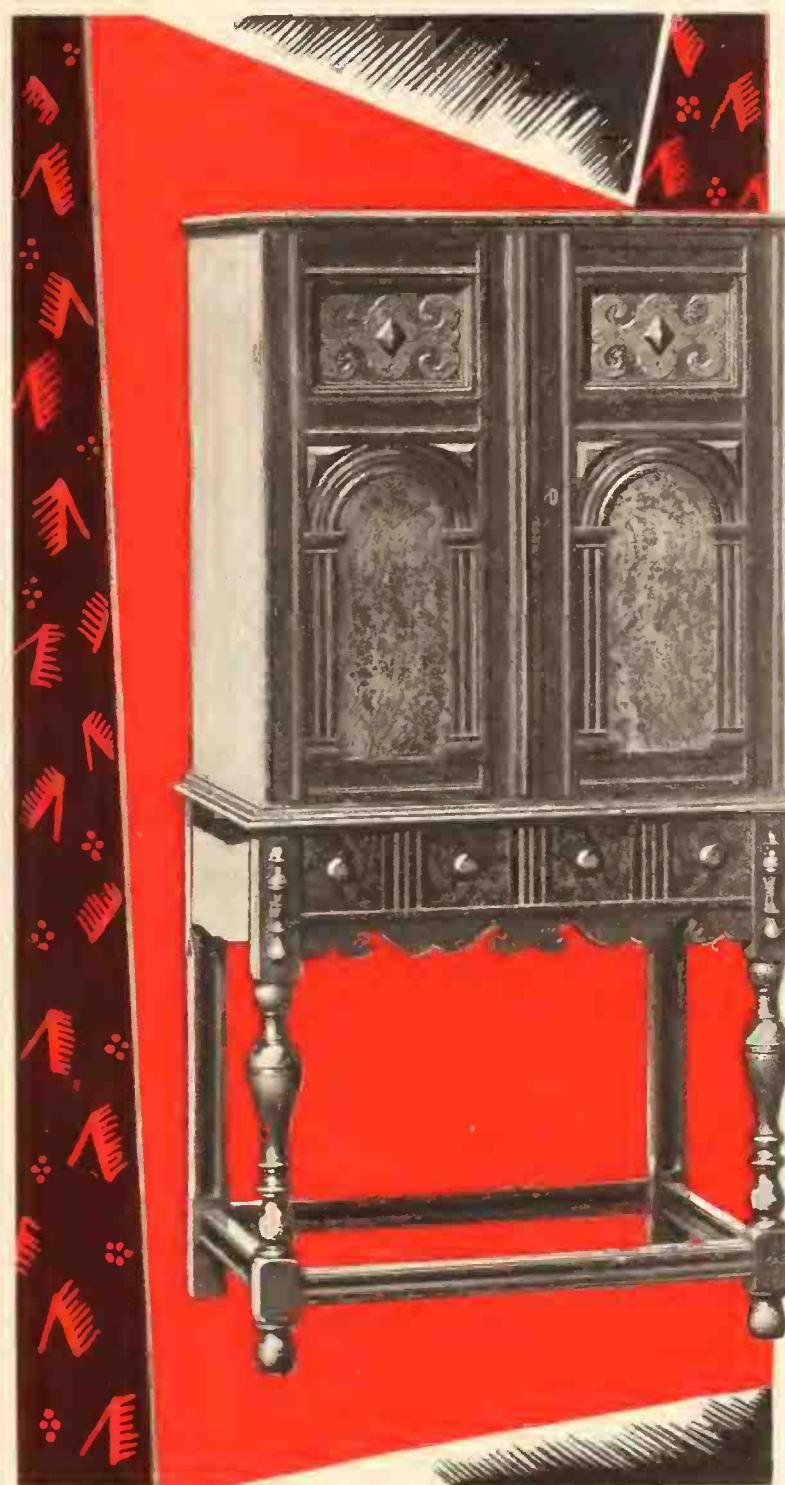
National advertising on a large scale was recently started and the Arborphone line is becoming steadily more popular.

Redell Represents Variety of Lines

John M. Redell, manufacturers' representative, located at 360 North Michigan avenue, Chicago, recently announced the names of a number of different radio manufacturers which his organization represents in the Middle West, including Acme Electric & Mfg. Co., Cleveland, O., sets and power supplies; Alvon Radio Laboratories, Chicago, custom-built portable radio receiver; Benwood-Linze Co., St. Louis, Mo., rectifiers; Ford Radio & Mica Co., Philadelphia, Pa., transformers; Gardner & Hepburn, Inc., Philadelphia, Pa., condensers; F. A. Hinners & Co., New York City, loud speakers; Insulinc Corp. of America, New York City, television kits, voltage controls; I. A. Lund Corp., Chicago, cabinets; Molded Wood Products, Inc., Chicago, loud speakers and units; National Tube Mfrs., Inc., Cleveland, O., Royal tubes; Western Coil & Electric Co., Racine, Wis., sets; and Honold Mfg. Co., Sheboygan, Wis., windshield "no-glare" visor for automobiles.

George A. Jensen, music-radio dealer of Reedley, Cal., has moved to new and larger quarters at Eleventh and G streets.

VAN VEEN SOUND-PROOF BOOTHS and **MUSIC STORE EQUIPMENT**
Write VAN VEEN & COMPANY, Inc., ::::: 313-315 East 31st Street, New York City



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

Dominate the Radio Furniture Business With the Greatest Name in Furniture

The new line of Berkey & Gay Radio Furniture, each piece bearing the famous Berkey & Gay Shop Mark, has a definite sales value to the dealer which is possessed by no other similar merchandise The public has known the Berkey & Gay name for 75 years — knows that it represents the last word in design, workmanship and finish Cabinets bearing this name will sell more easily at higher average profits — they will turn your capital faster and please your customers better than any other line of radio furniture on the market today

BERKEY & GAY *Radio
Furniture*

Sayre M. Ramsdell Sees 1928 as Biggest Year in Radio's History

Philco Sales Promotion Manager Points to Radio as Eliminating Sectional Barriers and Americanizing the Foreign-born—Gives Reasons for Record-Year Belief

PHILADELPHIA, PA., October 6.—As a great crusading force battering down sectional barriers and Americanizing foreign sections of the population of the United States, radio was pointed to by Sayre M. Ramsdell, manager sales promotion of the Philadelphia Storage Battery Co., as a power comparable to the American public school system.

Interviewed following his return from an 18,000-mile trip to most of the leading cities in the United States, Canada and Old Mexico, Mr. Ramsdell, as an official of the Philco outfit, makers of the Philco all-electric radio set, gave reasons why manufacturers look to 1928 as the greatest year in radio history. He surveyed the attitude of the American public toward radio and particular desires of particular sections of the country as regards radio sets.

"What the public wants mostly to-day in radio," said Mr. Ramsdell, "is an end of over the counter purchases of radio sets. They have arrived at the critical stage when a demonstration of the set's ability—and not the promise of some clerk—is necessary before they will be satisfied. Secondly, they have passed the stage when they will accept poor-appearing radio furniture. The set must fit into the room, and in many cases there is a great demand for color to match the decorations of the room where the radio is to be used. The old days of many wires around a set are gone. That's just another reason why the electrical set is doing much toward making this the greatest radio year in history."

With radio definitely established as of outstanding importance in American family life Mr. Ramsdell sees the time ripe for a check-up as to what this new force means in the history of American development.

"It has done more toward educating the public than anything that has ever happened in our development," he continued. "It has knocked down sectional barriers and has done more toward Americanizing the foreign population of this country than all the books that have been written along this line. It has broken down inhibitions and has established itself as a rival of the public school in spreading education, in attractive form, into the farthest corners of the country."

Asked why he considers 1928 the biggest year in the history of radio Mr. Ramsdell declared that two reasons are outstanding among many others that may be offered. "Political year, which increases radio fans in every State of the Union, and an increased interest in Fall sports broadcasts, due to the increase in sectional football contests, both make for a record year," he said. "California is coming East to play Pennsylvania, Missouri is playing New York and the Methodist College in Texas is coming East for a game. The broadcasts of these events will be listened to by scores of thousands. Electrical sets, which make radio reception easier and make the appearance of radio sets in a room more attractive, also have added to the huge numbers of radio fans."

Mr. Ramsdell's trip, made in the interest of the new Philco set, began at Atlantic City the last week in May and ended this month. With Robert F. Herr, service engineer, and Harry B. Brown, merchandising counsel, he traveled by train, boat and airplane to the leading cities.

Fada Engineer Reports Fine Radio Reception

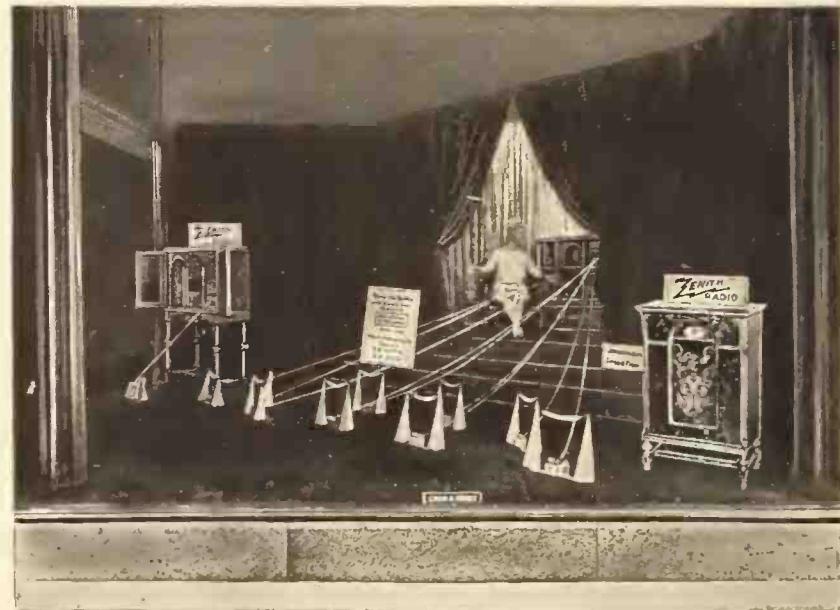
L. M. Clement, chief engineer for Fada Radio, upon his return to New York from a Far Western trip, reported that radio reception on the West Coast is exceptionally good. Mr. Clement kept in touch with his laboratory at headquarters by using a low-wave set and receiving nightly reports from A. A. Leonard.

"Los Angeles stations come in practically as clearly as locals after 5 p. m., for listeners in such localities as Pendleton, Ore., said Mr. Clement. "Daytime reception is wonderful, too, for distances usually regarded as DX."

Lyon & Healy Feature Zenith Automatic

Merits of the Automatic Tuning System Conveyed by Ribbons Leading From Buttons to Miniature Stations

A most interesting and striking window trim was used recently by Lyon & Healy, Chicago, for the display of the new Zenith automatic tuning models, as shown by the illustration. Nine miniature broadcasting stations were connected to the automatic levers of the Model



Zenith Display at Lyon & Healy Store

39A by silk ribbons, conveying the fact that nine different stations throughout the country were at instant command at a touch of the buttons. Rich, deep, fuchsia velvet drapes and a beautiful wax figure model completed the simple but beautiful layout.

Kellogg in Good Demand

ROCHESTER, N. Y., October 4.—Henry J. Rowerdink, distributor of Kellogg radio products, made by the Kellogg Switchboard & Supply Co., states that the line is receiving an enthusiastic welcome from the trade. Mac Harlan, advertising manager for the Kellogg organization, recently visited Mr. Rowerdink and discussed Kellogg advertising for the coming season. Dealers throughout the large territory covered by this aggressive jobber are featuring the Kellogg radio line and report that sales are maintaining a satisfactory volume and the outlook is bright.

Excel PRESENTS THREE NEW MODELS

No. 51. Consolette. 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.

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

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.

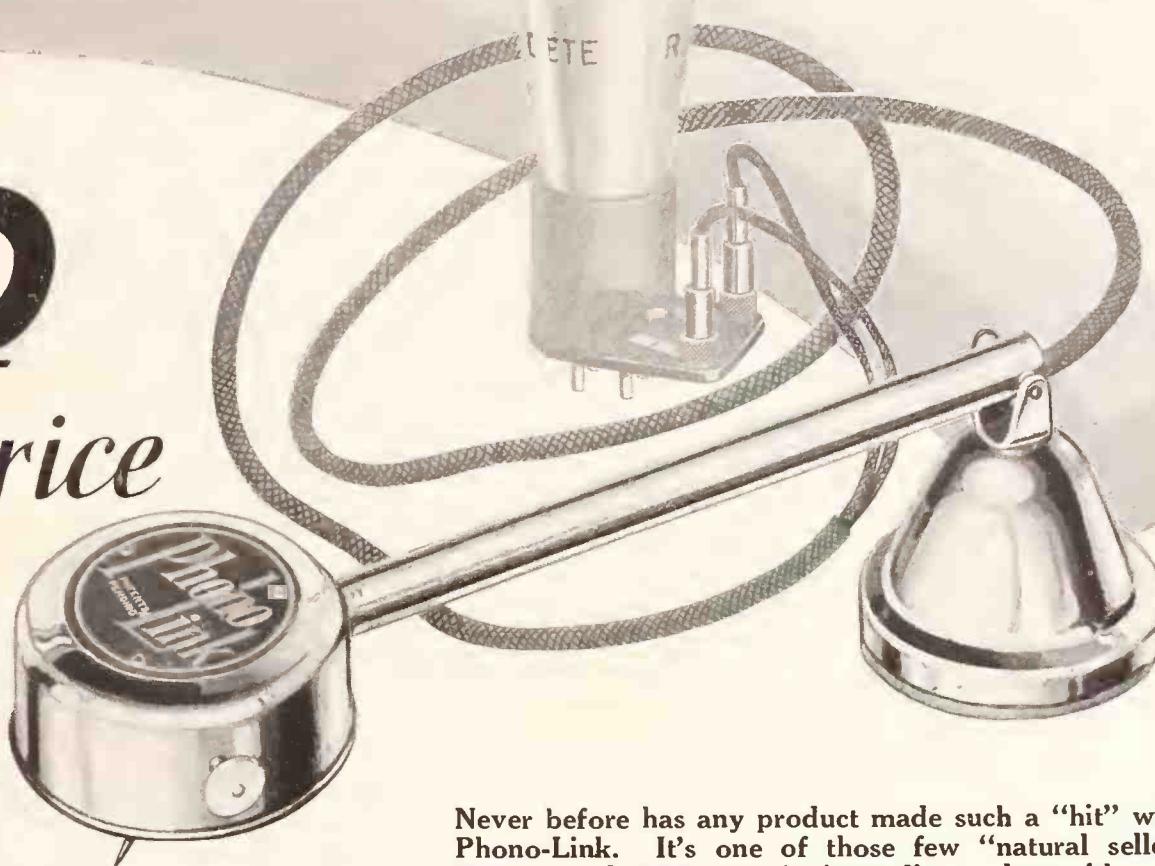
No. 95. Equipment same as No. 50. Beautiful genuine burl walnut finish. Supplied only with electric motor.

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

SELLING FASTER THAN EVER

\$
750
list price

We make this Phono-Link in special finishes and designs for equipment users.



The 1929 Phono-Link is also available in attractive gold-plated finish . . . list price only \$8.50 . . . same liberal profit margin for Jobbers and Dealers.



This Attractive Display
Makes Selling Easy!

Never before has any product made such a "hit" with the trade as Phono-Link. It's one of those few "natural sellers," on which Dealers and Jobbers gain immediate sales, without effort and at minimum selling cost. To show it is to sell it!

Now selling faster than ever . . . because the 1929 features of Phono-Link have caught the further fancy of the trade. Sturdy construction, greater volume, beautiful double nickel-plated finish . . . available at the same low price, in two models . . . one for use through the detector tube, the other for use with the plug-in jacket with which most sets are now equipped.

Phono-Link is the easiest thing in the world to attach and operate. It is complete and ready to link ANY phonograph with ANY radio . . . giving true electrical reproduction of the finest kind. And you don't even have to remove a tube to change from radio to phonograph or back to radio.

The market is already created. Every one of your customers who has bought a radio, or a phonograph, is an immediate prospect. A telephone call will often make the sale. Take these profits . . . wire or write your nearest Jobber for merchandising plan and samples . . . or address us direct for free catalog and Jobber's name . . . today!

Phono Link

PATENTS PENDING

Allen-Hough Manufacturing Co.
Racine, Wisconsin

FACTORIES:
NEW YORK AND RACINE
Makers of the famous

Allen Portables

**EXCLUSIVE
SELL ALLEN
PROFIT NOW . . . AS THE BIG SELLING**

the **ALLEN** PORATABLE ^{No.} **6**



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 GREATEST PORTABLE

FEATURES PORTABLES

SEASON COMES INTO ITS OWN

DEALERS and Jobbers tell us that the ready sales and rapid turnover they now enjoy with Allen Portables are directly due to exclusive features.

It's a pleasure to sell products which have points of actual superiority over anything on the market . . . a motor which plays 3 to 4 records with one winding . . . the world's finest reproducer . . . long air column horn . . . cushioned top of velvety padding . . . outstanding beauty of design . . . fuller, rounder, deeper volume, with exquisite tone quality!

Allen features all are these . . . and more . . . call your nearest Allen Distributor today for samples and special merchandising helps . . . or write direct for complete catalog and local Jobber's address. The big selling season is here and our Distributors are ready to give you immediate service!

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

**New Jensen
Model 6 Cabinet**

In size and appearance the new Model 6 Jensen Cabinet is ideally suited for use in the most artistically furnished living room or music room.

Jensen Dynamic Speakers are made in types to operate with 110 volt A. C. house current, 6 volt storage battery, "A" eliminator or trickle charger, 110 volt D. C. house current and 90 to 180 volt D. C. current as provided by many of the late model radio sets. The sensitivity of the instruments is the same in any case.



Jensen Dynamics Will Build Sales For You

SHREWD dealers know that radio sets sell best when they sound best. These dealers are increasing their set sales and dynamic speaker sales every day by using Jensen Dynamics for demonstration. It is Jensen reproduction "true as the original" which provides this distinct selling advantage.

It is the absolutely true, dependable reproduction of the entire musical scale which accounts for the vast public preference for Jensen tone quality. And the new distinctive cabinets in which Jensen units are enclosed is the final feature which clinches sales. Console cabinets sell better too when they are Jensen equipped.

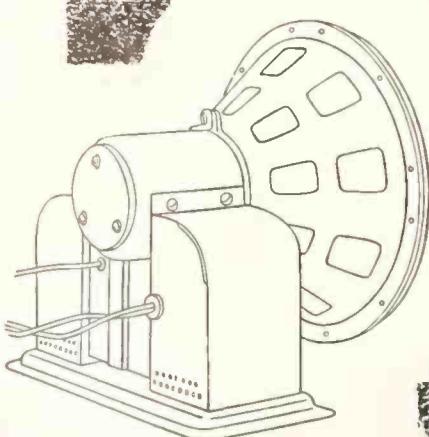
All types of Jensen Dynamic Speakers are now ready for delivery to the trade. Dealers, jobbers and manufacturers are invited to write for particulars and an immediate source of supply.

Jensen Radio Manufacturing Co.

338 N. Kedzie Avenue, CHICAGO, ILL. 212 9th Street, OAKLAND, CALIF.

JENSEN PATENTS ALLOWED AND PENDING
Licensed under Lektophone and Magnavox

Jensen Dynamic Speaker Units may be quickly and easily installed in radio or phonograph console cabinets. They may be operated with the same current supply as used for the radio receiver or electric phonograph. Prices for the Units for console cabinet installation range from \$10.00 to \$55.00.



Money-Making Suggestions for Ambitious Merchants

Record Attendance at Radio World's Fair Indicates Banner Season—Musical Season Opening Means Opportunity—Use Election Night Returns as Sales Argument—The Trade-Mark's Value—Give Each Department the Attention It Merits

Statisticians have been making predictions during the past few months that the coming season of 1928-29 from the radio industry's point of view will be a record-breaking one. Anyone feeling that these estimates were of too optimistic a tinge should have visited the Radio World's Fair at Madison Square Garden, New York City, during the latter part of last month, and be convinced. Officials in charge of the exposition stated that the attendance during the week reached the stupendous figure of 290,700, and bear in mind that it cost seventy-five cents in the afternoon and one dollar in the evening to view the new models. No demonstrations were permitted at the show, yet day after day and night after night the public poured into the vast arena and exhibited high enthusiasm and interest. To see these crowds would convince any "Doubting Thomas" and it is safe to surmise that the feeling of the public in other cities and towns is similar to that exhibited in New York City. While it is true that this vast potential market is waiting to purchase radio receivers, dealers cannot afford to depend upon this interest. Competition this season will be keen. The number of large and financially powerful manufacturers who have sets on the market is great, and to secure his share of business the dealer must back up the efforts of the manufacturer he represents with a well-planned campaign of his own to bring the customer to his store and explain the merits of the merchandise which he carries. To delay too long might prove unprofitable. Start now to secure your share.

The Season Is On

During the coming month or two, with the operatic season opening and the concert platforms throughout the country being occupied practically every evening, the music dealer has additional means of stimulating his record sales, for practically every operatic and concert singer of note is a recording artist. It is an ever-present source of surprise to find the lack of interest which exists among a great many dealers regarding the sales possibilities of the better class of records. Many feel that the market is limited. Yet a shop which opened in New York City some six months ago and specializes in this type of recorded music sells, daily, records totaling several hundreds of dollars. Take an interest in the musical happenings in your town or the vicinity of the city in which you are located. Co-operate with the local music managers, and when an appearance of an artist whose records you carry is scheduled, inform your customers of the coming concert or recital. Mention, of course, that permanent recordings of the selections are available at your store, and see if the expense and effort expended is not more than well repaid. The public's interest in music is growing every year, and their interest is being directed toward the higher forms of music, so cash in on it. Don't neglect to stock and sell the popular records, but, on the other hand, don't overlook the other side of the market.

Election Returns

If up to the present time you have failed to take advantage of the interest in the presidential campaign, which interest is expected to bring between 35,000,000 and 40,000,000 voters to the polls on November 6, why not do so now? No event that has yet been broadcast can compare in interest with the returns of the popular vote which will be put on the air by broadcasting stations on the night of the elec-

tion. Have you written to your customers and prospects seeking to sell the new models, and informing them that the radio will bring the first news of the way the different States are voting? If you haven't, do it now. Large photographs of candidates Herbert Hoover and Alfred E. Smith are easily available. Why not use them in a window display with a suitable printed placard explaining the use to which radio is being put in the campaign, and inquiring if passers-by have a radio set at home to hear the earliest returns? Public interest in this presidential election is at fever heat, and the dealer who is failing to turn this interest into dollars and cents is overlooking a most unusual opportunity.

Your Trade-Mark

"It pays to advertise" is an old adage and a true one, but it doubly pays if in your advertising a certain consistency is shown until the very appearance of your ad informs the reader of your establishment before he even reads the name. It is to achieve this result that large establishments spend literally millions of dollars in popularizing their products by means of distinctive trade-marks and slogans, so that the mention of one or the sight of the other immediately associates the product with the catch-phrase in the mind of the prospective customer. The retail dealer has not the facilities to impress his merchandise in the manner that is used by the larger concerns but he can use a uniformity of design in his advertisements and other publicity matter that if featured for a lengthy enough period is certain to be fruitful of results. An interesting example of the manner in which a trade-mark can be impressed upon the mind of one of the public was recently experienced by the Columbia Phonograph Co., which for a great number of years has used two notes of music as its trade-mark. When the Columbia series of radio broadcasts was first started the trade-mark was made au-

dible as well as visual by an instrument striking two notes of music. A recent letter received by the Columbia Co. had on the envelope in addition to the name and address two notes of music representing the company's trade-mark on the envelope. Adopt a slogan for your store if possible, and use it in every bit of direct-mail literature and in your advertisements. You'll find it pays dividends in greatly increasing the prestige of your store.

Departmentalize

For some time past it has been evident that the store carrying talking machines can no longer be classed as that of a talking machine dealer. The tendency for some years has been to round out the lines of merchandise carried so that at the present time it can truly be said that the average dealer is conducting a department store of musical instruments. With a variety of lines of radio products, talking machines, band and orchestral instruments, musical merchandise, records and sheet music composing the dealer's stock a carefully planned campaign should be put into effect if each department is to be given proper attention and be made to yield the profits that should result. Too frequently one line of merchandise is neglected to the detriment of another department, and all the sales efforts are placed behind the favored line. If an instrument is worthy of being carried it should produce profits for the dealer, but it is too much to expect the instrument to sell itself without the proper presentation by the sales staff. As each department is charged its proportionate share of the store's expenses, such as light, rent, etc., so, too, should each department have its share in the expenditures for advertising, display and other mediums used for building sales.

Victor Quarterly Dividends

The board of directors of the Victor Talking Machine Co., have declared the following quarterly dividends to stockholders of record at the close of business on October 1, 1928: \$1.75 per share on preferred stock (69 shares old stock outstanding), payable October 15. \$1.75 per share on 7 per cent cumulative prior preference stock, payable November 1. \$1.50 per share on 6 per cent cumulative convertible preferred stock, payable November 1. \$1 per share on common stock, payable November 1.

SPLITDORF'S

Amazing New Development

BROADCASTS SALES and PROFITS

14 TIMES MORE POWER FROM THESE TWO
"250" TUBES

than was ever before available from the conventional radio set using a single "171" tube.

In the senior models—COMO and SALEM—the Splitdorf Radio Corporation has incorporated two "250" heavy duty tubes and a double dynamic loud speaker.

The secret of merchandising success is to feature what the buying public wants the most—and which nobody else supplies.

The "250" TUBE IS IT

SPLITDORF RADIO

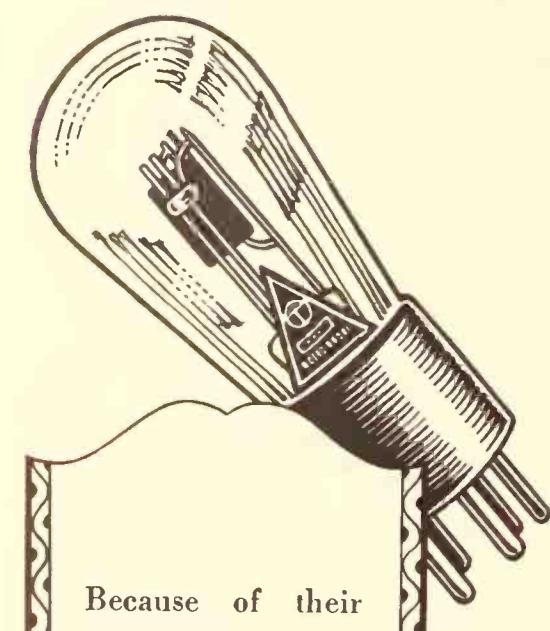
SPLITDORF RADIO CORPORATION, Subsidiary Splitdorf-Bethlehem Electrical Co., NEWARK, NEW JERSEY

Write for details and trade terms. Wide range of receivers from \$135 to \$850.

Profit Winning Sales Wrinkles

Park Hill Radio Shop Tells Prospects of Outstanding Broadcasts by Postcards—Unusual Business Cards Used by Salesmen—Home Demonstration Used by Will A. Watkin With Success—Sell Your Former Customers—Radio's Varied Uses

The manner in which a radio dealer can tie up with current events of wide interest is illustrated by the merchandising activities constantly being carried on by the Park Hill Radio Shop, of 458 South Broadway, Yonkers, N. Y. This dealer sends out a stream of mimeographed postcards calling attention to coming radio broadcasts, and has found that they help immensely in swelling the sales volume. For instance, some time prior to the Tunney-Heeney fight the owners of the names on the shop's mailing list received the following communication:



Because of their velvet-like tone, free from microphonic noises, Televocal Quality Tubes assure better profit. Once fans try them, they always buy them. Made in all standard types.

Write for full description and prices



Televocal Corporation

Televocal Building
Dept. G-5 - 588 12th St.
West New York, N. J.

Televocal
Quality Tubes

"It's a Knockout!"

No matter who wins the coming Tunney-Heeney championship contest to be staged on July 26, it's a good thing to remember that the combination of Fada and Atwater Kent radio quality and Park Hill radio service is unbeatable.

Be sure and have your radio in good condition for the coming big events; a complete examination of any radio for only \$1.

Until our present supply is exhausted, you may have a late issue of the Radio Dial, a complete international radio log and atlas for the asking; simply drop us a card or phone Yonkers 1976.

Park Hill Radio Shop, 458 South Broadway, Yonkers, N. Y.

Some time later the same customers and prospects received the following card pertaining to political events:

FADA—HOOVER—SMITH—ATWATER KENT

These are not dates—they are events

Millions of people throughout the United States and Europe heard and enjoyed the wonderfully vivid word picture of the Tunney-Heeney fight over the radio. In fact, the promoters of this great sports event attribute their financial loss in great part to Radio.

On August 11 and August 22, respectively, the nominees of the two great political parties will broadcast their speeches of acceptance over a hook-up of more than ninety stations.

If you have no radio or one of an obsolete type, and would like to learn how good a modern radio can be, just ask for a free demonstration in your home.

Park Hill Radio Shop,
Tel. Yonkers 1976. 458 South Broadway.

Unusual Cards

The salesmen of the Will A. Watkin Co., of Dallas, Tex., use an unusual business card in transactions with customers and prospects. It is double the size of the usual business card, one side bearing the name and address of the firm and the name of the salesman, with a blank space above; the reverse side lists the complete line of merchandise carried by the music house, which includes a wide variety of radio receivers, pianos, phonographs and records. The blank space above the firm's name can be used for a notation by the salesman.

Get Them in the Home

Incidentally, the Will A. Watkin Co. is a firm believer in home demonstrations as a means of increasing radio sales and outside salesmen are urged to make arrangements for such demonstrations whenever possible. The firm supplies a form to be signed by the customer, which reads as follows:

Approval Sales Demonstration

Will A. Watkin Co.,
City.

Dear sirs:

I desire a demonstration in my home of the Radiola, Model price \$ It will please me to be at home tonight evening. It is understood by me that if the Radiola operates successfully I will settle for same, either by paying cash or your usual terms.

Name
Address
Phone

Salesman's name.

Go After Resales

Have you made any effort to resell radio receiver customers who purchased a set from you two or three or more years ago? Surely some of these purchasers, if they have not already replaced the old sets, will be interested in the latest models with AC operation and housed in cabinets which are really fine furniture, and have the added qualities of improved reception and tonal qualities. Why not have one of your clerks check over the list of purchasers of, say, two years ago and prior to that time. Having secured the list a salesman can make personal calls and inquire as to the instrument and its operation. If the set has given satisfaction the salesman should have no difficulty in securing an audience with the

housewife and introducing the subject of a new model receiver. In most cases it will undoubtedly be found that the customer will be the one to introduce the subject, in which case the work of the salesman should be comparatively easy. In any case, too much eagerness to resell should not be shown lest the amount demanded as the trade-in value of the old set be out of proportion to the amount which the dealer can realize upon it. Try out this method of increasing the business and if the past relations of the store and the customer have been on a friendly basis a satisfactorily large number of sales should result.

New Markets

A recent editorial in the New York Times stated that a foreign news dispatch mentioned the fact that a number of dentists in Paris have replaced the old method of entertaining waiting patients with magazines by radio receivers, and have found the innovation successful in keeping sufferers amused while awaiting their turn to sit in the dental chair. Recently the president of a large Eastern talking machine and radio association urged dealers to start a campaign to put a radio receiver in every business man's office, and stated he felt that soon programs would be put on the air in the daytime especially directed to the business man. Because the home is the primary and logical market for radio there is no reason to halt there.

Extra Profits

There are occasions when articles of merchandise other than musical instruments or accessories, but which have a certain relation to the products sold by the dealer, can be taken on by the music dealer without changing the character of the store and be made to produce a nice profit. The recent book "Two Black Crows in the A. E. F." is typical. The fame of Moran & Mack, the "Two Black Crows," through Columbia records and their frequent broadcasts has made them known to every music and radio dealer and to millions of the public. Many dealers have secured copies from the publisher and are building up their volume of sales through them. A recent display at Landay Hall, New York City, devoted quite some space in the foreground of the window to this volume.

Theme Songs

During the past month a number of photographs of window displays have been received by record manufacturers and music publishers showing how dealers are effecting tie-ups with local showings of feature motion pictures to stimulate the sales of records and sheet music of the theme songs of the films. Last month a list of the outstanding theme songs of films which are now being shown throughout the country was published in these columns. The same list with a few additions is herewith appended:

Song	Film
"Sonny Boy"	"The Singing Fool"
"Pals, Just Pals"	"Submarine"
"Love" (All I Want Is Love)	"The Godless Girl"
"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"

At this time of the year the leading record releases each month are usually from some current musical comedy or the themes of some motion picture. Photographs of scenes from the production should be used in displays.

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 Westminster

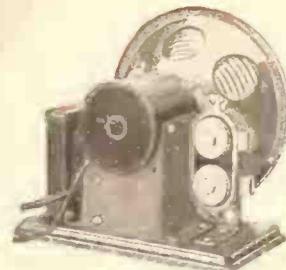
The newest and finest of the Operadio Air Column Speakers. May be connected to any set and will handle the output of any standard amplifier system up to and including the 171 tube. Has a 61 inch air column. Price, \$35



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

OPERADIO offers a complete line of Speakers to meet every requirement...at every price level. Air column speakers of the successful Bloc Type in three beautiful Table Models and one Dynamic Table Model and three Handsome Cabinet Models equipped with air columns of various lengths or with Operadio Dynamic units, either type with or without amplifier. Dealers find Operadio the greatest profit builder.... with unusual turnover.



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.
6 Volt D. C. \$35
110 Volt D. C. \$10 110 Volt A. C. \$50



The Senior **Price** \$25.00

The new Senior is last year's most popular model, improved in performance with many refinements of design and finish. It will deliver satisfactorily the output of any set up to and including five and six tube neutrodynes, superheterodynes, 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 Junior--2 colors--\$15.00.



The Geneva

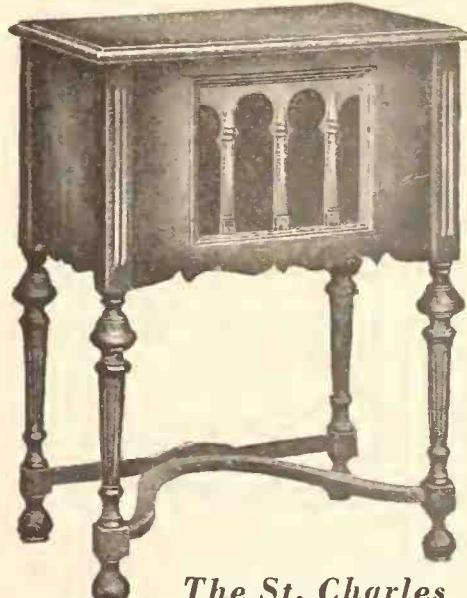
A table model Dynamic Speaker, scientifically constructed with a sounding board giving maximum baffle effect. Beautiful in design and finished in rich walnut. Furnished with dynamic Unit.
6 Volt D. C. \$55;
110 Volt D. C. \$60 110 Volt A. C. \$70



The 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

Manufacturer
OPERADIO MFG. CO.
St. Charles, Illinois
Greater Chicago District

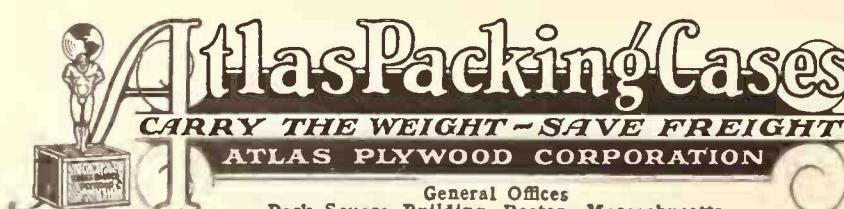
Compare Them!

Place an Atlas Plywood Packing Case beside any other type of phonograph or radio shipping box and you will quickly see why Atlas Cases are standard with the largest manufacturers.

Compare their appearance, construction, rigidity, weight. Atlas Cases stand head and shoulders above the crowd on every count.

That the leaders in the industry, manufacturers who years ago were among the first Atlas Case users, are still shipping in these efficient, economical containers is one of the best recommendations for Atlas Cases.

Let us show you why they are adapted to your products.

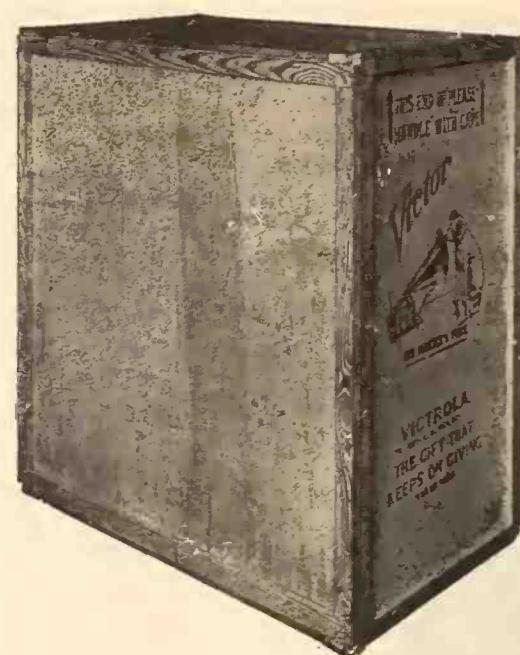


CARRY THE WEIGHT - SAVE FREIGHT

ATLAS PLYWOOD CORPORATION

General Offices
Park Square Building, Boston, Massachusetts

New York Office, 90 West Broadway Chicago Office—649 McCormick Building
Southern Division (formerly Empire Mfg. Company)—Goldsboro, N. C.



2246

RMA Directors and Committees Plan Increase in Their Activities

Meetings Held During Radio World's Fair at Madison Square Garden Develop Increased Services for Members and Distributing and Broadcasting Interests

INCREASED services for RMA manufacturing members, and also for radio distributing and broadcasting interests, were developed by the RMA Board of Directors and several committees at New York during the week of the Radio World's Fair at Madison Square Garden. National sales promotion plans of a broad character, made possible by the financial and other developments of the RMA, were outlined by the committee, of which Jess B. Hawley, of St. Charles, Ill., is chairman. This enterprise includes co-operative institutional sales development.

Increased use of broadcasting by manufacturers' sponsored programs also was stimulated by the Broadcast Committee headed by B. G. Erskine, of Emporium, Pa., and a wider advertising of sponsored programs by RMA members also was planned.

Radio industry statistics of a wider and more reliable character than ever before enjoyed by the industry are the objects of the RMA Statistics Committee, now headed by Lloyd A. Hammarlund, of New York City. The study of available but incomplete statistics and largely estimates is being made by the committee, which will present recommendations to the RMA Board of Directors for development of real statistics which are reliable and may be of actual service to all branches of the radio industry.

The Patent Interchange Plan, authorized by the RMA membership at the annual convention in Chicago last June, also is being developed by the Patent Committee headed by LeRoi J. Williams, of Cambridge, Mass. Although the patent situation in radio is regarded as somewhat less acute in its recent developments, plans are going forward to secure adoption by the necessary 51 per cent of the RMA membership of the Patent Interchange Plan.

Export radio trade, which for the current year is 22 per cent ahead of last year, according to the latest figures from the Department of Commerce, with an increase in receiving sets alone last July of over 100 per cent as compared with July of 1927, is to be developed by the promotion of plans of the RMA Export Trade Committee, now headed by Geo. H. Kiley, of Long Island City, N. Y. Information regarding export trade of value to all manufacturers is being secured by the Committee.

Extension of the RMA traffic service, now in charge of the new RMA Traffic Bureau, was effected at a meeting of the Traffic Committee headed by Captain William Sparks, of Jackson,

Mich. Reduced freight rates on receiving sets are the immediate concern of the Committee and of the Traffic Bureau.

Extension of the credit and collection service of the RMA, in conjunction with the Credit Clearing House Adjustment Corp., also was planned, especially among Eastern RMA members, by the Credit Committee, headed by Theodore Sheldon, of Chicago, as chairman. He has appointed Joseph Lush as vice-chairman of the Eastern committee group, which has made plans for more extensive use of the credit and collection service among Eastern members.

Which Tube Used Does Make Big Difference

Splitdorf Official Discusses Rise of "250" Heavy Duty Tube—Explains Its Acceptance After a Tour for Information

"In all the discussion of beauty in radio, the advent of the all-electric variations in speaker design, and a hundred and one other aspects of radio, we somehow have not given sufficient emphasis to one all-important accessory, namely, the radio tube," said Hal P. Shearer, general manager of Splitdorf Radio Corp., upon his return to Newark from a country-wide tour a few days ago.

"I don't mean to say that volumes have not been written about radio tubes," continued Mr. Shearer, "but it does seem that in the last few months more attention has been given to other things, and we all know that the tube is the heart of the radio set. Yet it is not enough to stop at that point. It has become the duty of manufacturers to test out various new offerings in tubes and decide which yields the most satisfactory results."

"Quite some time ago Splitdorf issued the following announcement: 'The importance of the "250" heavy-duty tube to radio reception is today understood only by radio experts. But it is safe to predict that by Fall every radio owner will know about this wonderful new development. When it becomes generally known that the "250" tube delivers 4.5 watts output of undistorted power, as against 1.4 watts for the "210" tube and .7 watt for the "171" tube, every radio enthusiast will demand the "250" amplifier—the amplifier that is seven times as powerful as the one mentioned just before it.'

"In a trip that took Splitdorf officials to the

important trading centers of the country, there was ample opportunity to feel the pulse of the radio public with regard to what was really wanted in radio. Wherever a direct comparison could be made, and this was often done, the set with the '250' took the prize money.

"I am not seeking to have anyone believe that the old days of radio have come back when technicalities held the floor, but I do mean to say, and can prove the statement, that if there is something inside of a set that makes it better the trade and the public are going to find out what it is pretty soon. And I go further and say the '250' heavy-duty tube is doing just that to-day. This tube is fast coming into its own. It is true that in most cases the listener may not know the whys and the wherefores, but his ear tells him when the real quality is present."

Reply Cards Without Prepayment Oct. 1

Post Office Department to Grant Permits to Business Houses to Make Use of New Service After October 1

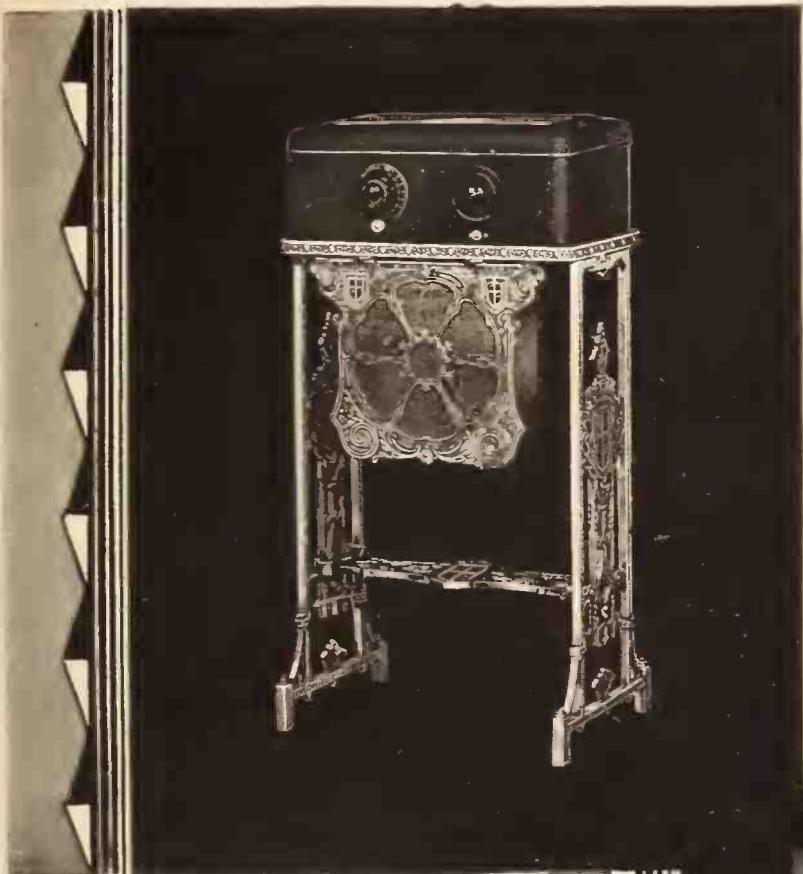
WASHINGTON, D. C., October 5.—Provisions of the postal laws as amended at the last session of Congress, providing for the transmission through the mails of business reply cards and envelopes without the prepayment of postage, went into effect October 1, it has been announced by the Postmaster General. The postage on business reply cards when collected on delivery will be two cents for each card and the postage on letters in business reply cards will be two cents an ounce or fraction thereof, plus one cent additional for each letter. In other words, a charge of one cent will be made for each piece of mail handled under these provisions, in addition to the regular postage charges.

Regulations issued by the department provide that business reply cards and envelopes may be distributed in any quantity desired by the permit holder, no minimum being prescribed. Permits to distribute business reply cards and envelopes are issued with the understanding that the permit holder guarantees to pay the postage on all that are returned. In view of this, no deposit will be required when the cards or envelopes are sent out. A permit, however, must be secured before any cards or envelopes are sent out, and application may be made to the postmaster at the office to which the cards or envelopes are to be returned.

The new privilege should prove particularly valuable to manufacturers and merchants generally in the conducting of surveys to build up prospect lists and for other purposes. The importance of direct mail as a sales medium is enhanced by use of the cards.

THESE MODERN RADIO TABLES BY MARKEL

*Open Up The
Profit-Making Possibilities of the
Ensemble Idea in Radio*



THESE beautiful tables and benches are wrought in metal. Designed and finished to be worthy of any radio corner in any home. R C A, Peerless or Utah speakers integral with table. Benches upholstered in finest velour. Price range on metal tables including speaker \$29.50 to \$47.50 - bench extra. More beautiful, more rigid, stronger in every point of construction than any metal table on the market. Complete sizes and finishes to harmonize with the leading table type receivers of the better known manufacturers.



NOW you can sell the complete radio ensemble—receiver, table with integral speaker and bench—and almost double your profit as compared with the receiver sets only. That is the way to make money out of the new, low-priced receiving sets—two profits where only one existed before!

And not only can it be done—but it is easy to do because these beautiful tables and benches not only appeal to the eye but to the pocket book as well. That is why they are exerting such a powerful influence for turning prospects into customers. They provide the newest, most colorful radio ensemble that is available at prices your customers want to pay and at a profit that makes them worth all the effort you can put behind them.

Illustrated at top. Model B—Heraldic. Distinctive but in decidedly good taste. Hand hammered, with crest and shield. Bench to match.

Illustrated to the left. Model A—Conventional. Conservative design to blend into decoration of any home. Bench to match.



Sizes and finishes to harmonize with the following numbers in these nationally known lines:

Atwater-Kent Nos. 37, 40, 42, 44; Crosley Nos. 608, 706, 704; Freshman No. 26; King Model J; Kolster No. 2; Spartan No. 69; Steinlite Nos. 261, 262; Stewart Warner Nos. 801, 802; 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!



IF IT'S PROFITS YOU ARE AFTER

Don't be content to sell just the receiving set—get the profit on the table, bench, and speaker as well. Sell the Markel Ensemble Idea and get all the profit. You are entitled to it and Markel makes it easy for you to get. Write or wire for complete proposition.

MARKEL ELECTRIC PRODUCTS, INC.
BUFFALO, NEW YORK



*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



M. I. C. C. President Honored in London

Prominent Members of British Music Industry Present at Banquet at Which Hermann Irion Was Guest

Hermann Irion, president of the Music Industries Chamber of Commerce of the United States, who has been spending several months in touring Europe, was the guest of honor at a dinner given at the Mayfair House, London, on September 12, by the Federation of British Music Industries. Importance was given the occasion by the fact that members of all branches of the British music industry from many sections of England and Scotland attended.

Mr. Irion in his address pointed out the similarity between the purposes and activities of the Chamber of Commerce and the Federation, the latter having been modeled along the lines of the Chamber. He declared that before and during the war trade association activities in the music field had been devoted primarily to defense against labor troubles, inimical legislation, questionable business practices, etc., but that following the war the members of the trade came to a realization of the fact that a successful association should embark in promotional work and that it was fitting to put back some of the current income into the field of business with a view to reaping more bounteous crops of sales in the future.

Following Mr. Irion's address, speeches were made by several other guests, including Wm. R. Steinway, F. B. Allen, chairman of the Executive Committee of the Federation; R. P. Brasted, deputy chairman of the Federation; Lieut.-Col. R. H. Tatton, organizing director, and Wm. Rushworth, treasurer of the Federation, as well as several others.

The guests at the dinner included A. Clark, of the Gramophone Co., Ltd.; H. J. Cullum, of Perophone, Ltd., London; Chas. Foulds, president of the Music Trades' Association; A. T. Lack, of the Gramophone Co., Ltd.; A. E. Liedtke, of the Columbia Graphophone Co., Ltd., London; John Trapp, president of the Gramophone Dealers' Association, and many others prominent in the industry.

A. K. Conclave Held in Shreveport, La.

Enthusiastic Meeting Sponsored by the
Interstate Electric Co.—Interesting
Talks Featured Event

SHREVEPORT, LA., October 5.—With delegates from three States predicting the success of the "Million Set" program for this year, the second annual Atwater Kent dealers' convention, sponsored by the Interstate Electric Co., local distributor, was held at Eureka Park here recently.

Following a luncheon, which opened the convention, and during which a special radio program was provided, the visitors were welcomed by Acting Mayor T. C. Dawkins, on behalf of the city, and by S. R. Elliott, vice-president of the Interstate Co., who officiated as chairman of the meeting.

The vast field for radio sales, which up to the present time has barely been touched, was outlined by H. T. Stockholm, Southwestern sales manager of the Atwater Kent Co., who was the principal speaker of the day. Mr. Stockholm also spoke on the advertising program scheduled for this season, and on company policies.

A. N. Doty, territorial manager, gave a constructive talk on merchandising methods, and stressed the importance of window displays. J. C. Pancoast, district manager, was the first

MICA DIAPHRAGMS

Immediate delivery—all sizes
Send for free samples and prices
All Mica Products

INTERNATIONAL MICA CO.
Phone Baring 635 PHILADELPHIA, PA. Cable Filasee, Phila.

speaker and introduced the new Atwater Kent models, including the new model 43, which was enthusiastically received.

G. D. Phillips, of the Pooley Co., and George Coleman, of the Red Lion Co., demonstrated the new lines of cabinets designed to accompany the Atwater Kent line, and the phonograph combinations, created in response to public demand. Following the program, a number of short talks and discussions in which the delegates took the lead, terminated the session.

An old-fashioned Southern chicken dinner followed in the evening, during which a clever vaudeville program, with W. J. Stroud, manager of the radio department, as master of ceremonies, entertained the guests and brought the convention to a successful close.

L. H. Ragsdale Heads Cary Cabinet Corp.

New Radio Furniture Sales Organization
National in Scope—Plant Located in
Springfield Mo.—Announces Line

A well-known figure in the radio furniture selling field, L. H. Ragsdale, has become the president of his own newly organized company,



L. H. Ragsdale

the Cary Cabinet Corp. Mr. Ragsdale is a pioneer in the radio cabinet business, his experience going back six years to the time when selling radio consoles was something like selling ice to eskimos. He was a member of the H. T. Roberts organization, Chicago, for three years, and held the position of sales manager when leaving that company this Summer.

The Cary Cabinet Corp. has announced a complete line of very attractive designs. Factories are located at Springfield, Mo., in the heart of the walnut country. Sales offices have been established in all principal distributing centers of the United States.

The Halsted Radio & Auto Co., Sixty-seventh and Halsted streets, Chicago, Ill., has opened a new radio-music store.

LOW TONE supremacy

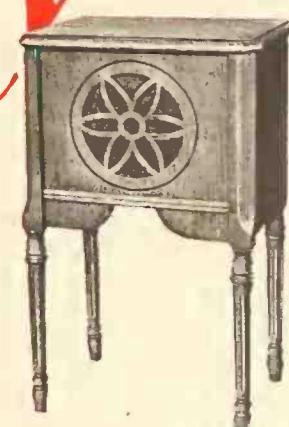


MODEL 71—Sandar Table DYNAMIC. \$50

MODEL 61—Balanced Armature type. \$27.50



MODEL 65—Sandar Cabinet Junior. \$19.50



MODEL 75—End-Table DYNAMIC. \$75

IT'S the mellow bass—the rich low-tone reproduction—that sells radio today, as never before. That's why SANDAR—the *one* speaker especially designed for *low-tone* beautification—occupies a selling niche all by itself.

When you carry SANDAR you not only feature today's greatest self-selling speaker, but automatically employ—through its inimitable, mellow tones—a star salesman for your receiving sets.

Communicate NOW with your Sandar distributor. Ten new models—both Dynamic and Balanced Armature types—all invitingly priced.

SANDAR

SANDAR CORPORATION, LONG ISLAND CITY, N. Y.
Division of Farrand Mfg. Co., Inc.

Estimates 1,000,000 Radio Set Owners Will Replace Receivers

Hal P. Shearer, General Manager of Splitdorf Radio Corp., Says Present Owners Are Sold With More Ease—Profits More Important Than Volume to the Dealer

It is profits that count most and volume is secondary, points out Hal P. Shearer, general manager of Splitdorf Radio Corp. "In an age when production moves with rapid pace it is well to pause every now and then and take stock of what really matters from a business standpoint," said Mr. Shearer. "It may seem very commonplace to point out that profits, after all, are the main consideration. Yet it is necessary to do so occasionally and explain why, since many people appear to be obsessed with the idea of volume, volume, volume. Every time I hear volume stressed without due regard to the real factors of business economy I am

reminded of the man who was asked: 'But how can you afford to constantly sell below cost as you say you do?' The reply was: 'Well, you see, I sell so many of the articles!' While the comparison may be a bit odious as to radio, nevertheless manufacturer, jobber and dealer are always faced with an allied problem.

"The point I want to make with the dealer particularly is that he should keep both eyes on the profit sheets. He may well ask himself: 'Where are my profits?' For after all the 'hooey' is said and done a dealer is in business—as everyone is—to make money. Now where is the profit in radio from the retailer's angle?

In my opinion, the big part is in the replacement business, that is, selling new sets to those who already have sets. Millions of sets now in use will be replaced and I recently conservatively estimated that fully 1,000,000 sales will be made this year of receivers in the higher-price range to present set owners.

"It is easier to sell a man or woman a better model than it is to interest the new prospect, hence with less selling effort there is greater profit potential (if any proof of this is needed witness the automobile trade); it is easier to find the replacement market, for most aerials as well as dealer records in communities throughout the country will tell much of the story, at least far more than can possibly be had about the non-set-owners; usually, where you sell a present set owner the sale will be for the type of receiver that runs into real money and, of course, this is where the dealer's profit takes on proportions. Let no dealer imagine for a moment that I condemn volume—that is, volume sales of merchandise at a profit and, of course, this means net profit. The factors that are intertwined with net profit in radio are many, including the selling of fine merchandise that requires little or no servicing. Selling five of the cheaper radio sets may turn out to be a far less profitable undertaking for a dealer than selling a single fine instrument. My advice to radio dealers is to worry less about how many are sold and more about how much is made on each sale. In the variety of elements that enter into the latter is the real secret of retail success."

and STILL IT SELLS!

Because it is the Only Tube that Fits the Millions of "B" Eliminators Now in Use—For Example—

ACME . . . ACME ELECTRIC . . . ALL-AMERICAN . . . AMPLEX . . . APCO
APEX . . . ARBROPHONE . . . ARCO . . . BATTERYLESS . . . BENJAMIN
ELECTRIC . . . BOSCH . . . BREMER-TULLY . . . BRIGGS-STRATTON . . . BUCK-
WALTER . . . BUELL . . . BURNS . . . BUSH & LANE . . . CASE
CHAMBERLIN . . . CHAMBERLIN . . . COLONIAL . . . CONSOLIDATED
CORNELL . . . CORNELL . . . DAVIS . . . DAVIS . . . DOLPHIN . . . DOLPHIN
DUBILIER . . . DUBILIER . . . ERLA . . . ERLA . . . FORD MICA . . . FREED-EISEMANN
EPOM . . . EPOM . . . GENERAL INSTRUMENT . . . GENERAL INSTRUMENT . . . GILFILLAN . . . GRANT
GENERAL INSTRUMENT . . . GENERAL INSTRUMENT . . . GRANT . . . HARRIS . . . HARRIS
GREBE . . . GREBE . . . JEFFERSON . . . JEFFERSON . . . MAJESTIC . . . MAJESTIC (Master, Super
JORDAN-CARISCH . . . JORDAN-CARISCH . . . KELLOGG . . . KELLOGG . . . MAYOLIAN
and Standard) . . . KELLOGG . . . METRODYNE . . . METRODYNE . . . MOHAWK . . . MU-RAD
MUTER . . . MUTER . . . N-COPELAND . . . N-COPELAND . . . OPERADIO
OZARKA . . . OZARKA . . . PARADE . . . PARADE . . . PRECISION
PREMIER . . . PRESTON . . . PRESTON . . . PLEX . . . SPARTANA
SPARTON . . . SPARTON . . . STANDARD . . . STANDARD . . . S . . . TRIPLE A
STERLING . . . STERLING . . . STEWART . . . STEWART . . . VARION . . . WELLS
UNITED ENGINE . . . UNITED ENGINE . . . WALKER . . . WALKER . . . ZENITH . . . ZENITH



WHEN the A. C. sets came out last year it looked mighty dark for the "B" Eliminator business. Yet when the figures for the season came in AC represented less than 25% of the total sets sold.

The public take their time and are reluctant to change their radio sets as long as they feel that they are getting satisfactory performance.

When we say there are millions of Raytheon B-H tubes in use and millions will be replaced, we mean just that! The sale of these tubes today compares very favorably with the sales a year or two years ago when "B" Eliminators were at their height.

Remember, Raytheon B-H is the only replacement tube for over a hundred leading makes of "B" Eliminators. Make sure you are prepared to get your share of this business.

RAYTHEON MANUFACTURING COMPANY
Cambridge, Mass.

Raytheon BH
LONG LIFE RECTIFYING TUBE

Allen Portables Are Featured Via Air

Kent Furniture & Music Store, Tifton, Ga., Giving Portables Fine Publicity Over Own Broadcasting Station

The Kent Furniture & Music store, of Tifton, Ga., one of the most progressive retail distributors of phonographs and radio sets in the South, is featuring Allen portables on regular programs over station WRBI, owned and operated by the above firm.

During a recent broadcast, in which the Allen No. 6 was used, Wayland Attkisson, assistant sales manager of the Aluminum Specialty Co., Atlanta, took charge of the program, giving an interesting talk on phonographs in general and Allen portables in particular.

Upon returning to Atlanta from an extended tour of the Southern territory, Mr. Attkisson reports that dealers in his district are very enthusiastic over the Allen line and anticipate a tremendous Fall business in the cotton and tobacco belts.

Vincent Lopez on the Air in the Kolster Radio Hour

A series of nation-wide radio appearances are being made by Vincent Lopez and his orchestra in the Kolster radio hour being broadcast by nineteen associated stations of the Columbia broadcasting system each Wednesday night. The Lopez concerts are being alternated with "Will Rogers for President" campaign meetings.

Victor Dealers Meet

COLUMBUS, O., October 4.—Approximately 125 Victor dealers from Ohio and West Virginia attended the introduction of the new models of Victrolas, Electrolas and combination instruments at the Deshler Wallick Hotel last month at a meeting held under the auspices of the Victor Talking Machine Co. and the Perry B. Whitsit Co., local distributor.

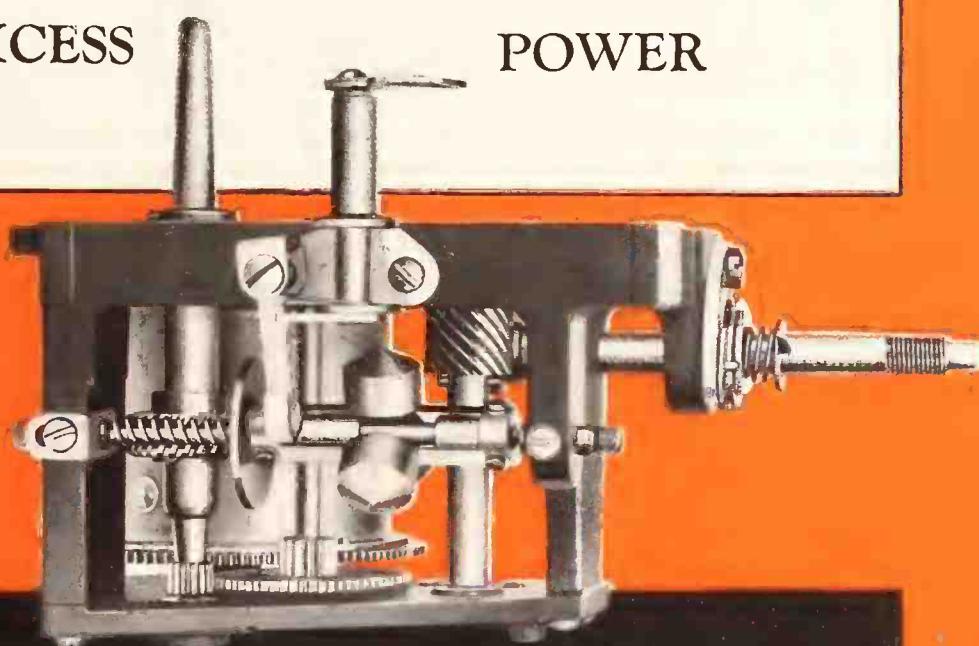
The Leviton Manufacturing Co., Brooklyn, N. Y., has opened a warehouse in Chicago, Ill.

THE NEW "4+" MOTOR

At a low price . . . WITH THE PULLING POWER of the FAMOUS No. 77. The marvel of it . . . starts *immediately* at high momentum . . . after four full 10 in. selections it finishes with

EXCESS

POWER



HEINEMAN
MOTOR

NO.

40

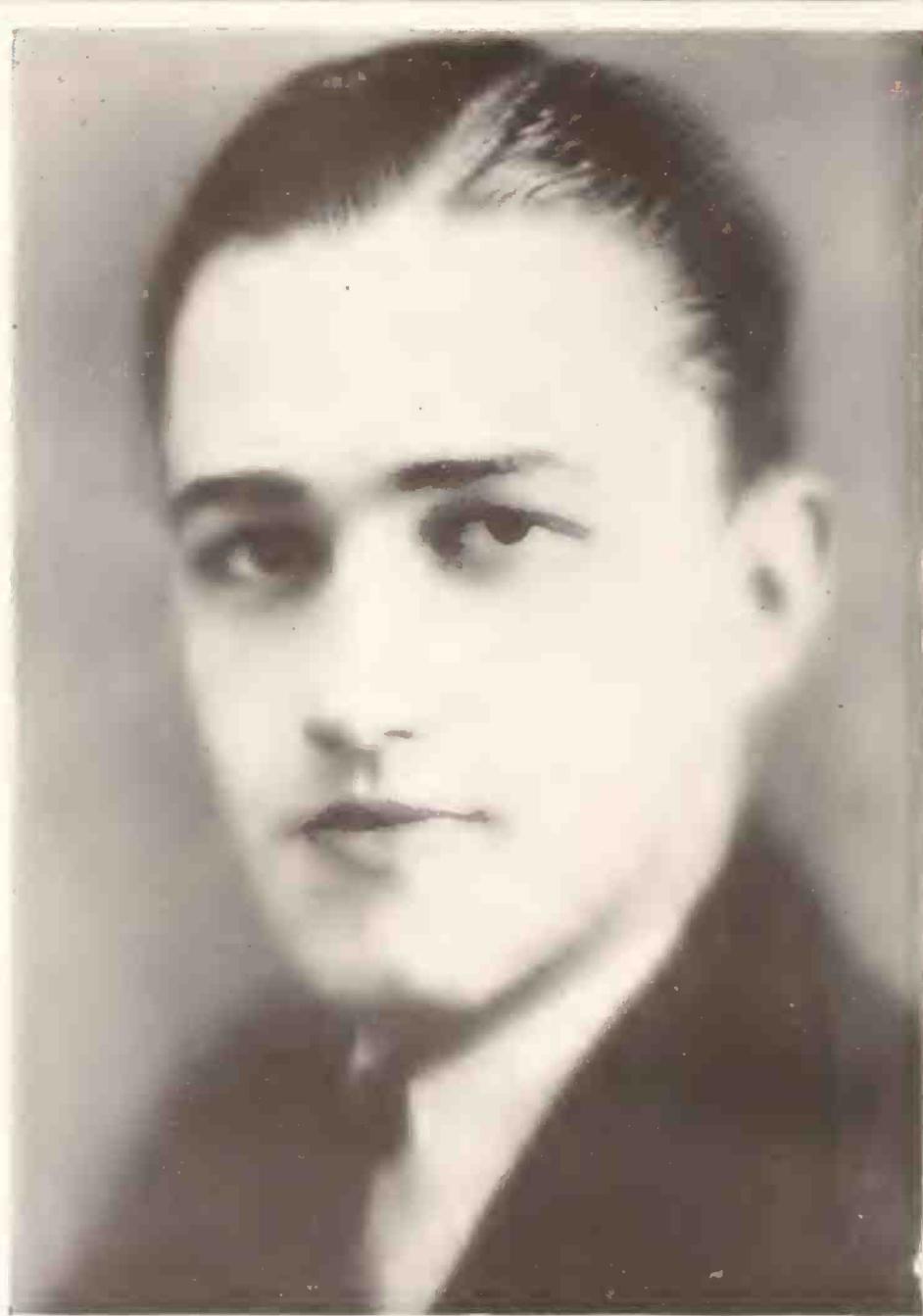
OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street

Sole Sales Agents

New York, N. Y.



ANNOUNCING . . .

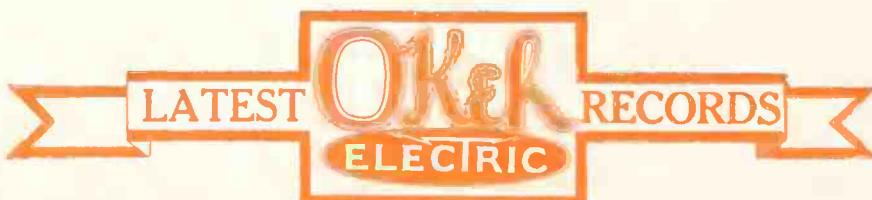
SEGER ELLIS

AS OUR

Exclusive Artist

41119 { SENTIMENTAL BABY
10 in. 75c { BEGGARS OF LIFE

Both sung by Seger Ellis with
Orchestra Accompaniment



Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.



Dr. Weissmann

ODEON
ELECTRIC

RECORDS

3229	FAMOUS MINUET (I. J. Paderewski)—Orchestra
12 in.	{ SERENADE (Moritz Moszkowski)—Orchestra
\$1.00	<i>Both played by DAJOS BELA AND HIS ORCHESTRA</i>
3230	GYPSY BARON (Joh. Strauss)—Selections Part I.
12 in.	{ and II.—Orchestra
\$1.00	<i>Both played by EDITH LORAND AND HER ORCHESTRA</i>
5150	DIE GOETTERDAEMMERUNG (The Dusk of the
12 in.	{ Gods), (R. Wagner)—Funeral March—Part I.
\$1.50	and II.—Symphony Orchestra
	<i>Both played by PROF. DR. MAX VON SCHILLINGS and the</i>
	<i>GRAND SYMPHONY ORCHESTRA, BERLIN</i>
5151	JUBILEE Overture (C. M. von Weber)—Part I. and
12 in.	{ II.—Symphony Orchestra
\$1.50	<i>Both played by DR. WEISSMANN and the GRAND SYMPHONY</i>
	<i>ORCHESTRA, BERLIN</i>

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

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

SOLE SALES AGENTS

Trade-in Record Plan Helped Agent Sell Records in Mexico

Volney L. Held, Latin-American Merchandising Expert, Relates Interesting Experience of German Agent Who Made Big Profit Selling Records in Mexico

THE writer, sitting in the Imperial Hotel in the city of Tampico, Mexico, a few years ago, met a German who had just arrived by boat with several cases of records, in all about 5,000 or more. He said he had been sent out to see if there existed a demand for his class of records in Latin America. These records were what we now call popular-priced records which retail in the United States at from twenty-five to thirty-five cents, only that they were of the unbreakable sort, such as are used so much in England, and also similar to those made by Edison in the United States. They were a good all-around record, but titles were all European, and while he had some native Spanish titles from Spain, he had none of Latin America.

His plan was as follows: He sold dealers records at \$1 each Mexican money or 50 cents American money, with a thirty-day exchange privilege as follows: With every record returned in good condition inside of thirty days he gave a new record of another title for 50 cents Mexican, 25 cents American money. He retailed them out to the public at \$2.00 Mexican, or \$1.00 United States, with the same privilege. When a record was returned in first-class condition and \$1.00 Mexican, he gave a new title. He stayed thirty-five days in Tampico with the following sales:

Total stock of records on hand on arrival 5,000
Factory value F. O. B. Tampico, Mex.
duty paid \$1,000.00 U. S. money
Wholesale sales—records, 4,050 @
\$1.00 Mex. or 4,050.00 Mex. money
Retail sales—records, 350 @ \$2.00

Mex. or	700.00 Mex. money
Exchanged wholesale—1,075 records for 50 cents Mex. or	537.50 Mex. money
Exchanged retail—225 records @ \$1.00 Mex. or	225.00 Mex. money

Making a total sales value in Mexican money of \$5,512.50
Balance of stock on hand, 700 used records.
Expenses, cost and profit on this sales plan:
Ticket from Germany to Tampico, Mexico \$ 200.00 U. S. money
Excess baggage on records 50.00 U. S. money
Duty and other costs 325.00 U. S. money

Value of records at factory in Germany	625.00 U. S. money
Hotel and other expenses for thirty-five days	350.00 U. S. money

Total cost and expenses	\$1,550.00 U. S. money
Sales value in American money	\$2,756.25
Expenses, &c.	1,550.00

Balance in favor of the agent of	\$1,206.25
--	------------

Fifty per cent of this amount was to go to the factory who financed the experiment, and fifty per cent to agent as salary or commission.

Also stock left on hand were 700 exchanged records which he stated would pay his expenses until a new order of 10,000 records arrived from Germany, which he would carry with him to other large centers. His statement to me was that the German factory and himself were satisfied with the experiment and expected to add native titles in the near future.

Wide Interest in Trade Slogan Drive

Music Industries Chamber of Commerce Receiving Many Inquiries as Public Interest in the Campaign Grows

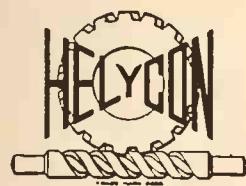
Hundreds of inquiries are pouring into the Music Industries Chamber of Commerce regarding the details of the \$1,000 slogan contest launched recently by the Chamber for the purpose of securing a slogan for use in all branches of the industry to distinguish it in the eyes of the public and to arouse increased interest in music-producing instruments. The object is to get some outstanding phrase, such as the "Say It With Flowers," of the florists, and "Save the Surface and You Save All," of the paint and varnish trade. The contest will close on December 1, 1928, and three prominent

judges will pass upon the merits of the entries, they being S. L. Rothafel, of motion picture and radio fame; Dr. Frank Crane, the noted inspirational writer, and Frank Presbrey, the advertising man.

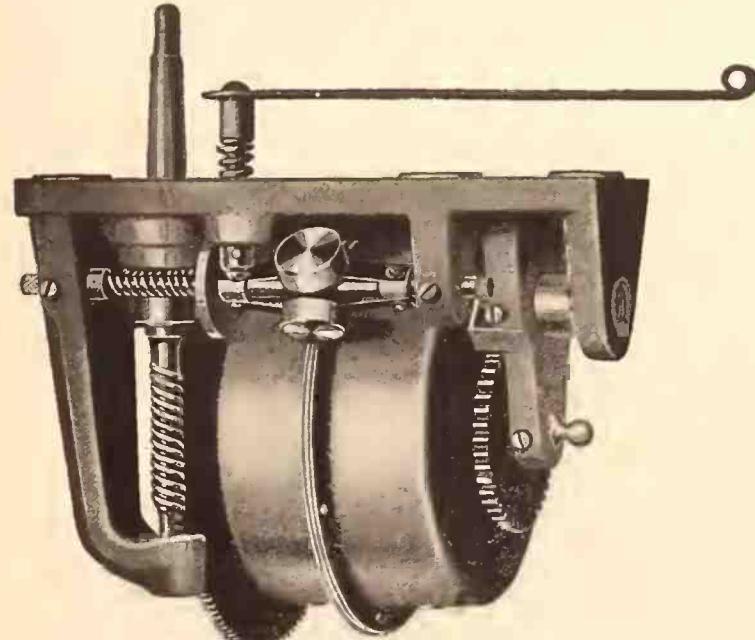
Booklets have been prepared for distribution by music dealers, setting forth the details of the slogan contest in full, and it is believed that the slogan campaign itself, properly presented by the dealers, will have the effect of arousing widespread interest on the part of the public. Although launched only a few weeks ago, responses have come from all sections of the country and the prospects are that the entries will run into the thousands.

Opens New Store

A new music-radio store has been opened on Main street, Clintonville, Wis., by Melvin Larson, with a complete line of Radiolas and Grebe radio receiving sets.



"Helycon"



Write
for Complete
Catalogue

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

Paul F. Godley Joins Federal Sales Staff

Radio Engineer and DX Fan to Represent Federal Ortho-sonic Radio in the Metropolitan District of New York

Paul F. Godley, well-known radio engineer and DX fan, has joined the sales staff of the Federal Radio Corp., Buffalo, N. Y., and will



Paul F. Godley

represent Federal Ortho-sonic radio in the metropolitan district of New York. Mr. Godley is particularly well known for his work in re-broadcasting station programs from station WAAM in Newark. His articles on radio are syndicated regularly. Mr. Godley is vice-president of the National Radio Relay League, and recently traveled to England for the purpose of conducting an investigation of short-wave reception in that country.

Lewis E. Dorfman Is Gold Seal Sales Mgr.

The appointment of Lewis E. Dorfman as sales manager of the appliance division of the Gold Seal Electrical Co., Inc., New York, manufacturer of Gold Seal radio tubes and electrical appliances, has been announced. Mr. Dorfman was formerly associated with the Charles Freshman Co. While he will specialize in the sale of appliances, some of his time will be devoted to the radio tube business.

Dr. DeForest Writes Booklet

Dr. Lee DeForest has written an interesting booklet entitled "Helpful Hints for Better Radio," which is an analysis of the process of broadcasting and how it may be improved by the individual radio listener. Copies may be obtained by addressing the DeForest Radio Co., Jersey City, N. J.

H. C. McCluskey in New Kellogg Post

Former Comptroller of Kellogg Switchboard & Supply Co. Promoted to Assistant Treasurer—Widely Experienced

H. C. McCluskey was recently appointed assistant treasurer of the Kellogg Switchboard & Supply Co., radio manufacturer of Chicago. Mr. McCluskey has been comptroller of the Kellogg organization since October 1, 1927, and under his direction many improvements and economies have been made in the auditing and financial work of the Kellogg Co. Specially built machines for production control and for financial control were installed on January 1, 1928, and through their use costs were reduced 20 per cent. Mr. McCluskey has revamped the entire Kellogg accounting system since Janu-



H. C. McCluskey

ary 1, reducing the expense of both human and mechanical help considerably.

Mr. McCluskey has had wide experience as an accounting executive and as an officer of public utilities corporations, including railroad, electric and gas companies. He spent seven years in public accounting work covering over one hundred different lines of business, including banking, merchandising and manufacturing, and most of his experience has been in systematizing, organization and reorganization work, in which he is considered an expert.

He spent two years in China in reorganization work and for several years he was instructor of cost accounting at Columbia University, New York City. Just prior to his joining the Kellogg organization Mr. McCluskey was comptroller of the York Safe & Lock Co., one of the largest bank vault companies in the country. He is a certified public accountant and a member of the American Institute of Accountants.

"Tailored" Windows Best, Says DuBreuil

Window Display in Chicago Fada Headquarters Bears Out Contention of Manager for That Radio Trade Territory

The Fada window display installed at the Chicago headquarters of F. A. D. Andrea, Inc., bears out the contention of J. L. DuBreuil, Fada manager there, that "tailored" windows are best. By "tailored" windows Mr. DuBreuil explains that he means the dressing of each window so as to secure the best effect in the particular type of store.

"Getting the most out of an individual window," said Mr. DuBreuil, "is exactly the same in principle as getting the utmost in the cut of a suit for the individual wearer."

3,850 Pennies Buy Kolster for Newsboy

Ambitious Lad in Richmond, Mo., Saves Pennies for Three Years to Make First Payment on Radio Receiving Set

The Mansur Radio Co., Richmond, Mo., local Kolster radio dealer, was astonished recently when 3,850 pennies were deposited on the counter by Myrl Tarr, eighteen-year-old son of a coal miner. The 3,850 pennies represented Myrl's savings from his newspaper route for a period of three years, and the total was just



Myrl Tarr With His Kolster
the sum required for the down payment the store was asking for a Kolster electric set.

Wanamaker's Sonora Ad

The John Wanamaker department store, of New York City, announced the new Sonora AC radio receivers and Sonora Melodons in a full-page advertisement in the New York Times on Thursday, September 20. The advertisement stated that the Wanamaker establishment was the first to offer the new line to the New York public, and invited prospective purchasers to visit the store and view the new products.

Tobe Deutschmann Catalog

The Tobe Deutschmann Co., Canton, Mass., has just issued its new 1929 price list, covering its various type condensers, B blocks, resistors, filters, A supply and the new Tobe four-purpose light-socket aerial. Complete description and prices are given on each number. The last page shows an illustration of the large new Tobe factory in Canton.

B.M.S.

Home Broadcaster

The new idea for a Radio party

Everybody likes the idea of fooling a group of friends that have gathered for the purpose of listening in to a special program. Just the thought of putting over an imitation program undetected sells them! List price \$7.50 complete.

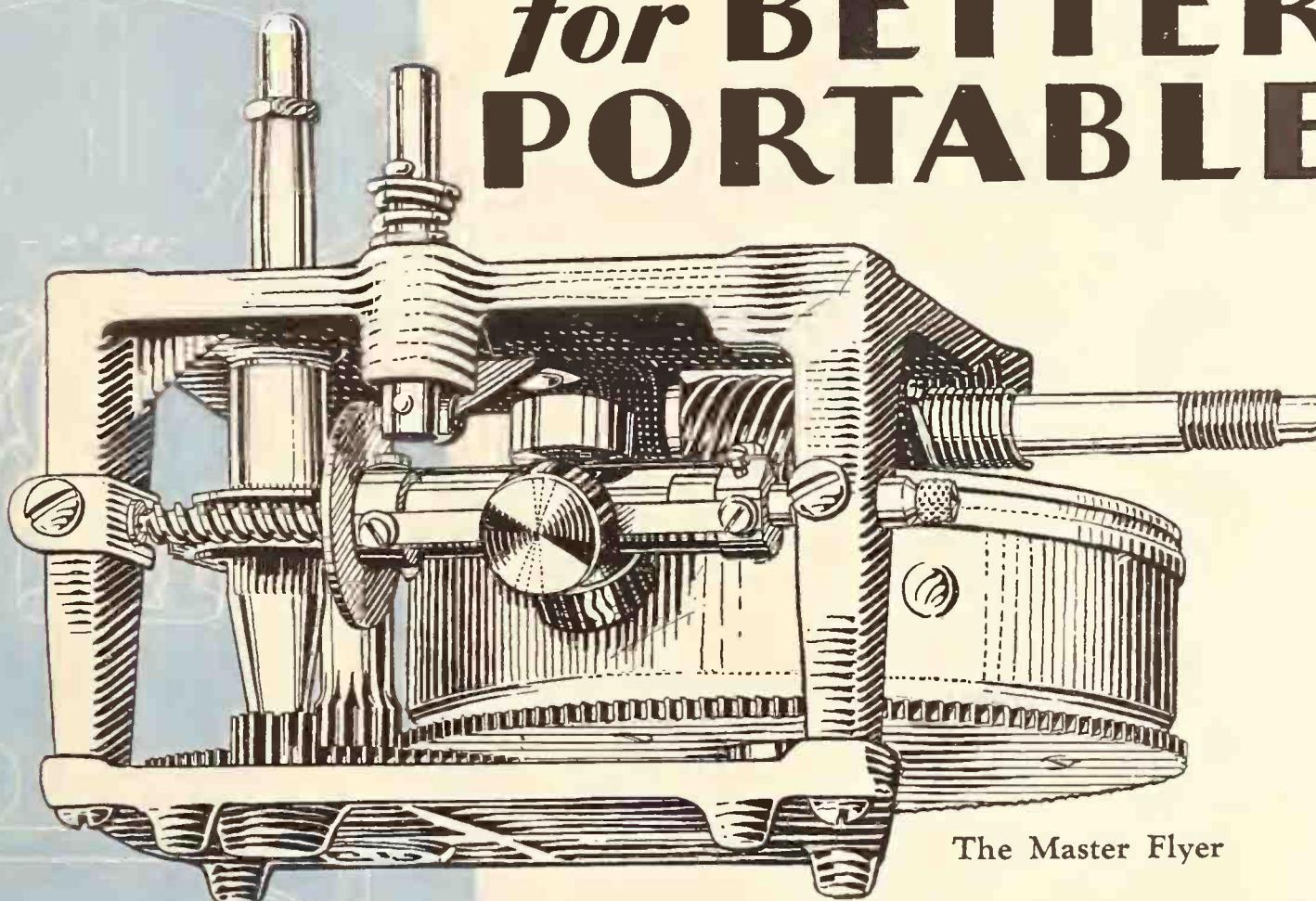
B. M. S.
Electric
Pick-Ups
for
Manufacturers

Modernize your phonographs or portables with an electric pick-up.

Write us for particulars. We are specializing upon manufacturer's needs and will be pleased to quote.

BROOKLYN METAL STAMPING CORP.,
720 Atlantic Ave., Brooklyn, N. Y.

MORE AND BETTER POWER *for* BETTER PORTABLES



The Master Flyer

THE NEW IMPROVED MASTER FLYER MOTOR

MORE and better power from the new Master Flyer Motor is building a new and larger interest in portable phonographs.

The all-around superiority of Master Flyer performance increases the salability of portables in three ways:

1. By greater length of playing from one winding — *three complete 10-inch selections.*
2. By greater strength of pulling. Ample for correctly playing the heaviest records.
3. By complete uniformity of speed and silence of running.

Further, portables equipped with the new Master Flyer are preferred for their easier winding, with more knuckle room.

Finally, the assurance of continued satisfaction. Every customer has confidence in the portable that has such a famous motor—a motor which the Dealer can truthfully say is "Built like a fine ship's clock."

Backed by the Flyer Motor's twelve years of dominance. New super quality athletic spring; new silent gears; new effort-eliminating silent worm wind.

For more and better sales of portables and records, specify the new Master Flyer.

The **G**ENERAL INDUSTRIES CO.
2812 Taylor Street Elyria, Ohio



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.

Sonora Sales Managers Named for Five Eastern Territories

H. B. Haring Is District Sales Manager, Assisted by P. H. McCulloch—L. E. Hilduser, D. S. Rockwell, H. D. Berkley Are Resident Sales Managers

A. J. Kendrick, vice-president and general sales manager of the Sonora Phonograph Co.,

States with the exception of New England, but including Alabama, West Virginia, Michigan



1. H. B. Haring. 2. H. D. Berkley. 3. P. H. McCulloch. 4. L. E. Hilduser. 5. D. S. Rockwell announced recently an interesting arrangement of the sales force in the Eastern district. This district, which comprises the Atlantic seaboard

and Ohio, is under the control of H. B. Haring as district sales manager. Mr. Haring has had many years of experience in the music business,

first becoming associated with the Columbia Phonograph Co. in 1919 as branch manager at New Haven, Conn., and later at Buffalo, N. Y.; he was then appointed regional representative for the Columbia Co. for all territory east of Chicago. He left the Columbia Co. in March, 1923, to become associated with the Sonora Phonograph Co. as district manager with headquarters in New York.

The method to be followed in the Eastern district calls for the division of the territory into five zones, with a resident sales manager acting as distributor in each zone.

Zone number one, comprising New York State and northern New Jersey, will be under the direction of Mr. Haring, assisted by P. H. McCulloch. Mr. McCulloch was associated with the Brunswick Co. for many years, during a great part of the time acting as district manager in Cleveland, Milwaukee, Chicago and Detroit territories.

L. E. Hilduser will have charge of zone two, which covers Pennsylvania, Delaware, New Jersey as far north as, and including, Trenton and several counties in Ohio and West Virginia. Mr. Hilduser, whose headquarters will be at the new Sonora offices, 22 Chestnut street, Philadelphia, of which city he is a native, has had the greater part of his music-business experience in the territory now assigned to him. He entered this business by becoming associated with the Columbia Phonograph Co. in



H. C. Schultz

Philadelphia, later transferring to the Sonora Phonograph Co. as manager of the Philadelphia branch. Immediately prior to taking over his present position Mr. Hilduser was manager of the Okeh Phonograph Corp. Gotham branch.

Maryland, Virginia, District of Columbia and parts of West Virginia and North Carolina will make up zone three and will be under the supervision of Donald S. Rockwell, with headquarters in Baltimore. The address of the new offices will be announced as soon as arrangements are completed. For many years Mr. Rockwell acted in the capacity of district manager of the QRS Music Co.

Zone number four will be in charge of Field Sales Manager H. D. Berkley, who also has had a great many years of experience in the musical field, more recently being identified as manager of the Davega Co.'s Forty-second street and Broadway store in New York City. Mr. Berkley will open new offices in Atlanta, Ga., for his headquarters and his territory will include part of North Carolina, and the States of South Carolina, Georgia, Florida and Alabama.

Zone number five, northern Ohio and the State of Michigan, will be handled by the well-known and highly successful distributors, the H. C. Schultz Distributing Co.; H. C. Schultz, president, located in Detroit, Mich. Mr. Schultz is one of the outstanding successful music distributors of the business to-day.

The present plan, according to A. J. Kendrick, calls for each field sales manager to appoint several sales representatives in the respective zones, working directly under the field sales manager.

Two Radio Moneymakers!

ELECTRAD CERTIFIED LEAD-IN

Fans prefer this lead-in due to its better construction. Fits under locked windows or doors. Bends around corners. Waterproofed insulation full 10 inches long. List 25c each.

LAMP SOCKET ANTENNA

Listed by National Board of Fire Underwriters

Ideal as an indoor aerial. Does away with roof aerials. Efficient, gets distance. Makes every electrical outlet an aerial. Consumes no current. Abolishes the lightning risk. List \$1.00.

*Write for circulars and full information.
Dept. G-10, 175 Varick Street, New York*

ELECTRAD INC.

STARTING IN

1869

in the electrical manufac-
turing and supply field.

ENTERING IN

1910

into the electrical house-
keeping appliance field.

ENTERING IN

1920

into the sale of Western
Electric receiving and
broadcasting equipment.

...and now in

1928

Graybar

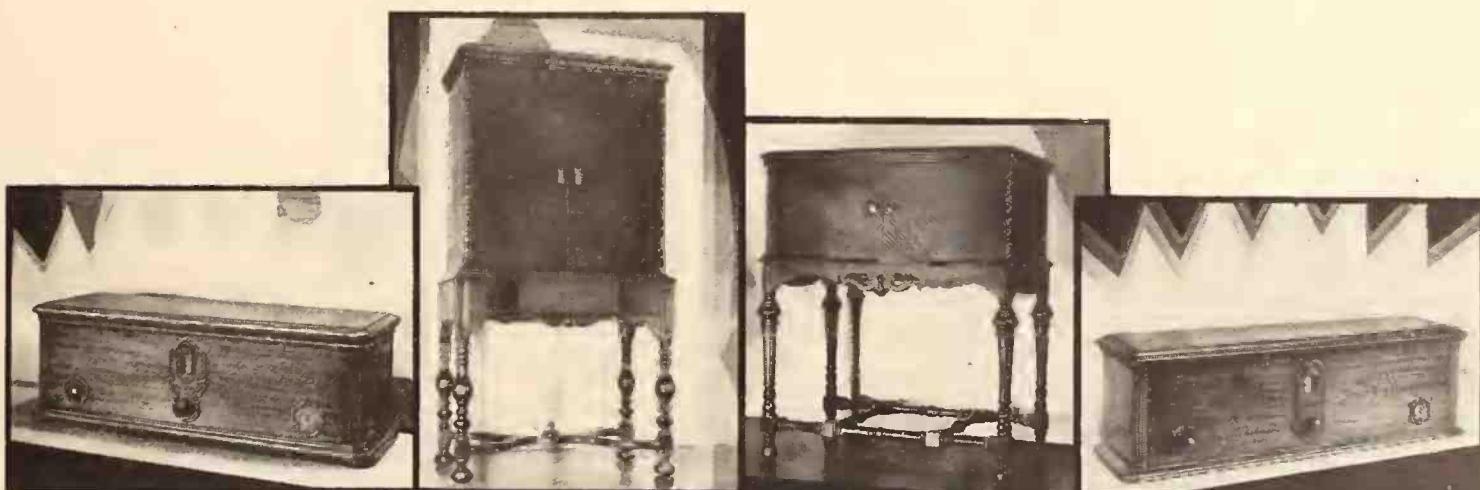
RADIO

—the only radio receiving set
backed by 59 years of electrical
experience.

Graybar has earned its place in the
radio field. It is a name that represents
the oldest electrical experience, the

oldest merchandising experience,
and the most complete group of elec-
trical equipment for the home!

Write now for valuable territory
still open. Graybar Electric Co., 424
Lexington Ave., New York, N. Y.



The News about

This image is a collage of historical newspaper clippings from the early 20th century, specifically from 1928. The top half features a large headline from the St. Louis Globe-Democrat: "GALE SWEEPS FLORIDA EAST COAST 250 Known Dead in Porto Rico". Below it is another headline: "ARE NAMED IN RACE RACING IN PLATE". A photograph shows a person in a boat. To the right, there's an advertisement for "THE SONORA" instrument, with a smaller one for "THE NEW MELODON". The bottom half contains several other news items: "FIRE DESTROYS 100 HOUSES IN CLEVELAND PLATE", "FLORIDA HIT BY 1,000 PORTO", and "HALF OF POPULATION ON ISLAND IS HOMELESS; 300,000 FACE FAMINE". There are also smaller articles about labor strikes, political campaigns, and social issues like child labor.

Sonora is spreading like Wildfire!



THE revolutionary new Sonoras were presented to the public for the first time at the New York Radio World's Fair. And during the Chicago Radio Show at the Coliseum.

This month, when distribution is well under way, Sonora national advertising goes into action.

It will reach right into the homes of the nation—a campaign broad in scope, daring in execution, and with money enough behind it to blast an immediate entrance and continue unabated—building sales

and profits for Sonora Music Merchants by its weight and dominance.

Every detail of the Sonora proposition is looked after. Every 1928-29 problem of the Music Merchant is heeded. The ingenious new finance plan, the margin of profit, the service and sales helps—all are created from the retail viewpoint.

Certainly the thing for you to do now is to *hear* the new Sonoras. We rest our case on glorious musical reproduction plus your own good business acumen.

SONORA PHONOGRAPH COMPANY, INC.
Sonora Building—50 West 57th St., New York, N. Y.

5¢ a copy
Collier's
THE NATIONAL WEEKLY

"Music Business' Future Assured" Roberts Tells Dealer Convention

President of Music Merchants National Association Addresses North Carolina Convention—Says That It Is Based Upon Necessity—Gives Interesting Talk

"The future of the music business is assured for the reason that it is based upon necessity," said President C. J. Roberts of the National Association of Music Merchants, at the convention of the North Carolina Music Merchants' Association in Raleigh recently. "Civilization is constantly advancing by ever-increasing strides. There can be no true civilization without art, and music is the greatest of the arts. Music requires for its expression various instruments which must in turn be conceived by scientific minds and fashioned by expert technicians and artisans. An industry is therefore

necessary before art can find expression, and this includes the commercial branch of industry—distribution. That is where the music merchant comes in.

"In times past the merchandising of musical instruments was specialized or divided to a greater extent than now seems best for the present and the future. The modern music store is a musical department store, and the merchant who now depends upon the sale of one class of musical instruments and ignores others is doomed to failure. There are exceptions to all rules, of course, and there may

and will be to this one, but it is safe to say that the progressive merchant who expects a measure of real success must keep abreast of the times and, in our case, this means that he must be prepared to serve the musical tastes of his customers, whether this be pianos, phonographs, radios, harmonicas or any other kind of musical merchandise.

"Already our country is producing composers, teachers and virtuosi of distinct genius. While we are awakening to the definite desire to become makers of music and not to remain merely the world's most exacting and discriminating listeners, we must not in our inspired struggle upward musically forget that our present and ever-increasing appreciation of music has been, is and will be greatly aided by mechanical instruments that transmit and reproduce musical sounds accurately.

"While everyone should receive instruction in music and, if possible, acquire the ability to play some musical instrument, for nothing else connected with music can ever quite afford the joy that actually creating or making one's own music can, it cannot be denied that a perfectly transmitted or reproduced rendition by an artist, besides being immensely enjoyable, is musically cultural and of very definite value in interpretation.

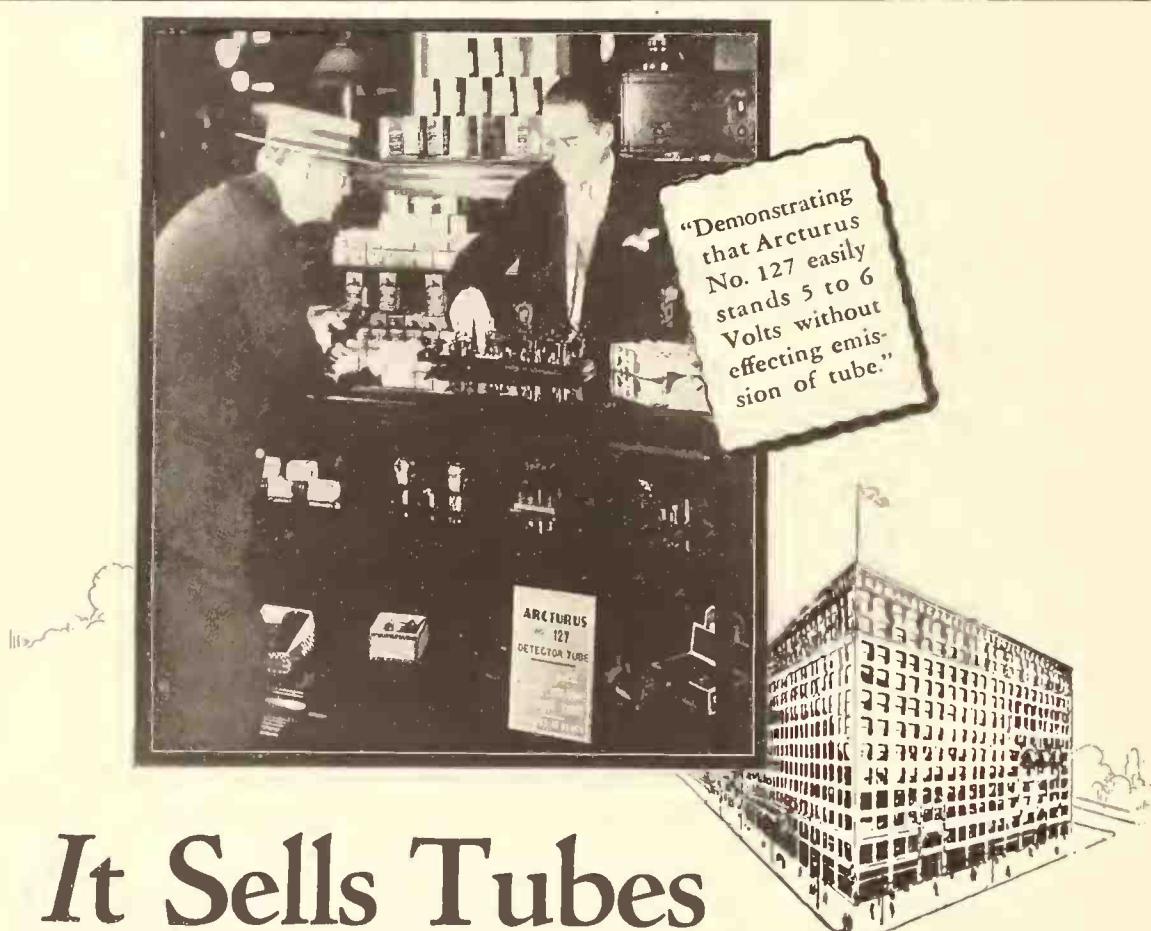
"Music is 'any rhythmical succession or combination of sounds pleasing to the ear' when executed. All music meeting these requirements is good music, whether classed as classical, popular or jazz. Classical seems to include anything from dry-as-dust compositions designed to be impossible of rendition except by an occasional prodigy and never to be enjoyed by any except a few musically jaded individuals and endured by a certain number of people who wish to be considered extremely intellectual musically to the beautiful melody that was once popular and because of its beauty remained so and will continue to be desired.

"Popular music apparently is of a character to quickly gain appreciation because of its simple appeal and to live just as long as its real merit justifies. Some such compositions die quickly after serving their primary purpose of passing entertainment, others survive longer, while a few because of their perfection and beauty become classic and so achieve immortality. Jazz has just as important a part in our life of today as any other form of music. Some compositions being played as jazz today will be heard a hundred years hence as classics besides giving pleasure to millions now.

"Music merchants everywhere are adapting themselves—some slowly it is true—to changed conditions. The various organizations within the industry are playing, and will continue to play, an important part in sustaining and increasing the general interest in music and musical instrument merchandising."

Jewel Introduces No. 25 Attachment

The Jewel Phonoparts Co., Chicago, manufacturer of phonograph equipment, recently introduced the new Jewel "quadruple-duty" equipment, known as the Number 25 attachment. This new equipment is designed for use with Edison diamond disc records when played on the Orthophonic Victrola and also the old type Victrola, and also the new electrically recorded lateral-cut selections when played upon the above-named machines. The above combination is said to reproduce the new Edison and electrically cut records of other makes with considerable tone improvement. The Number 25 equipment uses the Jewel Saffo point needle, furnished with the equipment, when playing Edison records. The equipment, consisting of a No. 33 reproducer, a special hub connection and a small arm connection, when used to play lateral-cut records on the Orthophonic Victrola or old-style Victrola, uses standard steel needles.



It Sells Tubes

... says Kaufmann's of Pittsburgh

"WE have sold hundreds of Arcturus 127 A-C Detector tubes and to date have not had occasion to replace one of them," says Kaufmann's Department Store (one of the country's biggest).

Kaufmann's show customers that an Arcturus Tube will easily stand 5 to 6 volts without effecting the emission of the tube—a quick and simple demonstration. It is a demonstration that has boosted tube sales for them—and will for you!

Another demonstrable advantage of the Arcturus Detector Tube, that some of the country's leading retailers have used to increase tube sales, is its 7-second action. Other tubes take from thirty to sixty seconds.

Arcturus are quicker acting, longer lasting tubes that will increase volume—both in reception and sales. Handle Arcturus—boost your tube sales. There's an Arcturus A-C Long Life Tube for every purpose. Write today for detailed information.

ARCTURUS RADIO COMPANY
218 ELIZABETH AVENUE, NEWARK, N. J.

ARCTURUS

A-C LONG LIFE TUBES





THIS ADVERTISING SECTION IS PUBLISHED BY LEADING CROSLEY-AMRAD DISTRIBUTORS AS A COMPLIMENT TO POWEL CROSLEY, JR., AND A CONGRATULATION ON THE SUCCESS HE HAS ATTAINED THIS SEASON

Beckwith Co., Geo. C.
16 S. Fifth Street
Minneapolis, Minn.

Beckwith Co., Geo. C.
341 Broadway
Milwaukee, Wis.

Beckwith Co., Geo. C.
308 S. Lincoln Street
Aberdeen, S. D.

Cleveland Talking Machine Co.
4300 Euclid Avenue
Cleveland, O.

Geller Ward Hasner Hardware Co.
410 N. Fourth Street
St. Louis, Mo.

Harrisburg Standard Electric Corp.
Harrisburg, Ill.

Ignition Service & Supply Co.
16-17 Central Avenue
Albany, N. Y.

Kruse-Connell Co.
Indianapolis, Ind.

Kruse-Connell Co.
South Bend, Ind.

Rochester Electric Supply Co.
240 St. Paul Street
Rochester, N. Y.

Roosevelt Co., W. A.
LaCrosse, Wis.

Schuster Electric Co.
2169 Spring Grove Ave.
Cincinnati, O.

Spinney Co., B. H.
62 Hampden Street
Springfield, Mass.

Standard Battery & Electric Co.
Waterloo, Ia.

Standard Battery & Electric Co.
Cedar Rapids, Ia.

Wilkening, Inc.
818 N. Broad Street
Philadelphia, Pa.



CROSLEY



Our organization is prepared to give dealers SERVICE on Crosley radio just as Crosley radio gives its purchasers PERFORMANCE. This is a CROSLEY YEAR here, too!

Geo. C. Beckwith Co.

16 S. Fifth Street 341 Broadway 308 S. Lincoln Street
MINNEAPOLIS, MINN. MILWAUKEE, WIS. ABERDEEN, S. D.

AMRAD



Co.

CROSLEY



Take a Crosley GEMBOX home and play with it! Test it with any other set. Be honest with your comparison. You'll demand a Crosley franchise the next morning.

CROSLEY HAS THE VALUES THIS YEAR.

Cleveland Talking Machine Co.

4300 Euclid Avenue
CLEVELAND, OHIO

AMRAD



CROSLEY



Crosley leads today because Crosley is economically sound in **EVERY DEPARTMENT—DESIGN—PRODUCTION—MARKETING**. Such a set-up means only **SUCCESS**. Such a success means only **PROFIT** to Crosley dealers!

Geller Ward Hasner Hardware Co.

410 N. Fourth Street
ST. LOUIS, MO.

AMRAD



CROSLEY



Feature the GEMBOX at \$65. There is nothing like it on the market! It's new. It's desirable because it does what consumers are educated to demand of radio this season . . . give powerful reception from MANY stations and dynamic reproduction.

L. J. HARRIS, Pres.

Harrisburg Standard Electric Corporation
HARRISBURG, ILL.

AMRAD



CROSLEY



Crosley distributors since
1922 — proud of it and
glad of it!

Ignition Service & Supply Co.
16-17 Central Avenue
ALBANY, N. Y.

AMRAD



E. V. KIRK & CO.

CROSLEY



The Crosley GEMBOX
at \$65 with the Crosley
DYNACONE at \$25 is
unbeatable. In a Showers
cabinet at \$115 it is un-
matchable. Crosley deal-
ers DO business with such
EXCLUSIVE values!

Kruse-Connell Co.

"Indiana's Largest Radio House"

INDIANAPOLIS—SOUTH BEND

AMRAD



AMRAD CO.

CROSLEY



Are you making money from radio? Crosley dealers are. Crosley radio is SELLING. One customer enthuses another. Tongues wag. This will be radio's greatest season—if you're THERE with Crosley!

Rochester Electric Supply Co.

240 St. Paul Street
ROCHESTER, N. Y.

AMRAD



CROSLEY



With the Crosley AC
Electric GEMBOX un-
matched by any other
radio Crosley dealers are
building an enviable sales
volume this season.

W. A. Roosevelt Co.
LA CROSSE, WISCONSIN

AMRAD



CROSLEY



We are proud to prove in Powel Crosley Jr.'s home town that the old adage "a prophet is not without honor save in his own country" does not apply to Crosley Radio Sales to Cincinnatians.

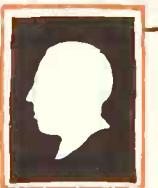
Schuster Electric Co.

2169 Spring Grove Ave.
CINCINNATI, OHIO

AMRAD



CROSLEY



Crosley Radio this year
is the sweetest profit
making line any radio
dealer can handle. We
are organized to serve
western New England
100%.

B. H. Spinney Co.

62 Hampden Street
SPRINGFIELD, MASS.

AMRAD



CROSLEY



"We are proud to be Crosley's first and oldest distributor. Crosley radio is moving from our dealers' floors as fast as we can get it from the factory. Such a condition is PROFITABLE to us all."

Standard Battery & Electric Co.

Waterloo—Cedar Rapids
IOWA

AMRAD



CROSLEY



Such real value as Crosley radio possesses plus the sound Crosley factory policy can only result in one thing . . . and that one thing many a dealer is already beginning to enjoy—**SUCCESS**.

WILKENING, Inc.

818 N. Broad Street
PHILADELPHIA, PA.

AMRAD



CO.

Findlay
Table
No. 3/706

With Crosley Show
Box and Dynamic
Dynacone



Crosley-Findlay Metal Ensembles

the only Metal Radio furniture on the market endorsed by Powel Crosley, Jr., as the most modern and finest presentation, accurately employing the principles of acoustics.

DEALERS

Findlay has combined the up-to-the-minute, fast-selling CROSLEY Radio products, the Gembox and Showbox, the new Dynamic Dynacone and the Findlay Metal Console Table into an exquisite ensemble—made entirely of metal. The Crosley-Findlay ensemble is unmatched in attractiveness and design; unexcelled in workmanship and construction; and unsurpassed in popularity and sales.

DEALERS

Now is the time to reap the harvest sales of the Crosley-Findlay Metal Ensemble. Profits are big and sales quickly made when this beautiful ensemble is displayed to the public. You are protected by the Findlay policy as Findlay Tables are sold only through authorized Crosley dealers.

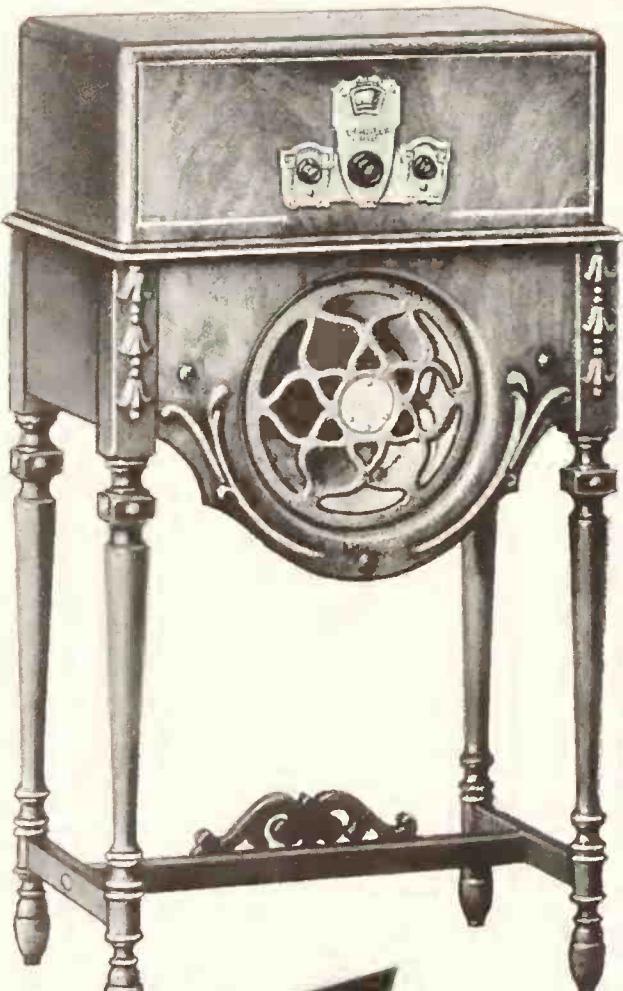
"FINDLAY CONSOLES SELL SETS"
Write to your Crosley Distributors for details or address

Robert Findlay Mfg. Co., Inc.

"Makers of Fine Metal Console Tables"

Showrooms—242 Fifth Ave., New York, N. Y.
Office & Factory—Metropolitan and Morgan Aves., Brooklyn, N. Y.

SHOWERS



\$15.
WITHOUT TUBES

The BROADWAY—This is the FEATURE of the Showers-Crosley combinations. With Crosley dynamic power DYNACONE built in and AC electric GEMBOX installed it has no competition. Price of cabinet without receiver \$50

Values!

THESE are the products of the world's largest general furniture manufacturers.

The economies of production on a huge scale—savings in labor effected by straight line production—and lessened costs through enormous purchasing power are reflected in these cabinets.

They are fine cabinets.

They are built by craftsmen. They are properly constructed, yet they are graceful.

They are perfectly finished in the modern manner.

Walnut veneers are combined in many woods and effective ways. Genuine wood carvings add much to their beauty.

The Crosley dynamic power DYNACONE is built in.

This revolutionary type of speaker is the desired piece of radio apparatus today. Crosley leads with the first real dynamic speaker at a popular price . . . and maintains that leadership in quality, volume and realism of reproduction.

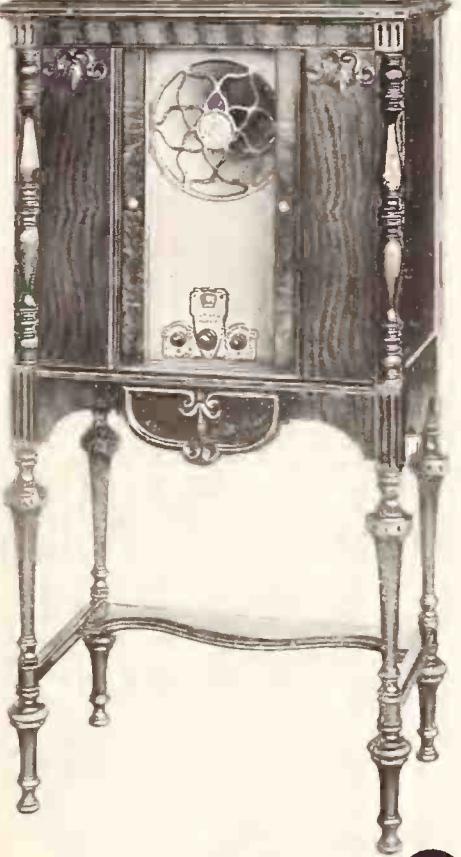
Prices shown here are list prices with proper Crosley radio installed.

All cabinet panels are cut away to permit installation of Crosley radio without removing set from metal case or making any alteration. Merely set the set in the cabinet. The effect is as though the set was actually built in the console.

Exclusively for

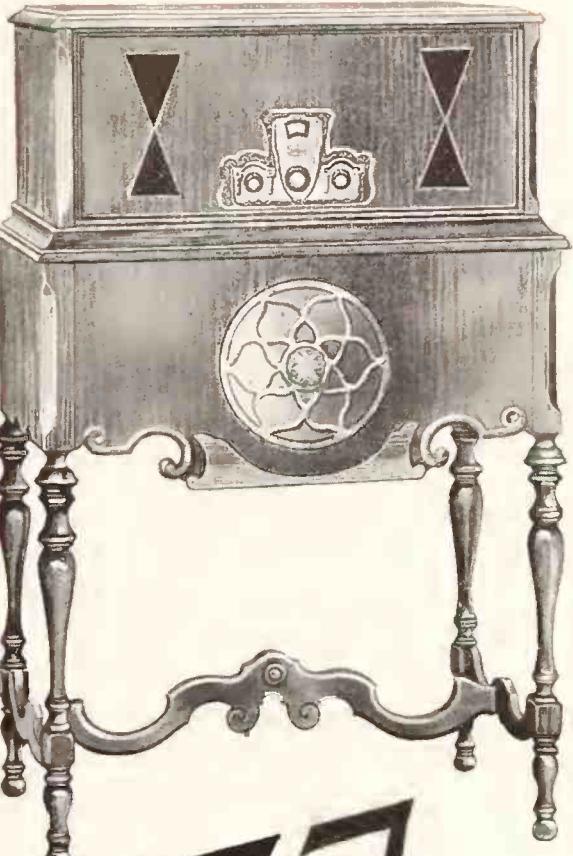
Powel Crosley, Jr., approves Showers cabinets as ideal both acoustically and mechanically for Crosley radio. With such endorsement Showers have turned their entire energies to making cabinets exclusively for Crosley radios and have equipped each cabinet with the amazing new and greatly desired dynamic power speaker—the Crosley DYNACONE.

CABINETS



\$159⁵⁰
WITHOUT TUBES

The WOODWARD—Popular slide door model, is one of the fastest selling models on the market. With Crosley dynamic power DYNACONE built in and Crosley 8-tube AC electric push-pull audio SHOWBOX receiver installed, it is an unmatched value at \$159.50. Price of cabinet without receiver, \$70



\$137.
WITHOUT TUBES

Meet any competition with this unbeatable value. (*Pictured at right*) *The HOLLYWOOD*—exquisite console. With Crosley dynamic power DYNACONE built in and Crosley 8-tube AC electric push-pull audio SHOWBOX installed it enables you to meet ANY competition, with a low list price - \$137. Price of cabinet without radio receiver - \$57

Crosley Radio

SHOWERS BROTHERS COMPANY
Radio Division
BLOOMINGTON, IND.
MONTANA, WYOMING, COLORADO, NEW MEXICO and WEST, prices slightly higher

Interesting Events of the Trade in Pictures



Left—The Deutsche Grammophone Co. handles Brunswick merchandise in Germany. Here is a scene of an unusual Brunswick record display whose motif is somewhat futuristic, yet it is a cozy nook and one can imagine that it helps to sell many records.



Right—Miss Zenith Automatic at dealer banquet in Philadelphia, sponsored by Trilling & Montague, distributors.



Above—Victor Caravan luncheon, held in the Congress Hotel, Chicago. Victor dealers from the city and surrounding territory participated in the meetings.

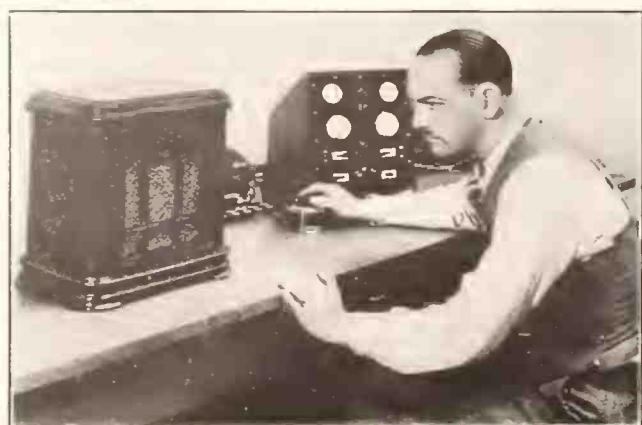


Above—What can be done to beautify a corner in any home. Four gay young things from Roxy's Gang visited the Kolster booth at the Radio World's Fair and gave added charm to the display of radio receiving sets.



Left—Nothing could be more indicative of 20th Century progress than shipping radio sets by airplane. The picture, taken in Atlanta, shows W. A. Parker, president of Beck & Gregg Hardware Co., wholesale distributor of Eveready products and Eveready radio receivers and loud speakers; Rodney Morrison, Jr., Southern Manager, National Carbon Co., Inc., manufacturer of Eveready products; and G. R. Dendy, radio sales engineer, Southern District, National Carbon Co. In the plane are Earl W. Winger and N. A. Thomas, proprietors of the Chattanooga Radio Co. Pilot Gene Fricks is at the control seat. The picture was snapped at Candler Field as the party took off for Chattanooga.

Right—Rivaling the tea-testers for super-development of one of the human faculties, there is now the "tone-tester." In the manufacture of loud-speakers and reproducing devices, used not only with radio receivers but also for the electric reproduction of phonograph records, the final test of the assembled instrument is made by comparison with a master model or speaker. The photograph shows Martin T. Olsen, employed by the Jensen Radio Mfg. Co., Chicago, Ill., who is one of the veterans in this new specialized art and who, in a recent test, was able to accurately distinguish between audible sounds, covering the entire musical range.



Above—Blanche Mehaffey, Universal motion picture star, is an ardent radio fan and has both her home and her dressing room at the studio equipped with one of those newly developed popular Crosley models.

Victor Co. Releases Stephen Foster Album

Four Double-Faced Records Contain All of the Best-Known Songs of the Famous Composer—Arranged by Shilkret

The Victor Talking Machine Co. recently issued a Stephen Foster album set of four double-faced records in which is included all of the best-known songs of the famous composer of plantation music. It was arranged and conducted by Nathaniel Shilkret, who was responsible for the Victor Herbert album issued by the Victor Co. a few months ago, and uses the services of several well-known artists as well as a splendid orchestra. Among those whose voices can be recognized on the recordings are Frank Crumit, Vaughn DeLeath, James Melton, Elliott Shaw, Wilfred Glenn and Fred Luther. In certain of the numbers a group of colored jubilee singers are used.

Despite the fact that he was born in the North, in Pittsburgh, and lived there for the greater part of his life, Stephen Collins Foster is recognized as one of the greatest composers of Southern melodies. The most famous of these are "Old Folks at Home," "Old Kentucky Home," "Old Black Joe" and "Massa's in the Cold, Cold Ground."

The Victor album covers the composer's work from start to finish. His earliest song, written when he was sixteen, is "Open Thy Lattice, Love"; his last, "Beautiful Dreamer." The chief events of his life are carefully linked up with his songs. "Jeanie With the Light-Brown Hair" honored his wife; "Old Kentucky Home" was written on the occasion of a visit to Kentucky; "Massa's in the Cold, Cold Ground" was composed soon after the death of his father.

Elected Directors of Music Chamber

Robert T. Stanton, newly elected president of the National Association of Sheet Music Dealers, and Nels C. Boe, newly elected president of the National Association of Piano Tuners, were elected directors of the Music Industries Chamber of Commerce at a meeting of the executive committee of that body on September 25. They succeed J. Elmer Harvey and Charles Deutschmann, former Association presidents. M. Hohner, Inc., was elected to individual membership of the Chamber.

Consideration was given to the bids of various Chicago hotels for the 1929 convention, and arrangements were made to get the consensus of opinion of exhibitors concerning the advantages of the various hotels. Final decision will be made at the next meeting of the Board of Directors to take place in Chicago, on October 23, at which there will also be a recommendation on the subject from the Board of Control of the National Ass'n of Music Merchants.

Expect Big Increase in Earnings of RCA

It is reported in Wall street circles that the estimated net income of the Radio Corp. of America for the third quarter of 1928 will be around \$4,250,000, which would be equal to about \$3.50 a share on the 1,155,400 common shares outstanding after preferred dividends for this period. This compares with actual net income of \$1,401,905, or 91 cents a share in the June quarter, and with \$3,588,989, or \$2.80 a share, in the third quarter of 1927.

This estimate would bring the net income of RCA for the first nine months of 1928 to about \$8,800,000, or \$6.70 a share on the common stock, as compared with \$4,141,355, or \$2.69 a share, in the same period last year.

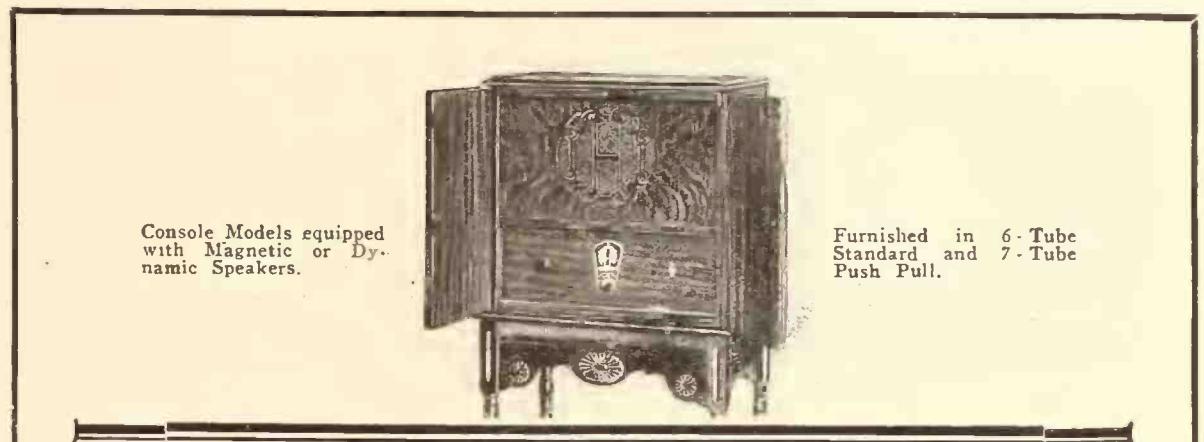
Resume Atwater Kent Lyric Radio Poster Campaign Under Way

Fourth Year of Concerts Sponsored by Atwater Kent to Present Many New Artists of World Fame

Otto N. Frankfort, Vice-President in Charge of Sales of All-American Mohawk Corp., Urges Dealer Tie-up

The fourth year of Atwater Kent radio concerts, featuring grand opera and concert stars, was opened on Sunday evening, October 7. A. Atwater Kent, president of the company, has announced that many new singers and instrumentalists of international renown, in addition to other great artists previously presented, will be heard on this hour during the series. A network of twenty-six stations virtually blanketing the country will be used. The new season was opened in a particularly auspicious manner with an ensemble of ten Metropolitan Opera artists, starring Frances Alda, soprano, and Mario Chamlee, tenor. The Atwater Kent Orchestra was under the baton of Gennaro Papi.

The Lyric radio poster advertising campaign is now under way, Otto N. Frankfort, vice-president in charge of sales of the All-American Mohawk Corp., recently announced. Mr. Frankfort has urged all Lyric dealers to take advantage of the campaign, which he describes as the most colorful, economical and dominating poster advertising the company has ever sponsored. The art work of the poster, which is being handled by the General Outdoor Advertising Co., combines simplicity with a forceful message featuring the Lyric slogan: "Radio's Realistic Close-up." This campaign is in line with the company's policy of dealer co-operation and practical sales help.



You Profit Most on Private Label!

Exclusive rights to the right radio bring you most profit. For 100% exclusive rights, put your own label on the radio you sell.

No radio can out-perform Premier. It's the equal of *any* in tone-quality, selectivity, simplicity, looks, quality and salability.

Premier Radio for private label brings you longer profits; its flexible price meets any market; it frees you from burdensome contracts—you order only what you need. It preserves your trade identity, your most valuable possession!

It comes in table and console models—furnished in 6-Tube Standard and 7-Tube Push-Pull. Also Combination Radio and Phonograph with electric pick-up.

Chassis Specifications

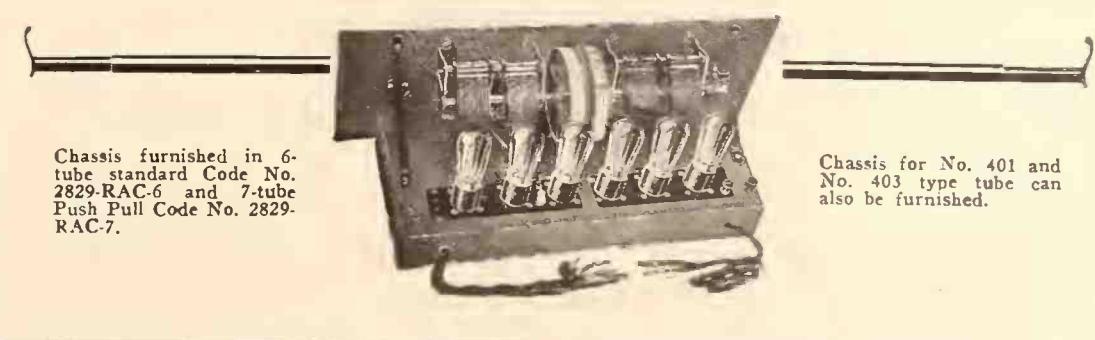
All-metal chassis; rigid, strong, stays put. Unconditionally guaranteed. Apparatus 100% shielded. Licensed under U. S. Navy Patents and Hogan Patent No. 1,041,002.

Write for price and full details. No obligation.

PREMIER ELECTRIC COMPANY

Established 1905—Manufacturers Ever Since

3814 Ravenswood Avenue
Chicago, Illinois



H. E. Ringold Joins the Brunswick Staff

Succeeds C. L. Ellison as Director of Dealers' Service Department of Panatrophe Division of Brunswick Co.

H. E. Ringold is now in charge of the dealers' service department of the Panatrophe division, Brunswick-Balke-Collender Co., Chicago, suc-



H. E. Ringold

ceeding C. L. Ellison, who has been transferred to another department in the Brunswick Co.'s organization.

While Mr. Ringold comes to Brunswick with no previous experience in the trade, he has a wide knowledge of advertising and its ramifications. He formerly was advertising manager for a clothing company in Burlington, Ia., and held the same position with a coal company in Illinois and Iowa. In addition, he has had extensive experience in direct-by-mail advertising and is well equipped to handle the particular division of the Brunswick Co. to which he has been assigned. Mr. Ringold's work will consist primarily in helping the dealer in his advertising problems. In this work he will assist Paul S. Ellison, advertising manager of the company.

David Sarnoff Speaks on Radio Situation

RCA Vice-President and General Manager Discusses Radio Progress—Sees Television as Not Yet Ready

Radio is now taking the easy chair at the fireside of the American home, now that the electrically operated set that feeds from the light current is no longer an experiment, David Sarnoff, vice-president and general manager of the Radio Corp. of America, recently said in commenting upon the radio situation this Fall.

"Full volume reception and true tonal value have been accomplished," said Mr. Sarnoff. "To-day the broadcasting of music, entertainment and speech is a highly organized service. Time has destroyed the bugaboos that followed in the wake of a new art. Standards of musical appreciation have been raised by mass communication. New service elements are daily being added to broadcasting programs. High power transmission, always supported by leading technical opinion, has fully justified itself in public service."

In regard to television, Mr. Sarnoff stated that, as a service to the home, it is not yet apparent around the corner, and he pointed out that much progress must be made before it will become feasible.

"Television, in the true sense of the term," said Mr. Sarnoff, "will come when stations shall be able to broadcast regularly visual objects in the studio or occurring scenes anywhere through remote control; when reception devices shall be developed that will make these objects and scenes clearly discernible in millions of homes; when a service shall have been established that will bring informative, educational and other sights by radio to the homes equipped to receive them. In the meantime, television is still in the laboratory."

Attractive Zenith Window Display

California Phonograph Co., San Francisco, Features DeLuxe Spanish Model in Window Trim—Other Models Shown

The California Phonograph Co., 1009 Market street, San Francisco, recently used the beautiful window trim shown herewith for the dis-



Zenith Display of California Phonograph Co.

play of Zenith radio receivers. The Zenith DeLuxe Spanish model, listing at \$2,600, West Coast price, occupied the center position and was flanked by other models of the Zenith line.

Grebe Synchrophase Line Prices Revised

A reduction in prices on the Synchrophase AC Six line, effective immediately, has been announced by A. H. Grebe & Co., Inc., New York and California, pioneer radio manufacturers. The new prices, which affect only the AC Six line produced by the Grebe Co., are as follows: AC Six receiver, \$197.50; AC Six Special, \$178; AC Six (twenty-five cycle), \$200; AC Six Special (twenty-five cycle), \$180; DeLuxe Console, \$510, and Power Amplifier Table, \$227. These prices apply to east of Denver; west of that city the prices are slightly higher.

Ward Perry Heads Battery Association

The annual convention of the National Battery Manufacturers' Association was held at the Ambassador Hotel, Atlantic City, N. J., on September 20 and 21, and resulted in a busy and profitable two-day discussion of problems affecting the industry.

The following were elected officers for the coming year: Ward S. Perry, president; J. B. Perlman, first vice-president; A. A. MacLean, second vice-president; Paul M. Marko, Sr., treasurer; E. C. Handler, secretary; L. A. Doughty, director; A. J. Baracree, director, and W. J. Parker, commissioner. It was voted to hold the next meeting of the Association in Cincinnati, O., the first week in April.

New Federal Distributor

The Hollenberg Music Co., Little Rock, Ark., has been appointed wholesaler for the Federal Ortho-sonic radio line of the Federal Radio Corp., Buffalo, N. Y. This long-established music house operates three stores at Little Rock, Hot Springs and Pine Bluff, Ark.

CASE ELECTRIC RADIO

A New and Complete Line of Super-Powered AC Neutrodynes



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

A Sure-Fire Dealer Franchise

with a complete line of greater value sets from \$98 to \$500, backed by a real sales plan that meets the dealer more than half way—every CASE dealer is assured liberal profits. Write for full details.

CASE ELECTRIC CORPORATION
Division United States Electric Corp.
MARION, IND.

CASE ELECTRIC RADIO meets the public demand for faultless tone and positive, simplified operation, and in addition offers greater power stage by stage, using the time-tested and proved Neutrodyne circuit.

CASE ELECTRIC RADIO is fully licensed. Each unit is ruggedly built to withstand rough handling in shipment and continuous owner satisfaction.



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



DOUBLY IMPROVED POWER *for JUNIOR PORTABLES*

The Master Junior

THE NEW IMPROVED MASTER JUNIOR MOTOR

JUNIOR portables equipped with the new improved Master Junior Motor are built for high sales records. Up at the top with the leaders—best sellers.

Two complete 10-inch selections played from one winding. Full pulling strength for all records.

Uniform speed to every turn. Velvety-silent, vibrationless running.

"Little finger" ease of winding—quick, quiet, with wide sweep of crank and abundant knuckle room.

Powered for double service, with every perfection and convenience. By a motor having the same "Built like a

fine ship's clock" high quality for which the Flyer and Junior Motors are famous.

The Master Junior has the same new superior design as the new Master Flyer Motor, except it is smaller. New super quality athletic spring; new silent gears; new effort-eliminating silent worm wind.

Specify—and insist on—the new Master Junior Motor for all your smaller portables. You can back every one of them to the limit for the best and most dependable power performance. And you will sell more portables and records.

The
GENERAL INDUSTRIES CO.

2812 Taylor Street, Elyria, Ohio



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.

Powel Crosley, Jr., DeForest Director

Elected to Board of DeForest Radio Co. at Recent Meeting—Vincent Bendix and P. C. Anderson Made Directors

Powel Crosley, Jr., president of the Crosley Radio Corp., was elected a director of the DeForest Radio Co. at the annual meeting of stockholders held recently at Jersey City, N. J. Two other new directors were elected, Vincent Bendix, president of the Bendix Corp., South Bend, Ind., and P. Chauncey Anderson, of the law firm of Pendleton, Anderson, Iselin & Riggs, of New York City.

More than 70 per cent of the stockholders were represented at the DeForest meeting, and it was announced that action taken on various matters was practically unanimous. J. W. Garside, president of the company, reported rapid progress in re-equipping the large plant in Jersey City and in securing engineering and production personnel, as well as building up an efficient business and sales organization. Plans for the coming year include a steadily increasing output until an annual vacuum tube production of five million is attained, according to DeForest executives.

Montana Victor Trade Views Latest Models

BUTTE, MONT., October 4.—Approximately sixty Victor dealers from all parts of this State attended a meeting and banquet at the Hotel Finlen here the latter part of last month as the guests of the John Gilbert Clark Co., Victor distributor for Montana, Utah, Nevada and Idaho. The occasion for the gathering was the demonstration and display of four new model Victrolas and radio combinations.

Representatives of the Victor Talking Machine Co. who addressed the dealers included A. C. Love, Western district manager; W. F. Sullivan, service engineer, and Miss Madeleine Davies, director of the record promotion department of the Victor Co.

Pooley Co. Outlines 1928-29 Ad Campaign

PHILADELPHIA, PA., October 6.—The Pooley Co., of this city, maker of Pooley radio cabinets for Atwater Kent radio, has issued a broadside on its newspaper ads and advertising material for 1928-29. These advertising suggestions for dealers' use range from single-column width to full page in size. In addition there are shown line-cut and half-tone engravings of all models of

the Pooley line which are available to dealers for use in circular, mail order or newspaper ads which they compose.

A page is devoted to dealer helps such as consumer folders, etc. It is also announced that the Pooley national advertising this year will appear in the following magazines: Saturday Evening Post, Better Homes & Gardens, Atlantic Monthly, Golden Book, Harper's Review of Reviews, Scribner's, World's Work, Asia, House & Garden, Vanity Fair, Vogue and the New Yorker.

H. J. Wrape Addresses Talking Machine Men

President of Federated Radio Trade Association Gives Interesting Talk—Organization Seeks Paid Secretary

Harold J. Wrape, president of the Federated Radio Trade Association, was the guest of honor and principal speaker at the regular meeting of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut at the regular meeting held at the Cafe Boulevard, New York City, on September 19. Mr. Wrape touched first on the progress which the Federated Association is making, saying that two new local trade groups, the Tennessee Radio Trade Association, have applied for membership, bringing the total of local bodies to eighteen. He also spoke of the progress of the wholesalers' division and of the individual dealer members' group.

Mr. Wrape recently concluded a trip which brought him from coast to coast, and he stated that in his long experience with radio, never has he seen the trade in a more optimistic mood over the coming season's outlook. The past Summer, for one thing, had cast off the bugaboo of a seasonal slump due to a number of factors. Mr. Wrape urged support of the action of the Federal Radio Commission in its endeavor to improve broadcast reception.

The routine business of the Association was speedily dispatched, and after a statement by Joseph H. Mayers, vice-president of the organization, regarding a paid secretary to represent the Association, the meeting adjourned and the members visited the Radio World's Fair at Madison Square Garden. Incidentally, applications for the position of secretary of the Talking Machine and Radio Men are being received by Joseph H. Mayers, chairman of the committee, which was appointed to select the most desirable applicant.

The Central Music Supply Co., of which M. F. Jacobs is proprietor, has moved from 964 North Marshall street to 1101½ West Girard avenue, Philadelphia, Pa. The shop carries a full line of repair materials and has built up an excellent business.

Victor Issues Service Notes for 9-16

Complete and Detailed Information Regarding Operation and Adjustment of Instrument Is Provided for Trade

The Victor Talking Machine Co. recently issued to all dealers a sheet containing "Service Notes for Electrola Radiola Model 9-16." These notes impart complete and detailed instruction to the service man regarding the operation of the instrument, the adjustment of the radio record transfer switch and the repair of the compartment lamp.

The policy which the Victor Co. has pursued throughout its entire career in providing its retail representatives with complete instructions for the repairing of Victor instruments has proved of inestimable value. Victor dealers have at all times at their disposal bulletins issued by the company, giving in simple, understandable language complete instructions, so that a check-up of the bulletins regarding a specific instrument fully informs the dealer or his service man as to what is wrong with the instrument under consideration.

Ortho-sonic Radio Set Prices Revised

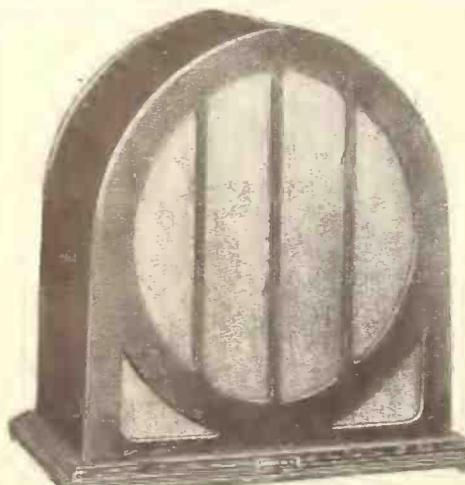
New list prices embodying substantial reductions on the Federal Ortho-sonic radio line have been announced by the Federal Radio Corp., Buffalo, N. Y. The reductions are as follows: Model H-10-60, former list price \$130, now \$110; Model H-40-60, formerly \$200, now \$180; H-41-61, formerly \$255, now \$210; E-45-60, formerly \$460, now \$295; E-40-60, formerly \$460, now \$270; F-45-60, formerly \$600, now \$395; F-41-60, formerly \$595, now \$420, and Louvain, formerly listed at \$900, now \$650.

Coast Bosch Sales Treble

The sale of Bosch radio receivers, manufactured by the American Bosch Magneto Corp. on the Pacific Coast, has trebled the volume of last year it was recently reported by G. W. Stackman, divisional manager. The display of new models at recent local radio shows was received with enthusiasm.

New Walters, Okla., Store

An exclusive music store and studio has been opened in Walters, Okla., recently by Mr. and Mrs. M. A. Cash. The proprietors formerly conducted a similar establishment at Temple, Okla.



No. 12
48 in. Air Column.
Height 16". Width 13½"
List Price, \$22.50



ULTRATONE

the Speaker with a mineral molded, exponential tapered air column amplifier. Made for those who want natural tone reproduction.

Two Table Models—No. 8 and No. 12—finished in either two-tone Walnut Stipple or Bronze.

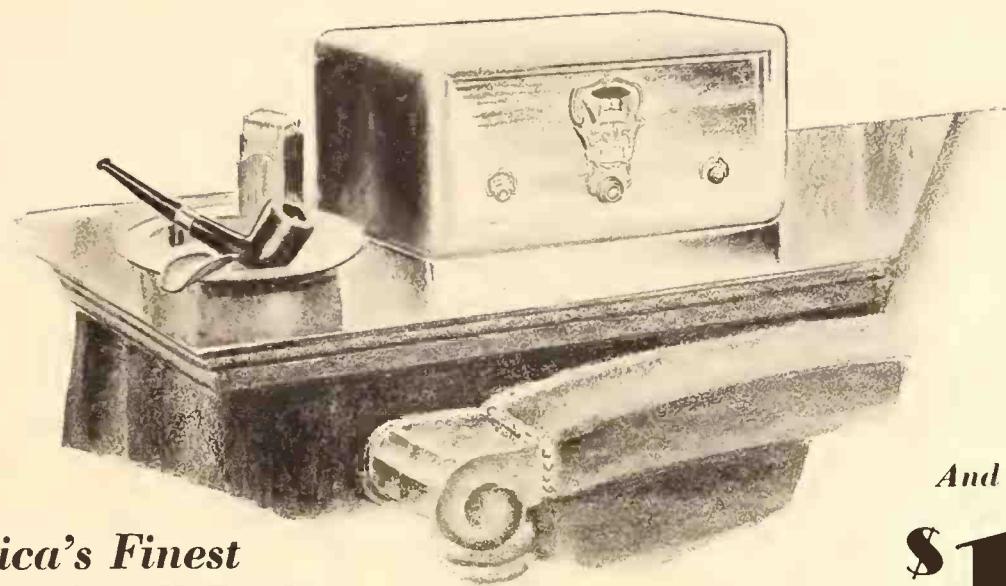
A high-grade Speaker at a moderate price.

JEWEL PHONOPARTS CO.
500 North Dearborn St. Chicago, Ill.



No. 8
Height 10½"
Width 7¾"
List Price, \$15.00

Federal Announces the New H-Series



*America's Finest
Small Radio*

And Only

\$110

FEDERAL presents a new achievement—the new H models—table and console receivers of remarkable beauty and unusual compactness.

The table model easily tucks away in any of dozens of places in the home wherever there's a few square inches of unused room. The console model fits into the decorative scheme in the smallest nook or corner without rearranging the room or disturbing the furniture. This beautiful compactness appeals par-

ticularly to women. It alone will mean thousands of sales for designated Federal retailers this year.

The console model is provided with built-in speaker specially designed to respond to low frequencies. It is also available with built-in dynamic speaker.

All Metal Chassis Wood Cabinets Two Way Selectivity Push-pull Amplification
Ortho-sonic Tone Single Dial, electrically illuminated Unusually Compact
7 A. C. tubes (including rectifier)

Prices (without tubes or accessories)

For A. C. light-socket—60 cycle, H 10-60 Table Model \$110—H 40-60 Console \$185

25 cycle, H 10-25 Table Model \$120—H 40-25 Console \$195

Console with built-in dynamic speakers—60 cycle H 41-60 \$210—25 cycle H 41-25 \$223

(Slightly higher west of Rockies)

*Phone, wire or write for full details of the new Federal models
and Federal's liberal proposition*

FEDERAL RADIO CORPORATION, BUFFALO, N. Y.

OPERATING BROADCAST STATION WGR AT BUFFALO

Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.

Federal

ORTHO-SONIC* Radio

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 _____

New Model Peerless Portable on Market

Equipped With Heineman Junior Motor and a Special Reproducer—New Record Album Introduced to Trade

A new and improved model of the Peerless Junior portable phonograph has been announced to the trade by the Peerless Album Co., New York. It is equipped with the Heineman Master Junior motor, playing two records with one winding, and a reproducer designed especially for Peerless. It is finished in two-tone fabrikoid with contrasting border effect. It lists at \$15.

A new Peerless record album has also been produced, with back elaborately decorated in gold. This album was designed for the phonograph manufacturer who desires an attractive record-filing device for his cabinets.

The Peerless Champion portable, equipped

with a double-spring motor and listing at \$20, which was recently introduced, has enjoyed wide popularity, according to Phil Ravis, president of the company. It is stated that there is also a wide demand for the Peerless line of carrying cases which is made in three sizes.

"Our Summer business has been fine, and we have been particularly busy on advance orders for Fall delivery," said Mr. Ravis. "Our manufacturing facilities have been increased with the addition of new equipment and we are now in a splendid position to give satisfactory and prompt service to the trade on deliveries during the holiday season."

Columbia Augments Ad Staff

A recent addition to the advertising staff of the Columbia Phonograph Co. is Harold H. Lisk. Prior to his coming to Columbia Mr. Lisk did theatrical publicity for the Public Service and Broadway Ticket Offices, besides writing considerable copy as a free lance.

a SUPREME will make money for You



The Model 400A DeLuxe

A complete portable laboratory; comparable in results and efficiency with the most expensive stationary laboratory equipment. An instrument worthy of the most skilled radio engineer, and still so simple that the average service-man can obtain perfect results easily and quickly.

Comes in a handsome, brass-bound traveling case, which is complete and convenient in its appointments. Contains a swinging tube shelf providing absolute protection and instant accessibility to tubes. Has adequate and easily accessible compartments for all tools, accessories, and supplies. Complete set of tools and materials, from electric soldering iron to screwdriver, is furnished, each located in its proper place in the case.

Instrument lifts out of traveling case for store or laboratory use.

The 400A will play radios with open transformers and will give condenser, choke coil output, and capacity outputs on radios not wired for the purpose.

Access is provided to all apparatus through pin-jacks. Will test condensers for breakdown. Contains various fixed condensers from .001 to 2 mfd., a 30-ohm rheostat, a 500,000-ohm variable resistance, and an audio transformer, for instant use and various combinations.

Only \$38.50 cash and 10 trade acceptances for \$10.00 each, due monthly. Cash price, \$124.65.

The most thorough, convenient, and practical apparatus in the radio field.

The 99A Set-Tester

The ideal instrument for the busy service man. Light in weight, compact, accurate, thorough, and complete. Comes in a well-constructed, leather grained, brass-bound traveling case with compartment for tools, etc. All necessary adapters and accessories furnished.

Only \$28.50 cash and 8 trade acceptances for \$10.00 each, due monthly. Cash price, \$97.65.

A real money-maker for the service-man.

Our Liberal Trial Offer and Time Payment Plan

We don't want you to buy the Supreme until you have tried and tested it in your daily work—convinced yourself that it is all we say it is! Send now for details of our liberal 6-day trial offer and deferred payment plan. Do it today! Address

SUPREME INSTRUMENTS CORP.

Supreme Building, Greenwood, Miss.

Brunswick Has New Record Supplement

New Type Supplement Is 6 $\frac{1}{4}$ Inches Wide by 26 Inches Long—Possesses a Great Number of Distinctive and Attractive Features

Record supplements have always been a problem to the phonograph record manufacturer. He must devise a form that will have the maximum display and sales appeal and, because of the enormous distribution, must necessarily watch the expense carefully, for it is a matter that can easily get out of control. Brunswick has solved the problem in the introduction of a type of record supplement that is new to the music industry.

In design it is 6 $\frac{1}{4}$ inches wide by 26 inches long, and is folded in straight folds and in such a way that it can be opened in one sweep and present the entire month's records to the eye at one glance. The first edition is elaborately decorated in the modern type of art work and is profusely illustrated with pictures of Brunswick artists. This particular issue features Lee Sims, Bernie Cummins, Harry Richman, Vincent Lopez, Mario Chamlee and Richard Bonelli.

On the reverse side is a complete recapitulation of Brunswick records issued in 1928 and when it is folded it presents to the eye a three months' calendar, featuring certain dates on which some particular musical event occurs that is associated with Brunswick records.

The features of this new type of record supplement are numerous and among these is the fact that it is a self-mailer, for by fastening it together with a clip or small sticker it can be mailed without further effort. Another feature is that it fits easily into the No. 6 envelope and can be enclosed with statements and other mail material, consequently it is convenient for any pocket or purse. Another feature is the recapitulation, which, through this new set-up, it is possible to present in a very effective manner, and it is not necessary to turn pages to find any one record. Of great importance to the dealer is the fact that the supplement may be opened flat and can be used as an auxiliary hanger, displayed in the record booth or slipped under the glass top of the record counter, and in that way featuring the current records and those released during the entire year.

The Brunswick organization believes that it has solved the record supplement problem for the dealer and that the new idea answers a long-felt need of a supplement that is attractive to the eye and convenient for the customer, for he can find any record that he may wish to hear without wading through masses of detail. Although this new style has just been released to the trade, it has created widespread approval from Brunswick dealers throughout the country.

Iowa Atwater Kent Dealers in Meeting

DES MOINES, IA., October 5.—Under the auspices of the A. A. Schneiderhahn Co., Atwater Kent distributor, Atwater Kent dealers in the territory gathered at the Fort Des Moines Hotel, this city, recently for a business meeting. Addresses were made by His Excellency John H. Hammill, Governor of Iowa, and Captain Sir Hubert Wilkins, Arctic explorer and one of the few aviators who have flown over the North Pole. Other speakers included A. A. Schneiderhahn and G. J. Timmermann, of the distributing organization; L. A. Pratt, J. W. Laufer and T. J. Willis, of the Atwater Kent Mfg. Co., Philadelphia, Pa., and George J. Phillips, of the Pooley Co., cabinet manufacturer, also of Philadelphia.

ATWATER KENT RADIO

Now all in one
and all
ATWATER KENT

WHEN Atwater Kent first brought out a compact radio, many an eyebrow was raised, many a sceptic said, "But will the public like it?"

DID the public like it? Everybody is trying for compactness now.

Same thing happened when Atwater Kent introduced the true one-dial, and again when Atwater Kent introduced the all-metal shielding case.

Who would go back to three dials today? And did you observe the flock of all-metal sets at the Radio World's Fair—and didn't you say to yourself, "Atwater Kent was right again"?

Now here's a new Atwater Kent

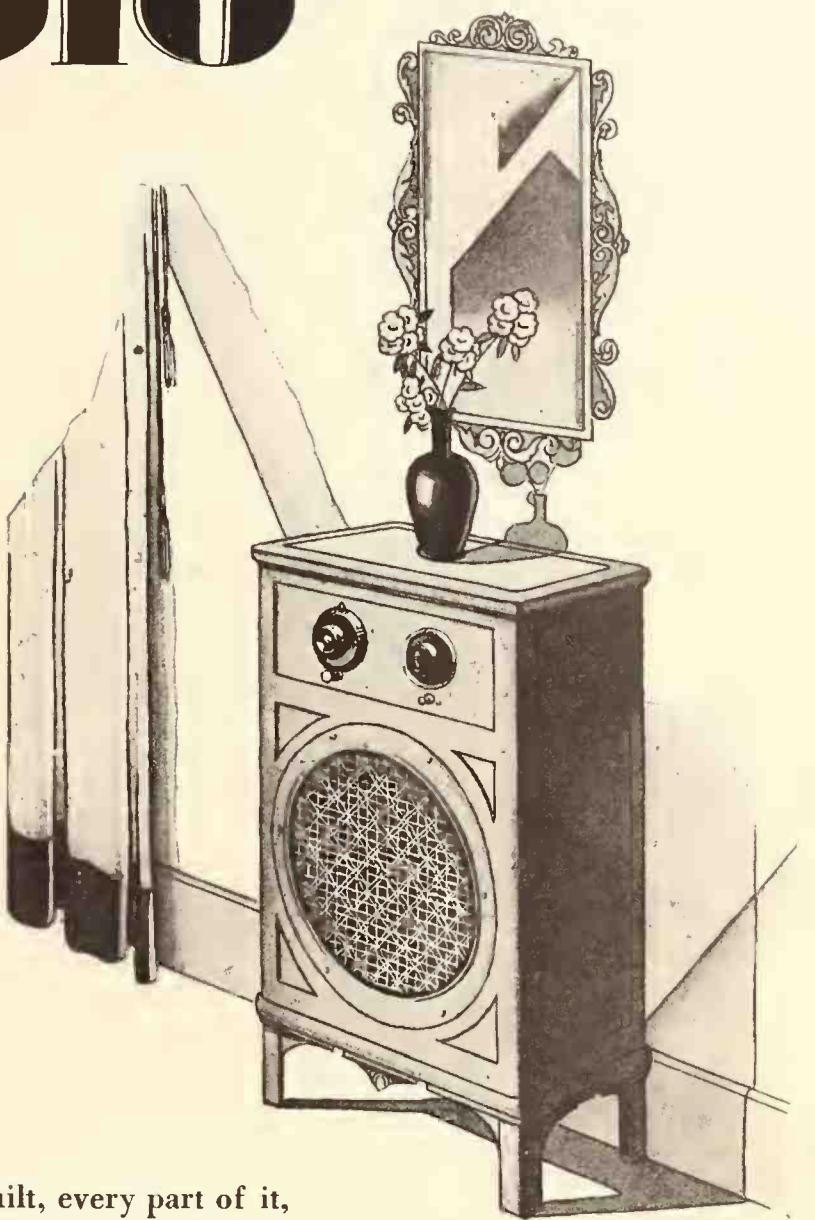
set—all-electric receiver and speaker combined in a compact all-metal shielding cabinet. It's wonderfully small, delicately beautiful. It's right in the modern trend—simple, convenient, good looking.

It is designed and built, every part of it, by Atwater Kent—a set that comes to you complete except for tubes—that you can sell with the Atwater Kent guarantee and with undivided sponsorship.

It's just the set that a great many families with their minds on cabinet radios were waiting for. Its tone is perfect. Its price is a clincher.

On the air—every Sunday night—Atwater Kent Hour—listen in!

Prices slightly higher west of the Rockies



MODEL 52 A.C. set, combining Model 42 receiver and specially designed Model E-2 speaker in a satin-finished cabinet 30 inches high, 11 inches deep, 18 inches wide. Finish on all four sides and there are two speaker grilles—front and back—for convenience of placing in any part of the room. Color choices—dark brown and gold, golden bronze and gold, or taupe and gold. For 110-120 volt, 50-60 cycle alternating current. Requires 6 A.C. tubes and 1 rectifying tube. Without tubes, \$117.

\$117

(Without Tubes)

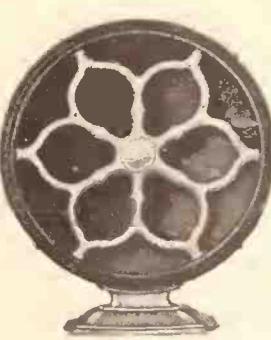


MODEL 42 A.C. Many refinements in cabinet design. Uses six A.C. tubes and one rectifying tube, with automatic line voltage control. For 110-120 volt, 50-60 cycle alternating current. Without tubes, \$86



MODEL 44 A.C. Extra-powerful, extra-sensitive, extra-selective. Requires seven A.C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current. Without tubes, \$106

"Radio's
truest voice"
Atwater Kent Radio
Speakers: Models E.
E-2, E-3, same quality,
different in size.
Each \$20.



Promising Crop Conditions Aid Business in Kansas City Area

Record Wheat Crop Harvested and Corn Prospects Are Promising—Chas. Freshman Co. Opens Branch Office—Atwater Kent Dealers Meet—New Brunswick Models Shown

KANSAS CITY, Mo., October 8.—The past month has been one of unusual activity in talking machine and radio lines in this city. Both distributors and dealers report exceptional demand and prospects for the biggest year in the history of the business. The territory is in perfect condition, following the harvesting of one of the biggest wheat crops this section has ever known, and with corn prospects very promising.

There has been considerable activity in the radio field beginning with the middle of August. The Charles Freshman Co., Inc., has opened a branch office here with M. C. Schoenly as

district manager for Colorado, Kansas, Oklahoma, Texas, Louisiana, western Tennessee, Arkansas and Missouri. Mr. Schoenly has been with the Freshman Co. for more than a year in St. Louis, and for the eight years previous acted as district manager for the Brunswick company in Kansas City and St. Louis. He is enthusiastic about the prospects of the Freshman line in this territory. Associated with Mr. Schoenly are V. K. Henry, L. W. Tixier and D. G. Shotton, service engineer. The branch has offices at 1004 Davidson Building, Seventeenth and Main streets, and maintains a warehouse here as well.

The Western Radio Co., Atwater Kent distributor, held a dealers' meeting on August 28 for more than 500 Atwater Kent dealers. The meeting was followed by a banquet in the evening at the Hotel President.

The introduction of the new Brunswick radio was received here with enthusiasm by the dealers. The Kansas City branch of the Brunswick Co. is confident of a heavy demand for this and the new Panatropes and combinations. The new radio and other Fall models have been exhibited to the dealers throughout the territory by T. H. Condon, manager of the phonograph division of the Kansas City branch, at meetings held in Wichita, Joplin, Oklahoma City and Tulsa.

A number of new accounts are announced by the Brunswick branch in this territory, among them being the Davidson Furniture Co. and the Mace Ryer Co., of Kansas City, and Haberfield's, of Pittsburg, Kan.

The Majestic Radio Corp., 2010 Grand avenue, distributor in western Missouri and eastern Kansas for Majestic radio and Cunningham tubes, reports excellent activity in these lines during the past two months.

O. D. Standke reports fine business throughout the Fall up to date. The Victor combination at \$285 has been active, as well as the Victor Orthophonic portable, which he can't keep in stock because of the quick turnover. Record business is excellent.

September business with the Sterling Radio Co. in both the Columbia and Kolster lines is far ahead of this month last year, according to C. M. Willis, sales manager of the company, and especial interest is reported on the new Columbia-Kolster combination. Kolster business in August showed an increase of 150 per cent over last August and in September a 95 per cent increase over the same month last year was registered.

The Western Radio Co., Atwater Kent distributor, is well pleased with Fall business. According to M. L. Putnam, advertising and sales promotion manager of the company, business during the two months between July 1 and September 1 was three times greater than it was last year.

Seattle Lyric Jobber Launches Ad Drive

P. J. Cronin & Co., of Seattle, Wash., exclusive wholesale distributors of All-American Mohawk Corp. Lyric radio receivers, report that they have launched an extensive advertising campaign on Lyric sets with the opening of the radio show in Seattle. In the special show numbers of both the Seattle Post-Intelligencer and the Seattle Times, this company had large display advertisements backed by some unusually excellent publicity.

Paul Whiteman on Nation-Wide Tour

Paul Whiteman, dance music master incomparable and exclusive Columbia artist, has just returned to New York after a highly successful tour. Whiteman's itinerary took in all the more important shore resorts, starting at Atlantic City, where he packed the Steel Pier to capacity for his two concerts, and finishing "way Down East" at Old Orchard, Me. Starting on October 7th, at Carnegie Hall, New York, Paul Whiteman started his nation-wide concert tour.

New Morans & Sons Branch

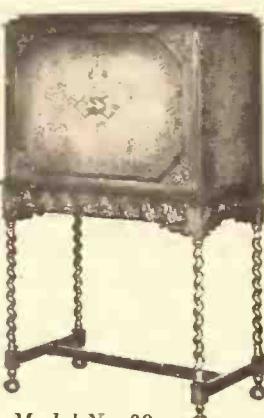
Henry Morans & Sons, New Britain, Conn., one of the oldest and most up-to-date music stores in this territory, held the formal opening of a new establishment at 373 Main street, New Britain, on Wednesday, October 3.

Remarkable SALES RESULTS with these distinguished CABINETS

Buckeye Console Cabinets are designed and built by master craftsmen. They are made of selected Walnut and the finest American gum woods. They are simply and yet richly ornamented—cabinets whose beauty fits them for a prominent place in the finest homes.

Today, such outward beauty is one of the primary demands of discriminating radio buyers. That is why

BUCKEYE MANUFACTURING COMPANY SPRINGFIELD, OHIO
National Sales Agent, Studner Brothers, Inc., New York City, 67 West 44th St.; Chicago, Ill., 28 East Jackson Blvd.



Model No. 39
This handsome cabinet has doors of 5-ply veneer swirled English Oak, and carved mouldings on the apron, continuing around the sides. Finished in beautiful hand-rubbed lacquer.

Buckeye
RADIO FURNITURE

Seventh Anniversary



“The South’s Largest Phonograph Supply House”

EXCLUSIVELY WHOLESALE

1921 OCTOBER 1928

James K. Polk, Inc.

Dallas

Memphis

Atlanta

Richmond

Congratulations Are In Order . . .

THE Caswell Manufacturing Company takes this means of extending heartiest congratulations to James K. Polk, Incorporated on this, the Seventh Anniversary of its Establishment.

Congratulations are in order, not only because of the success and enviable position which the Polk organization has achieved in seven short years, but rather because of the reasons for that achievement.

In functioning as a connecting link between manufacturer and dealer, James K. Polk, Inc. has provided both with the highest possible standard of service. Its policies of aggressiveness and fair dealing, and spirit of helpful cooperation have won for it the wholesome regard and support of manufacturer and dealer alike.

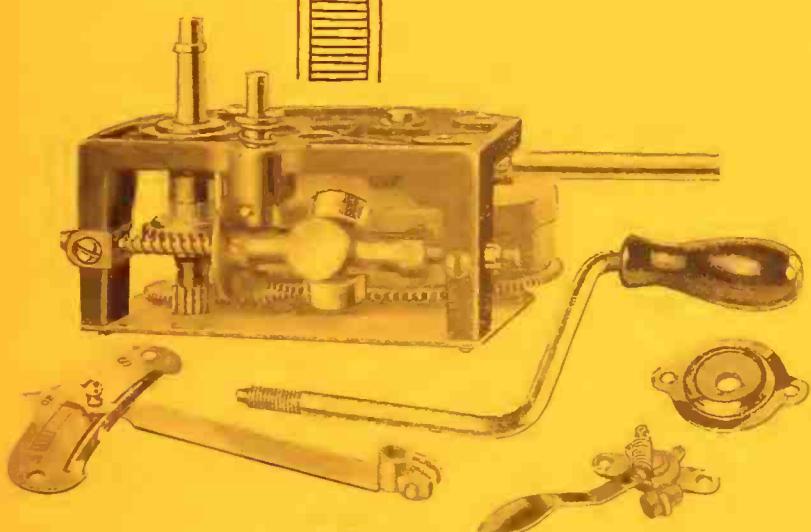
The entire Caswell organization joins in wishing James K. Polk, Inc. continued success based on the sound principles which account for the remarkable achievements of these first seven years.

CASWELL MANUFACTURING CO.
1000 St. Paul Ave., Milwaukee, Wis.

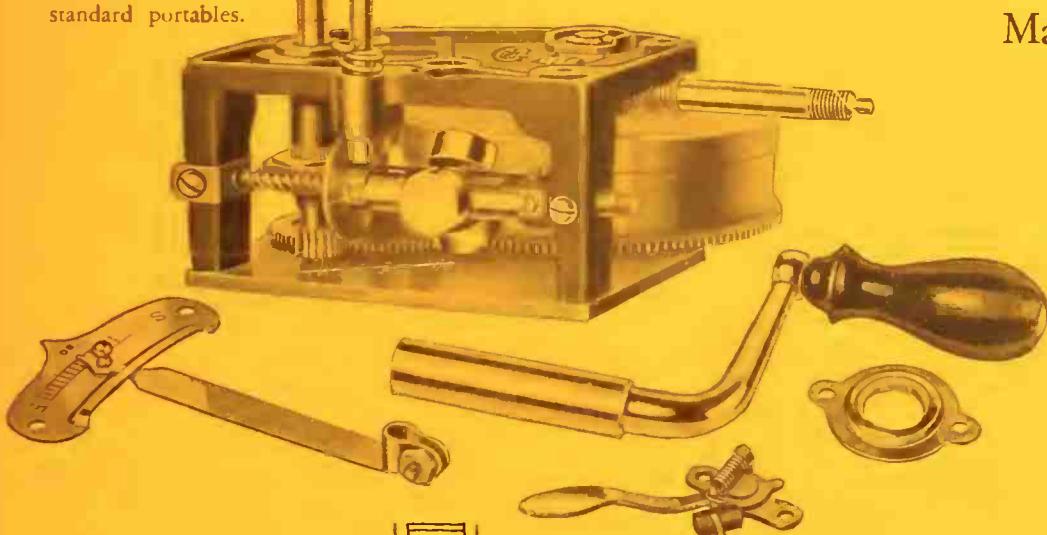
CASWELL
Portable Phonographs of Distinction



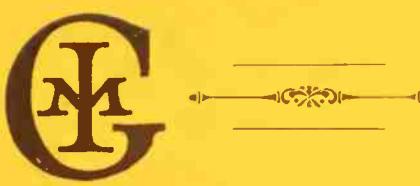
The new improved Master Junior Motor. Playing two full 10-inch selections from one winding. Ample power for heaviest records.



The new improved Master Flyer Motor. Playing three full 10-inch selections from one winding. The best all-around motor for standard portables.



"Built like a fine ship's clock"



To James K. Polk, Inc. Congratulations—and More Power!

THE outstanding success of James K. Polk, Inc., with the Flyer and Junior Motors for portables is well known throughout the South.

In extending our congratulations to Atlanta, it is a special pleasure to realize they are backed by the means for still greater success.

Our "More power to the Polk selling organization" most happily implies much more than an expression of our good wishes. It means also, more power in the new improved Master Flyer and Master Junior Motors.

Not only more power, but better power. The best all-around power for portables, in all ways justifying the most earnest and energetic selling efforts of the best sales organizations everywhere.

The
GENERAL INDUSTRIES CO.

2812 Taylor Street, Elyria, Ohio

1921

1928

Greetings to
James K. Polk, Inc.
on their
7th Anniversary

Seven years of continuous progress has brought James K. Polk, Inc., to its present enviable position. Leadership in any field of endeavor doesn't "just happen." It is worked for.

We congratulate James K. Polk, Inc., on their attainment. It has been a good job well done.

Best wishes for the future

Baxter Mfg. Co.

Elmhurst, L. I. New York

Manufacturers of PHONOGRAPH TONE ARMS
and REPRODUCERS

Making History

The reward for good work has proved more work for James K. Polk, Inc.
And this has brought them success.

SEVEN years ago the firm of James K. Polk, Inc., Atlanta, Ga., received its first shipment of 2,500 Okeh Records. It is interesting to know that these records were given no display; they were placed in a corner of a furniture store on temporary racks.

From this first small stock of Okeh Records has grown the largest record distributor for Okeh Records in the South-eastern section of the United States. James K. Polk, Inc., is one of the most successful distributors of records, phonographs and their parts in this country.

Today you will find the name of James K. Polk decorating its own three-story building in Atlanta, Ga., and its branch offices in Richmond, Va.; Dallas, Texas, and Memphis, Tenn. This is achieving success, especially when it is realized that seven years ago they started with a force consisting of Mr. P. C. Brockman and one assistant. Mr. P. C. Brockman is now Secretary of James K. Polk, Inc., and is also Director of Sales.

Seven years ago James K. Polk, Inc., appreciated the profit from the sale of Okeh Records. Because the Okeh Dealer has always profited from the sale of Okeh Records James K. Polk, Inc., has profited to an established point of Success.

As the manufacturer of Okeh Records we are glad this Seventh Anniversary of James K. Polk, Inc., gives us an opportunity to acknowledge with congratulations the splendid accomplishments that make its history notable in the Record Industry.

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York City

The
Audak Company
Congratulates
James K. Polk, Inc.
ATLANTA
Upon Their
7th Anniversary

Continued adherence to their fundamental policy of providing dealers with only the best merchandise that the market offers for the money has made this organization what it is today.

The **Audak Co.**
565 Fifth Avenue
New York City

"Creators of High Grade Electrical and Acoustical Apparatus for More than Ten Years"

**"HONOR to
whom honor is due"**



We devote this space to public expression of our sincere admiration of the accomplishments of James K. Polk, Inc., during the past seven years and their contribution to the general advancement of the talking machine industry.

Upon the occasion of the seventh anniversary of James K. Polk, Inc., we extend our—

Hearty Congratulations

F. C. KENT COMPANY
Manufacturers of
**Tone Arms, Sound Boxes
and Attachments**



IRVINGTON,
N. J., U. S. A.

Our Congratulations
TO
James K. Polk
Incorporated
UPON THEIR
Seventh Anniversary

We congratulate James K. Polk, Incorporated, not only upon the occasion but more important still upon their remarkable growth and achievement during this period of time.

WILBUR PRODUCTS COMPANY, INC.

W. F. MEISKEY, President

CREATIVE AND DEVELOPMENT ENGINEERS
PHONOGRAPHIC AND SOUND REPRODUCING
APPARATUS, TONE ARMS, MOTORS, ETC.
LANCASTER, PA., U. S. A.

EXCLUSIVE UNITED STATES REPRESENTATIVES
MAESTROPHONE SOCIETE ANONYME
STE. CROIX, SWITZERLAND

To the South's
Foremost Phonograph
Supply House—

James K. Polk, Inc.

We extend
Congratulations
Upon Their

Seventh Anniversary



FROST CO.
KENOSHA, WIS.

Complete Line of
Drawn Brass Tone Arms
Tone Quality
Quality Merchandise

Heartiest
Congratulations
to
James K. Polk, Inc.
on the Occasion of Their
Seventh Anniversary of
Successful Service
to the Trade

E. TOMAN & COMPANY
2621 West 21st Place
Chicago, Illinois

We Extend
Our Congratulations
to
James K. Polk, Inc.
upon their
7th Anniversary

The success achieved by this organization has favorably affected the entire talking machine industry.

H.K. Lorentzen
Manufacturer of
Phonograph and Radio Cabinet
Hardware and Metal Specialties
155 Leonard St. New York, N. Y.

*In expression of
our appreciation of
the account of*

James K. Polk, Inc.

and wishing to this Southern wholesaler many more prosperous years in the phonograph industry.



Harper Printing Co.
198-200 Whitehall St., S. W.
Atlanta, Georgia

**SUPERIOR
ENDS
ALUTATIONS**

to
James K. Polk, Inc.

with the wish that the succeeding seven years may even surpass the enviable record of the past.

Superior Phono Parts Co.
799 Broadway, New York
Factory, Newark, N. J.

Radio Show and Talking Machine Displays Held in Cincinnati

Dealers Report the Radio Exposition at Hotel Gibson Was Productive of a Large Amount of Business—New Victor Models Shown—Lammers Adds Columbia Line

CINCINNATI, O., October 9.—The Radio Show held by local jobbers and dealers in the Hotel Gibson the latter part of the past month contained many fine combinations, and as it was attended by throngs of people the exhibitors made quite a number of sales and also developed a large number of fine prospects. Dealers in talking machines exhibited their lines in the "Music Hall Jubilee," which was in commemoration of the fiftieth anniversary of that noted structure, and this did much to attract attention to this line of merchandise.

A number of out-of-town dealers were in the city the middle of the past month to see the three new Victor models which were brought here by the "Victor Caravan" and demonstrated in the Hotel Sinton, and local dealers, of course, attended the affair. "These new Victor machines will be here to be shown to the trade in a few days," said C. H. North, vice-president of the Ohio Talking Machine Co., "and shipments to dealers will begin in the very near future. The new models 'went over big' and the demonstration was a success in every way."

Ray Lammers, head of the Ray Lammers Music Store, who recently added a new department in which he carries the Columbia line, reports that it is meeting with fine success under the management of Ray Kleemyer, who is a prominent musician and who is connected with the Harry Wilsey Orchestra. Another line that Mr. Lammers has just added is the A. C. Dayton radio. On October 1 Mr. Lammers gave a dinner to a number of musicians and friends in the Rainbow Garden, in celebration of the seventeenth anniversary of his business. Incidentally, it was the first anniversary of his being in his present location, at 123 East Sixth street.

At the store of the Otto Grau Piano Co. it was reported by Mr. Grau that talking machines moved very well in the past month and that the demand is increasing steadily, especially

for the more expensive models and combinations. This company had a fine exhibit at the recent Radio Show and in the Music Hall Jubilee, features of which were Radiolas, Brunswick and Victor combinations.

At the store of the George P. Gross Co. it was reported by Carl J. Rist, manager, that the demand for talking machines is at a very good level, with a tendency on the part of purchasers to choose the more expensive models and combinations. In speaking of the Gross exhibits in the Electrical Show and in the "Music Hall Jubilee" Mr. Rist stated that both of these had tended to attract attention to combinations and had resulted in the development of many prospects.

The Jackson-Bell Radio Co. is the name of a new business that has been opened up by D. H. Bush at 126 East Seventh street.

The Hersch Radio, Inc., is the name of a new company that has opened up a store at 534 Walnut street. The Atwater Kent, Fada and Kolster lines are being carried and also a large stock of radio parts and accessories.

The H. & W. Radio Shop has been opened up at 2536 Vine street by W. M. Wallace. It is specializing on Fada radio.

The A. & N. Music Co., dealer in talking machines and records, has moved its downtown store from 517 West Sixth street to 519 West Sixth street.

"Business is picking up fast and we look for a fine demand to develop," said Carl Kindt, assistant manager of the local house of the Brunswick-Balke-Collender Co. "The latest thing we have received for demonstration is the new superheterodyne straight radio, which is AC operated, with '227' tubes and built-in dynamic speaker." Brunswick models were shown at the recent Radio Show by the E. M. Abbot Piano Co. and the Otto Grau Piano Co., of Cincinnati, and the Adams Music Co., of Covington, Ky.

ing the Fall has shown a notable improvement, and that the radio line of the company is going along very well. Charles E. Willert of the Morley-Murphy Co., distributor for the Balkite and Everyeady radio products, also reported business better than expectations.

Irving Zuelke, prominent music dealer with stores in Appleton, Wis., and at Neenah, has announced that he will finance the erection of a ten-story building to replace the structure which he owned, and occupied, and which was completely destroyed by fire last Winter. The new building is to cost between \$350,000 and \$400,000, and will have a frontage of 60 feet along South College avenue, and 110 feet along South Oneida street, rising to 117 feet. Three stores will be located on the ground floor.

Ten radio dealers in Sturgeon Bay, Wis., have cooperated in the establishment of flat charges for service, and the limiting of free service calls on new sets. The stores have agreed that a charge of \$5 be made for the aerial, and that three free service calls be given with each set sold. After the three free calls a minimum charge of \$1 will be made for each service call. It was also decided that a flat charge of 75 cents be made for recharging radio batteries, and a charge of 25 cents per day for rental on batteries after the first 24 hours. A charge of 50 cents will be made for delivering and changing of the "A" battery, and no free trials will be given on tubes or batteries. It was also decided that a flat rate of \$1.25 per hour be made for radio repair work.

The Northern Hardware & Supply Co., of Menominee, Mich., representing the Crosley line in northern Wisconsin and Upper Michigan, held a sales convention at the Hotel Menominee which 175 dealers attended.

Exhibits included the Crosley line, Showers Bros. cabinets, the Amrad line, Findley metal consoles, Burgess batteries, Lite Tennes, and RCA tubes. Representatives of the various companies exhibiting gave brief addresses before the conference. The representatives included F. A. Bremer and H. K. Jaax, of the Crosley Radio Corp., and M. E. Samuels of the Showers Bros. Co.

Seventy-five dealers of the Quinn Bros. Radio Corp. of Neenah, Wis., assembled for their annual banquet and sales conference. The dealers were guests at dinner at the Valley Inn and afterward they took part in a round-table conference, and inspected radio displays.

Madison radio dealers took part in a three-day radio exposition in the Crystal room of the Hotel Loraine in September. A feature of the Madison show was that all sets used in operating for demonstration purposes were tuned on the same program, eliminating a jumble of reception, and providing synchronized and more enjoyable programs, while at the same time providing a better advertisement of the product.

The Remley Radio Co. formally opened in the new Kuechle Building at 1206 North Eighth street. The store is featuring the Fada and Philco AC lines.

Establishment of a wholesale warehouse in Racine, Wis., to take care of the business in that city and in Kenosha, has been announced by the G-Q Electric Co. of Milwaukee. The company is the distributor for the Kolster, and for the General Electric Co.'s products in Wisconsin and Upper Michigan. The local branch is located at 470-73 College avenue, and F. P. Dunn, who has represented the company in this territory for several years, is in charge.

A new factory is being built in Green Bay, Wis., for the Super Ball antenna and aerial insulator Co. The front section will be used as an office, the center of the building as an assembly room, and the back section as an enameling room.

Thomas Reese has been made manager of the newly opened radio department of the B. F. Harbaugh Piano Co., East Market street, Akron, O. This concern has just completed installing demonstration rooms for radio. It is one of the oldest music houses in Akron.

Distributors and Dealers in Milwaukee Report Record Month

Music-Radio Exposition Most Successful Ever Held—Many New Columbia Accounts Opened—Roy Scanlon Is General Sales Manager of Orth Music Co.—Other News

MILWAUKEE, Wis., October 8.—October is a big month for the radio trade in Wisconsin. It opened up with the most successful radio-music exposition in the history of the Wisconsin trade, and followed a September during which the dealers and consumers showed greatly increased buying interest.

G. K. Purdy, of the George C. Beckwith Co., says that the Crosley is meeting with great success and that his organization is much enthused over business prospects.

At the Standard Radio Co., I. R. Wittuhn declared that the organization is "rushed as never before" with business, and that Kellogg is selling better than it ever has.

Columbia has opened up a number of new accounts, according to Walter E. Pugh, representative in the southern Wisconsin territory. The line has had a wonderful period, and Fall business is exceptionally good. Radio orders are coming in fast, and the outlook for November and December is very good. Mr. Pugh stated that Columbia dealers are looking forward to Schubert week during the week of Nov. 18. Columbia dealers are reporting good business, and album set sales are good.

Among the new dealers who have taken on the Columbia line are Irving Zuelke, at Neenah, Wis.; The Badger Music Shop, Fond du Lac; J. B. Bradford Piano Co., Fond du Lac, Wis., and Christiansen Bros. Co., of Racine.

The trade is interested in the promotion of Roy Scanlon, who has been with the Orth Music Co., at 504 Wisconsin avenue for about five years, to general sales manager of the company. The Orth store is one of the most successful merchandisers of the Columbia line, and has been outstanding also in its success with portable phonographs and radios.

The Badger Talking Machine Co., Victor distributor in Wisconsin and Upper Michigan, conducted a sales campaign on the Stephen Foster album during the early part of October. Dealers are making tie-ups with the theme songs of successful moving pictures, according to Mrs. Adel V. Holtz.

Harry Goldsmith, secretary and treasurer of the Badger Talking Machine Co., visited Michigan dealers during the latter part of September and joined the Victor Caravan at Grand Rapids.

Carl Lovejoy, Milwaukee representative of the Brunswick Co., reports that business dur-

Automatics

—New Field for Profits

By J. P. Seeburg

President, J. P. Seeburg Co.

ONE of the most invigorating and pleasing reflections I find in the music industry to-day is the quite evident reaction to the importance of coin-operated reproducing musical instruments of all kinds. Noticeably true of the automatic phonograph, dealers all over the world are turning their attention to a field which heretofore had escaped their enthusiasm. Thousands of instruments are now being sold each month in this evident awakening to the tremendous market which had awaited cultivation.

Attention need not be called to the almost overnight activity superinduced by the development and perfection of the automatic phonograph. Not only was the number of mechanisms offered evident proof of this recognition, but the ready acceptance of a waiting market spurred many dealers and salesmen into sales activity which, unknown and uninvestigated by them, heretofore had functioned successfully for many years.

Consider its gratifying effect on those firms which had held the manufacturing reins for almost a quarter of a century. Naturally, the increased demand extended the scope of the field, increased production and indirectly benefited all concerned, including the ultimate purchaser. Based on a successful sales policy, already established, the industry will go forward with benefit to all public-serving pursuits which it seeks to stimulate.

To Sell or Lease

Without fear of contradiction, it can be stated that the marketing of any automatic musical instrument of the coin-operated type has been attended by a difference of opinion as to whether the product should be sold outright, or if ownership should be retained by the dealer and leases granted on each instrument in return for a majority share in its earnings. With the coming of the perfected automatic phonograph, this choice of plan is no less a morsel for thought. Before offering any definite decision, let us review the details involved in each procedure.

Two General Sales Divisions

For the next few paragraphs we will outline briefly a few of the most practical sales methods. Obviously, sales of any merchandise can be classed in two general divisions, cash and instalment. A cash transaction is of course universally the same, encouraged by an interesting discount for payment in full. However, the instalment plan varies widely in the automatic field of merchandising. So many dealers are familiar with only the one method of a certain amount down and the balance in regular equal monthly instalments. The experienced automatic dealer soon learns the fallacy of this method with a coin-operated instrument which pays for itself. Naturally, the earning power is in direct ratio to the popularity of the particular location—the number of patrons who could be expected to pay for the entertainment it provides.

A Case in Point

A typical example may be cited. A certain merchant sold an automatic phonograph to the

proprietor of a Summer resort for his dancing pavilion. The contract specified a substantial down payment with definite payments of \$50.00 per month. The instrument was installed satisfactorily. After several months had passed it was found to be earning on an average of \$300.00 per month! The customer of course was still within his rights to continue his pay-

position of installing the instrument on one or two weeks' trial. Of course all the persuasive arguments such as business stimulation, income, etc., are used, but few are those prospective purchasers who would decline a free trial. A signed agreement is secured specifying that the keys to the money box, as before mentioned, are to be held by the dealer and all the moneys collected from the cash box to be retained by him. In the event the prospect elects to purchase the instrument, this amount (less a trucking and installation fee of \$25.00) is to be credited as part of the cash payment, the balance paid and a new contract signed naming the definite guarantee.

Turnover and Earnings

Why is this good business? First of all it reduces the stock of instruments usually carried by a dealer. It furnishes a method of quick disposal with immediate turnover. Every instrument earns its "keep." It offers an excellent opportunity to "feel out" the location, thereby avoiding repossession proceedings against immature deals should payments become lax. It often leads to large earnings without requiring the payment of a share in the profits. We know of instances where such an arrangement has resulted in a total collection of \$432.75 from a single location in gross income while the instrument was still "on trial."

Many other arrangements are possible, all from the angle of the earning power of the instrument itself. One dealer has worked out an arrangement of profit sharing which takes the form of a sale agreement through which the instrument becomes the property of the owner of the location after earning more than four times its cost for the dealer! The plan is entirely legitimate and bears scrutiny from all angles. The appeal is so fair-minded it thereby offers an excellent approach for any other arrangement that may be afterwards suggested.

A practical system of record keeping has also been worked out simplifying the recording of all collections, key numbers, guarantee amounts, balance due, etc., for quick reference. A definite method of bonding collectors as well as providing for a regular check-up arrangement enables the dealer to protect himself formidably against losses. Compare this with the common practice of "bad debt accounts" when dealing in a product not having the self-earning power.

Simplest Form of Merchandising

Just a word regarding "operating." This is perhaps the simplest form of merchandising. It only involves methods protecting the dealer in ownership of the instrument, placing it in a likely location of public gathering, servicing with records or rolls, and making collections from the cash box at regular intervals. The various commission arrangements vary according to the community, but the entire proposition should be treated as a separate angle of the business. Many details could be gone into and discussed but will not find space in this

(Continued on page 68)

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.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated
for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street Newark, N. J.

All-American Mohawk Corporation LYRIC RADIO



EXCELLENCE THAT GIVES YOU

THE EDGE ON

profitable trade

THEY say that "seeing is believing"—and it includes hearing as well. At first, prospective buyers believe in All-American Mohawk Corporation Lyric Radios. They see exquisite beauty and the unmistakable marks of inimitable craftsmanship. They hear convincing evidence of super-quality in the clear, true-to-life tones—"Radio's Realistic Close Up."

This excellence in appearance—in every phase of operation—gives dealers an inside edge on profitable trade. It sweeps aside selling resistance. It is a constructive power in trade building. Because of the excellence—the value that so clearly reflects the skill, integrity and sincerity of the manufacturer will be rigidly maintained. Lyric Radio will continue to be the finest set that long years of experience, scientific engineering principles and the most advanced manufacturing facilities can produce. Dependable quality assures immediate trade development and steady growth in demand.

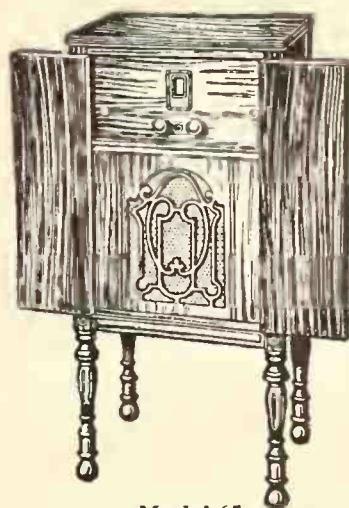
ALL-AMERICAN MOHAWK
CORPORATION

Dept. 6A, 4201 Belmont Ave.
Chicago



Model 88

The utmost in phonograph and radio combination. Eight tube Electric Radio Set; Electric pickup; Induction Motor, concealed velvet turn table; Electro Dynamic Speaker; compartment for record albums. An example of furniture creation to please the most fastidious. For operation on 110 Volt A.C. 60 Cycle Current. This model furnished with Electro Dynamic Speaker only. Complete, less tubes \$425.00



Model 65

A handsome console finely finished in rich walnut with overlay on front doors. Enclosed cone speaker. Contains a One Dial six tube set. For operation on 110 Volt A.C. 60 Cycle Current. Complete, less tubes \$137.50

Accredited Dealers should write or wire at once for full particulars regarding desirable dealer franchise available in unallotted territories.

The Coin-Operated Phonograph Gives Birth to Wider Market

(Continued from page 66)

article. Much can also be said for its tremendous return financially.

Then why sell the automatic phonograph in preference to operating? Several reasons enter into this choice of plan, but suffice to mention just a few. First of all there is no denying that the present demand far exceeds the combined production of all manufacturers. The advent of electrical amplification by the use of new discoveries so increases the desirability of phonograph music in public places of amusement that the result is gratifyingly noticeable in the final earning power of each individual instrument. This enormous absorption can and is influencing the number of easy cash sales available which of course should be exploited to the fullest extent.

Due to the excellent earning power, the length of time necessary to complete a "time" contract (when using the guarantee plan described above) is considerably shortened. Many instruments are paid in full within a few months. A contract with a two- or three-hundred-dollar down payment, bolstered by a few good monthly collections from the instrument, soon induces full settlement, or even if allowed to run the full time is noticeably short in comparison with contracts common in the past.

New Sales Fields

New channels for sales have been opened up. Now the high type of music being recorded by all record manufacturers, actually invites a new group of prospects never before approached with reproduced music, coin-operated or electrically controlled. Consider the hotel lobbies, better class of dining rooms, railway terminal waiting rooms, tea rooms, club ball rooms, "high-class" dance pavilions, and a myriad of others that are eager to present entertainment of this highly acceptable kind to their patrons. Here is an opportunity to sell for cash to highly responsible prospects offering further prestige for more sales.

Without question, the deficit in production is being capitalized by dealers and for their continued benefit should be made much of. The psychology of the use of this fact is entirely

legitimate as its truth is everywhere evident throughout the industry. "Operating" at this stage may therefore tend to weaken this position. Undoubtedly that too will play an important part not far hence. But just now the best plan is to sell and sell well and profitably, at the same time keeping and fostering the good will of every buyer.

Increased Record Sales

In closing, a passing gesture might be made to a new source of profit. Each purchaser of an automatic phonograph is a prospective sales agency for records. Haven't you, upon hearing a "catchy" number, an intriguing classical selection, or especially fine vocal offering, experienced a desire to secure a copy for the home folks? That same reaction takes place with many each time an automatic phonograph plays. The time to induce a sale of that record is immediately when the thought suggests itself. That is the reason many dealers have hit on the plan of stocking two or three selections of each number in the instrument, placing them just beside the cashier or even on a special table near the exit of every location in a public place of amusement. A sign is prominently displayed stating that any number on the program may be purchased on the way out. A musical menu is also placed on each table if the phonograph is installed in a dining room.

A commission is paid to the proprietor on his total sales, making it not only possible but profitable to provide free records for his instrument indefinitely so long as his sales of records equal the required amount. It is surprising to what extent this income alone can be fostered. It also furnishes a definite check on the numbers which are most popular. With this proof it is possible to repeat records from time to time, thereby economizing on changes of selections.

The coin-operated phonograph places on the horizon of the entire musical trade an opportunity for profit not as an incidental but as a leading item in the dealer's line. It places his business on a more firm basis of profit due to trade with business men whose prosperity is

easily recognizable without conjecture. It arms him with a new sales approach embracing individual earning power plus a lucrative argument on the basis of trade stimulation. It furnishes cash collections with no loss of time for "floor demonstration" or warehouse storage. Recognition of these advantages is evident in the large number of prominent dealers making their debut in the automatic field.

A. Crossley Is New Steinite Engineer

Former Head of the United States Naval Research Laboratory Joins Staff of the Steinite Laboratories

A. Crossley, who resigned as head of the United States Naval Research Laboratory on September 1, is the latest outstanding engineer



A. Crossley

to join the staff of the Steinite Laboratories, Atchison, Kan., manufacturer of Steinite Electric AC radio products.

Mr. Crossley started in radio work in 1908, and was associated with the Navy Department from 1910 to 1914 as chief radio electrician, having charge of two ship and one land stations. He later served as radio officer aboard the U. S. S. "Cyclops." He was with the United Fruit Co. for a short time and later with the Dupont Powder Co. in the capacity of radio engineer. Following this he was radio research assistant at the University of North Dakota until the World War, in which he served, leaving with the commissioned rank of lieutenant. Since the war he has been connected with radio research in various Navy bureaus, and during this period was responsible for the rapid development of the Piezo Electric Crystal Art and the development of many new circuits. He is a member of Institute of Radio Engineers and American Society of Naval Engineers.

Fada Window Display Drive

To encourage special attention for window displays during the next three months, Fada Radio is offering prizes for the best Fada displays in October, November and December. Six cash prizes will be awarded, with \$100 as first prize and \$50 as second. There are only two conditions to the contest, namely that the window must contain no other receivers or speakers than Fada, and a good, clear commercial photograph of the window in glossy finish, must be sent to the editor of Fada Sales in order for the window to be entered in the competition. Announcement has been made from the offices of F. A. D. Andrea, Inc., that the final limit for sending in photos is January 15, 1929. Information will also be collated as to direct sales traceable to window displays during the display competition.



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!

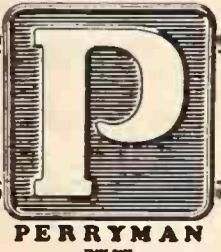
For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers . . . in recommending the grade of felt best suited to each requirement. Our customers profit by 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



PERRYMAN RADIO TUBES

Guarantee

This Perryman Vacuum Tube is guaranteed to be perfect in every respect and to conform with the Electrical Specifications as printed on the carton. We agree to replace it free of charge if it ever fails because of defective material or workmanship.

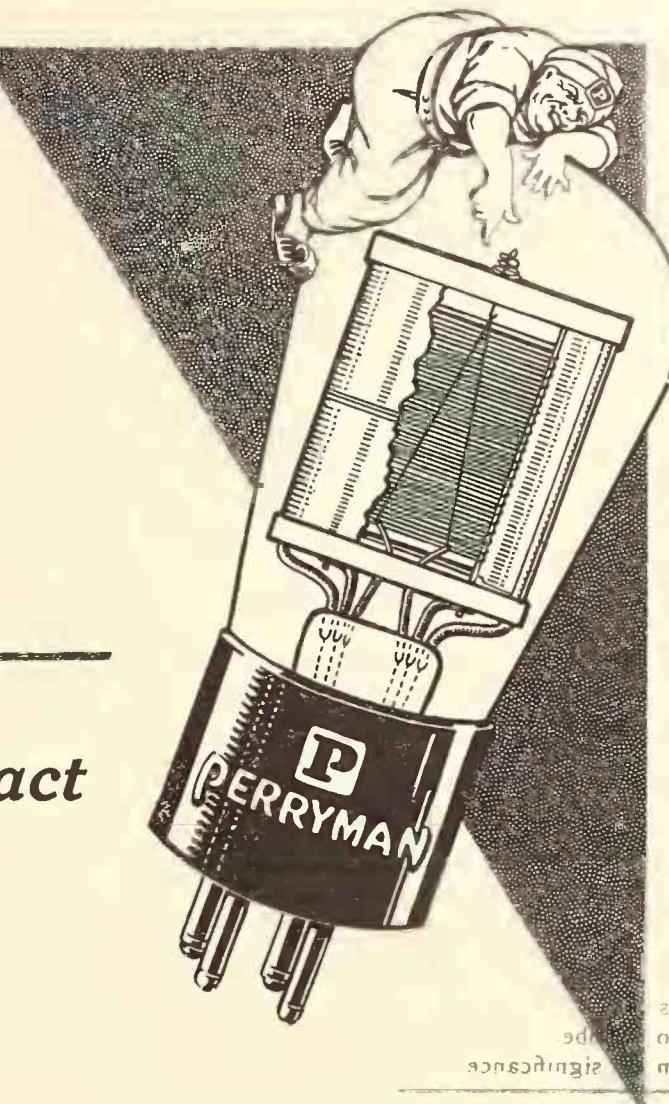
No Trick Phrases— Just a plain statement of fact

The Perryman unlimited guarantee is easily read and understood by everybody. It treats consumer, dealer and manufacturer with equal justice.

Your customer is assured of complete satisfaction.

You know Perryman Tubes are right or we would not make such a guarantee.

You do not lose money on any necessary replacements. Perryman Tubes are selling faster than we can make them. Plans for increased production facilities will make the Perryman Dealer Proposition available to more dealers on or about January 1st, 1929.



Perryman

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, INC.

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



1288 Cities to Observe Schubert Week

Civic Groups and Fraternal Organizations Lend Co-operation in Planning Tribute to Memory of Famous Composer

The Columbia Phonograph Co.'s Schubert Centennial activities have gained a momentum beyond all anticipation by the approval of nearly 1,300 American municipalities, the majority of which are without orchestral facilities. Most of these cities will hear the great Schubert works through the medium of the Columbia Viva-tonal phonograph and the special Masterworks recordings in the Schubert Centennial Edition.

Civic forces have voted with enthusiasm to join in the celebration of the Columbia Schubert Week—Back to Melody, November 18 to 25. Powerful organizations like the International Rotary and Kiwanis, and fraternal organizations like the Elks, the Masons, and the Red Men, Chambers of Commerce, and large industries which have musical groups have arranged with the Columbia Phonograph Co. to hold extensive commemorative exercises during Schubert Week.

This week an additional staff of Schubert organizers have started out to organize local Schubert committees, which will be branches of the National Advisory Body headed by Otto H. Kahn. These local committees comprise representatives of every phase of community life—art, industry, religion, education, civics, and these local committees sponsor the educational observances during Schubert Week.

The slogan proposed by Columbia for this Centennial, and adopted by the musical world of three continents, is "Back to Melody," which is regarded as an ideal phrase, both as a tribute to Schubert who was the Master of Melody, and in its significance for present-day music, which

is trying to get out of the blind alley of radical experiments. That this slogan has influenced the musicians is proved by the fact that the prize-winning work which won the \$10,000 grand prize paid by the Columbia Phonograph Co. in the recent Schubert Centennial Contest, is a composition characterized by strong melodies and harmonic treatment.

Schubert has been discovered to be the world's most popular composer. How? ask the curious and the skeptics, and Columbia is ready with an irrefutable answer, more telling than any straw vote. The answer is in the imposing Schubert Centennial Edition of Columbia Masterworks, comprising song albums, symphony albums, sonata albums, and chamber music albums, all of which are finding a ready sale far in advance of the event.

Dealers and music lovers are receiving free, from Columbia, a wealth of human interest material. This material is issued on a scale hitherto unattempted. Close co-operation between dealers and the community forces solidly back of the Schubert Week is responsible for a new alliance between the music merchant and the music lover and should prove substantially profitable to dealers.

DeForest Dismisses Suit

The DeForest Radio Co., Jersey City, N. J., has dismissed a suit which has been pending for about a year against Powel Crosley, Jr., of Cincinnati, O., according to an announcement by James W. Garside, president of the DeForest Radio Co. This suit was filed by Arthur D. Lord, former receiver of the DeForest Radio Co., which has since been reorganized and has become very active in the manufacture and sale of DeForest Audions under the new management. Mr. Crosley, who is president of the Crosley Radio Corp., recently became a member of the board of directors of the DeForest Radio Co.

Jobber House Organ Makes Suggestions

George Hull, Vice-President of Parks & Hull, Inc., Atwater Kent Jobber, Writes in First Issue of House Organ

In the first issue of the new monthly house organ of dealer helps, published by Parks & Hull, Inc., of Baltimore, George Hull, vice-president of the company, gives some sound advice and suggestions to his organization of Atwater Kent dealers, which might be followed profitably by any dealer, irrespective of the set he handles. Mr. Hull says:

"Every Atwater Kent retail dealer has a threefold duty in properly conducting his business. To observe these duties, as outlined below, spells all the difference between success and failure.

"Your duty to your customer dictates that you must properly install the set; teach the customer to use it intelligently; and keep it properly serviced on a fair basis, free for the first ninety days, and for a reasonable charge thereafter.

"Your duty to your distributor is to co-operate with him by carrying an adequate stock and tying in regularly with his advertising, thus securing for yourself his best and most practical co-operation with you.

"Your duty to your manufacturer consists in using a proper and adequate amount of the advertising which has been prepared at such pains and expense for you, and for which you pay so little; as well as in never allowing an Atwater Kent set to leave your store without testing it first to see that it has met with no injury in transportation.

"The careful attention you give to these duties, together with a thoroughly meticulous care devoted to the details of installing the set and aerial system, teaching the customer how to use the set, and keeping it properly serviced, will mean dollars and cents, many of them, in your pocket. Try and see!"

Shamrock Representation Rapidly Gains

Many New Distributors and Dealers Appointed—Satisfactory Orders Taken at Radio World's Fair in New York

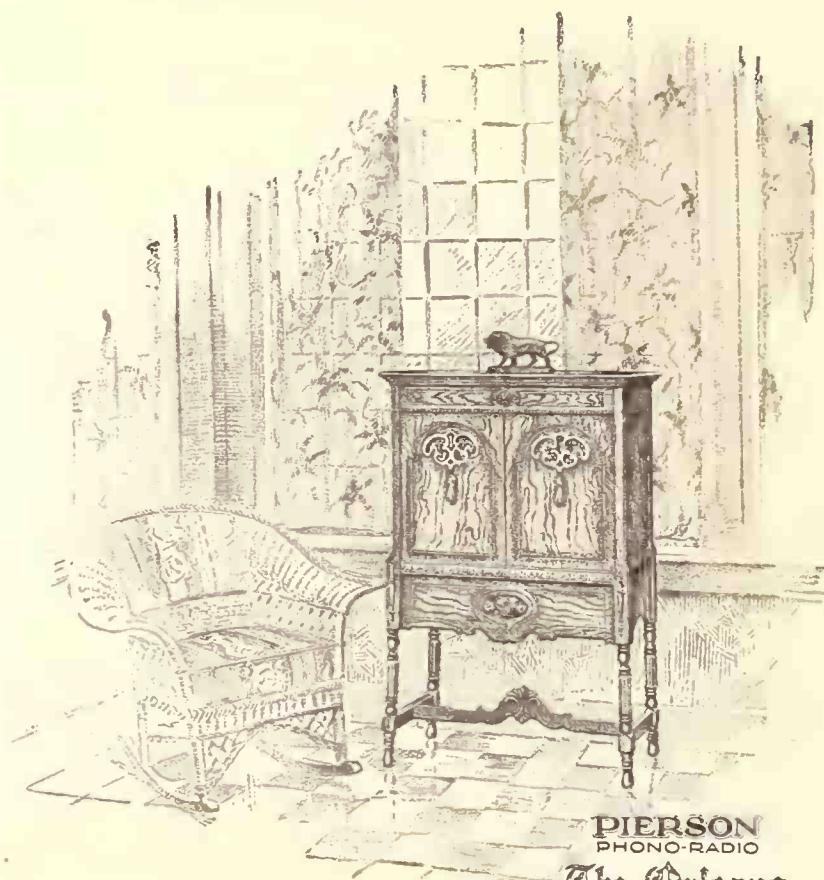
Many new distributors and dealers have been appointed recently by the Shamrock Mfg. Co., Newark, N. J., according to Nate Hast, general sales manager of the company. The Central Electric Co., Ft. Wayne, Ind., and Irwin Winston, Cleveland, Ohio, are among the new distributors. A chain store outlet in New England with eleven stores and seventy-five new dealers in the metropolitan district of New York have signed Shamrock dealer franchises through Alexander's, Inc., the New York distributor.

"Our business during the Radio World's Fair was very satisfactory," said Mr. Hast. "Orders for more than fifty receivers were taken from consumers and turned over to our distributors and dealers. Our wooden cabinets in five different duco-lacquered finishes are proving very popular indeed. More than 3,000 Shamrock sets have been produced and shipped since June, and we are now increasing our production so as to catch up with back orders."

Declare Brunswick Dividend

The directors of the Brunswick-Balke-Collender Co., Chicago, Ill., have authorized a dividend of 75 cents per share on the outstanding common stock to stockholders of record at the close of business on November 5, 1928, payable November 15, 1928.

Pierson Phono-Radio



PIERSON
PHONO-RADIO
The Orleans

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.

They SPEAK FOR THEMSELVES

TEMPLE SPEAKERS not only speak for themselves but sell themselves — for every demonstration means a sale. Compare them with anything the market offers in any price class. Compare the range, the quality, the volume, the clarity, the sensitivity—put them to any test and let them tell their own story.

The Temple line offers Air Column, Air Chrome and Dynamic speakers — each a leader in its field—a line that is complete in itself. Every individual taste in tone or price may be satisfied with full assurance that the market offers nothing finer in quality, design or manufacture. There is but one Temple standard — the best. Every Temple speaker measures up to the slogan—"Leaders in Speaker Design."

A Complete Line in Itself



Model 20 Air Chrome Speaker

The sensational new development which has set a new standard in tone quality — Model 20 Temple Air Chrome Speaker. Its reproduction is lifelike—the deep bass and the high trebles come through as if the very instruments were playing before you. Its open radiator consists of two sections instead of one and the powerful Temple Double Action Unit insures a substantial increase in volume and tonal range.

Model 20 is encased in genuine walnut—pleasing and attractive—to say the least—\$29.00.



Model 15 Air Column Speaker

Brilliant—faithful—with a realism and tone value which brings the very broadcast to you—these are the outstanding characteristics of the Temple Model 15 Air Column Speaker. This is the famous Temple exponential air column design upon which Temple success was founded—but now improved and better than ever. Delivers more volume than you'll ever need—all with a quality that is amazing. Encased in genuine walnut, it combines character with beauty—a welcome addition to every home.—\$29.00.



Model 50 Dynamic Speaker

Model 50 Temple Dynamic is a table model speaker 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 natural in their realism. The treble notes and overtones—all important for faithful reproduction—display a tonal splendor that is startling. Volume aplenty for a small auditorium—yet it may be operated at a whisper without loss of quality.

Beauty is in every line—it is encased in genuine walnut—\$49.00.

Each
a Leader in
Its Field

The Temple Comparator
Made so Speakers may be compared and the various characteristics of every type of reproduction analyzed. The Temple Comparator allows the comparing of from two to five speakers—\$3.50.

TEMPLE SPEAKERS

TEMPLE, INC., 1925 S. Western Ave., CHICAGO, U. S. A.
Leaders in Speaker Design

Demand for Radio Exceeds the Supply, Toledo Dealers Report

Sparton and Majestic Receivers Are in Especial Demand—Victor Combinations and Columbia-Kolster Models Moving Briskly—Radio Week Observed This Month

TOLEDO, O., October 8.—The demand for radio sets is greater than the supply here. This is particularly true of Sparton and Majestic sets, though certain models in other lines are likewise oversold. Victor combinations are moving briskly, and Columbia-Kolster models are making rapid sales strides. A number of retailers have deposits upon the new combinations and straight radios which await delivery of models.

The J. W. Greene Co. is enjoying the largest radio business in its history, according to W. W. Baillie, manager of the talking machine and radio departments. Victor combinations 7-26 and 7-11 and the Brunswick combinations are moving and capturing the interest of patrons. The new Brunswick straight radios, the Zenith and the Sparton are taking hold in fine shape. The latter is outselling the available supply by a large margin. The store is featuring new merchandise in the windows and has arranged separate display rooms for each make. The Orchestrope, which is well adapted for restaurant and amusement place use, is selling ahead of the supply.

At the Lion Store Music Rooms & Radio Shop, sales are above the same period of a year ago. The store is featuring the new Stephen Foster Album in store displays and in the newspapers. Wilber Markwood stated that by calling up persons to whom the house has already sold Victrolas a large number of the albums had been sold. Again, each week a service counter display of the week's five best sellers is made and this, along with the booth feature of one outstanding record, is putting disc sales ahead. The house has taken on the Radiotrope and has the exclusive Toledo agency for the instrument which has the Utah loud speaker. The radio section coupled its efforts with that of Zenith the past week when that concern sent Mildred Clark to demonstrate the instrument in the window to passers. She displayed cards telling the Zenith story and pointed out its features. The method stopped many passers-by here as well as at other stores which also tied up with the effort.

The United Music Store, according to Harry Wasserman, proprietor, is doing the volume it did a year ago. The store has taken on the Crosley radio and is introducing the set to the public by means of window displays and

artistic interior effects. Victor, Brunswick and Columbia records are dealt in here.

The Whitney-Blaine-Wildermuth Co. is making rapid strides in its radio division, according to Frank Ridly. The Peerless and the Crosley AC radios have been added here.

Grinnell Bros. are keeping open evenings to take care of the demand for radios and to accommodate patrons who find it difficult to visit the store during the day. The Stephen Foster music, by the Victor Salon Orchestra, under the direction of Nat Shilkret, has taken hold in fine shape here. Window displays of Victor combination and the new AC electric sets, which include RCA, Kellogg, Freed-Eisemann and Majestic in Autumn splendor, are stopping passers-by.

The Toledo Radio Co., Sparton wholesaler, according to Chas. H. Womeldorf, president, is in pressing need of more merchandise. Sets are being delivered as fast as they arrive, which isn't half-fast enough to care for the growing list of Sparton dealers. New retailers added recently include Thad. J. Moore, Kobacker Furniture Co., the Grand Store, the LaSalle & Koch Co. and the Northwestern Furniture & Radio Co. The outlook is for the best radio year yet experienced.

C. R. Caesar has announced the opening of the Delaware Radio shop at 918 West Delaware avenue. The new shop will be an agency for

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

the AC Dayton and the Kolster radios and will carry batteries and other accessories.

The first week in October has been designated as Radio Week among local radio retailers. Accordingly, practically all dealers will make special displays of outfits and advertise their wares in newspapers and by direct mail.

The Aitken Radio Co., wholesaler, was host recently at the Elks Club at dinner to a large group of Crosley and Amrad dealers. Officials of the Crosley Radio Corporation, Amrad Corporation and the Aitken Radio Co. addressed the group on advertising and sales promotion.

The Park Lane Radio Co., according to Clifford Johnson, president, is doing as great a volume now as at the holiday season last year. A contract was signed recently to carry Zenith sets. Majestic and RCA lines are also dealt in.

Flightner's Music Shop, Columbia retailer, Frank Flightner stated, is closing a much larger volume now than ever before. Columbia, Kolster and Sonora radios have been added. Henry Skolnick is now in charge of the radio department here.

The J. W. Greene Co., Toledo's oldest music house, on October 1 took possession of the Frank H. Frazelle music store. The stock consists of pianos, Victrolas, radios, records and a general line of things musical.

Brunswick Ad Drive Outlined in Brochure

Sales Campaign Will Be Supported by Newspaper, National Magazine and Outdoor Advertising—122 Cities Covered by This Extensive Drive

Through a two-color brochure the Brunswick-Balke-Collender Co., Chicago, has presented to the trade what is said to be the greatest single advertising campaign which the Brunswick organization has ever initiated in behalf of its dealers. Seventeen weeks of intensified selling have been planned and worked out by the Brunswick Co. and this sales program will be supported by newspaper, weekly magazine and outdoor advertising. The campaign started in September and in every Sunday issue of leading newspapers throughout the country there will appear large-size Brunswick announcements, and on each Thursday there will appear advertisements on Brunswick records. The Saturday Evening Post and Liberty will carry full- and half-page advertisements, respectively, on Brunswick Panatropes, Brunswick radio and Brunswick Panatropes with Radiola, while smaller advertisements, such as full-column advertisements, will appear on records in the Post and Liberty throughout the Fall season. College Humor, a magazine that is read by thousands of young people who buy popular records, will also carry Brunswick record advertising.

Twenty-four-sheet lithographed posters imprinted with the dealer's name are furnished for use on billboards near the retailer's store, an idea which Brunswick dealers in all parts of the country utilized last year with success. In the brochure the 122 cities are listed in which the Sunday and Thursday newspaper advertising is appearing. Samples of the newspaper advertisements, tie-up copy, the Post and Liberty advertisements, and reproductions of the outdoor advertising are shown in the brochure.

Kellogg Ad Manager Addresses Salesmen

Mac Harlan, advertising manager of the Kellogg Switchboard & Supply Co., Chicago, manufacturer of radio receivers, addressed the Grinnell Bros. sales staff on September 11 in Detroit. He exhibited the movie films, "Listening In" and "A Trip Through the Kellogg Plant," to illustrate his talk, and also showed the salesmen several examples of Kellogg newspaper advertising which is now appearing throughout the country.

"Bum Song" in Many Tongues

One does not have to understand English to enjoy the famous "Bum Song" whose popularity is sweeping the country. In addition to Vernon Dalhart's inimitable interpretation the Columbia Co. has recorded it in Polish, Jewish, Ukrainian, German, and has also included it on its Irish list.

**SPRINGS
REPAIR PARTS**
RENE MFG. CO.
MONTVALE, N. J.



hiners
Radio's Realistic Reproducer

\$35

Dealers and Jobbers: Write or wire for attractive proposition.

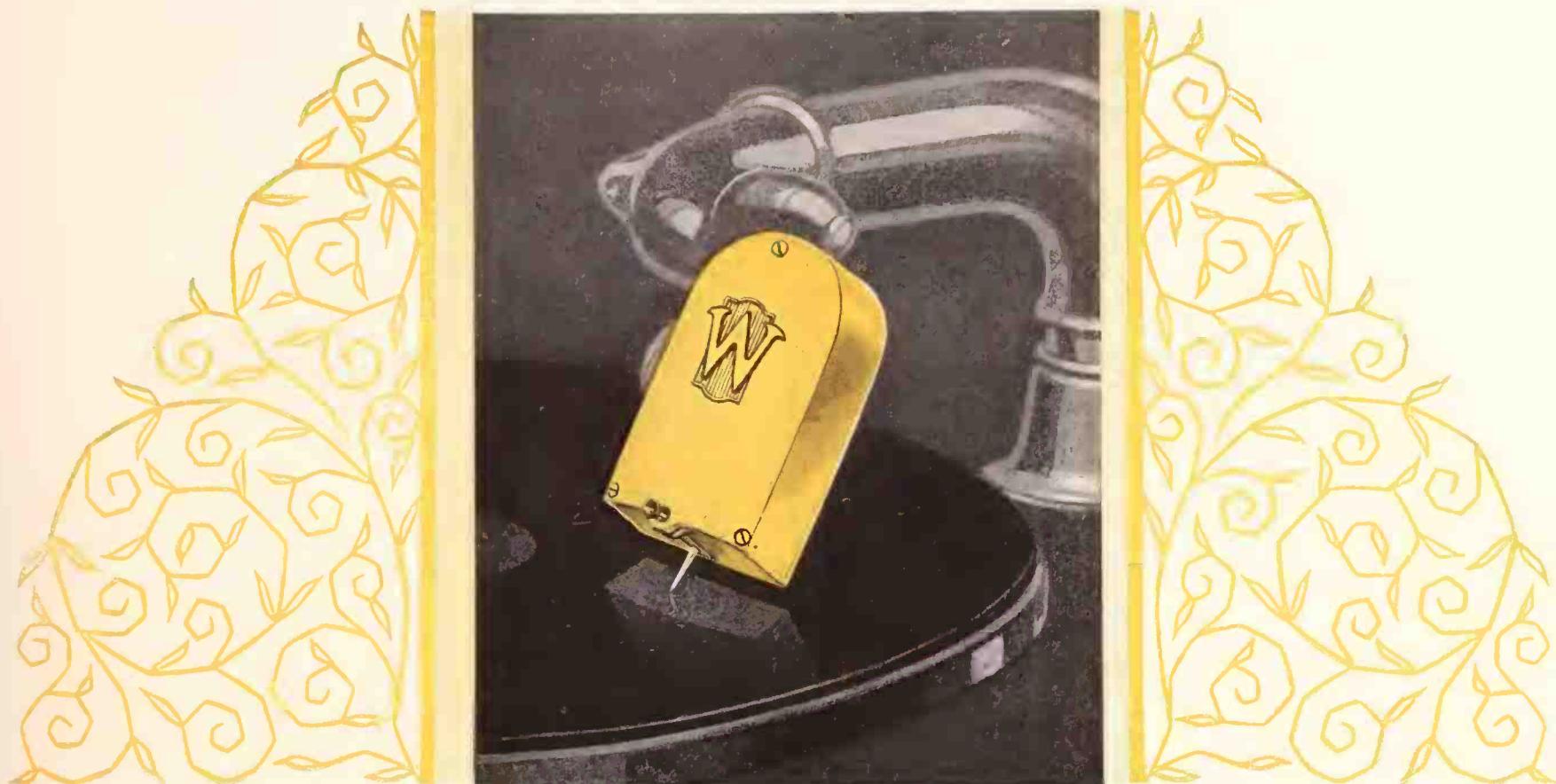
F. A. HINNERS & CO., INC.
55 West 42nd St. New York City



**M'f'g. Radio & Phonograph
HARDWARE**

PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed

Star Mach. & Nov. Co.
Bloomfield, N. J.



Here is True Fidelity of Tone

*...insured by scientific design
and Precision Manufacture*

OF SCIENTIFIC design and construction—original with Webster, and different from any other on the market today—the Webster Electric Pick-up is built to a precision standard which assures supreme tonal perfection! Its true fidelity of tone and ability to capture the most delicate harmonious and intonations of the individual instruments has won the highest endorsement of the trade.

Master craftsmanship in every microscopic detail is responsible for its thrilling life-like reproduction! Every part is perfectly matched and delicately balanced. Absolute travel freedom of the needle in the record groove is insured by a frictionless stylus bearing.

The pick-up head, encased in a dead metal die cast housing, definitely eliminates annoying resonance. The built-in volume control in the Model 1-A is a distinct improvement, while the cantilever type supporting arm suspended in accurately fitting bearings does away with all annoying rattles.

Prove—by actual comparisons with other pick-ups—what elaborate attention to detail and precision manufacture mean in obtaining really pleasureable reproduction. The superior action and quality of the Webster are instantly apparent! Two models are available in the Webster Electric Pick-up. Model 1-A, which includes pick-up head, supporting arm with a volume control incorporated in the base—an exclusive Webster feature—and necessary adapters, is priced at a list of \$17.50. Model 1-B includes pick-up head, separate volume control, and necessary adapters; the list price is \$12.50.

In no other pick-up on the market today will you find so much actual dollars-and-cents value.

This is a decided selling asset for the customer instantly recognizes this val-

ue and quality—and wants it. Practical sales assistance is supplied by a complete assortment of catalog pages, envelope enclosures, etc. Impressive self selling-counter display cartons are supplied for both models. One model 1-A or three Model 1-B to a carton allows a quick turnover, yet insures a constant stock. The regular wholesale and retail discounts apply.

There is an unusually substantial market for the Webster Electric Pick-up. Be sure to get your share of this new business! Many leading jobbers have already placed their orders for this exceptional pick-up. Order direct if your jobber has not yet secured his stock.

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*

LIST OF EXHIBITORS

Seventh Annual Chicago Radio Show

COLISEUM, CHICAGO, ILL.

October 8 to 14, 1928

Company	City	Company	City
Abox Co.	Chicago	Jensen Radio Mfg. Co.	Chicago
Acme Wire Co.	New Haven, Conn.	Jewell Elec. Instrument Co.	Chicago
Adler Mfg. Co., Inc.	Louisville, Ky.	Jones, Howard B.	Chicago
Aero Products, Inc.	Chicago	Joy-Kelsey Co.	Chicago
All-American Mohawk Corp.	Chicago	Kellogg Switchboard & Supply Co.	Chicago
Aluminum Co. of America	Pittsburgh, Pa.	Kodel Electric & Mfg. Co.	Cincinnati, O.
Amateur Set Contest, American Bosch Magneto Corp.	Springfield, Mass.	Kolster Radio Corp.	Newark, N. J.
American Radio Relay League	Chicago	Magnavox Co.	Chicago
Amrad Corp.	Medford, Mass.	Markel Electric Products, Inc.	Buffalo, N. Y.
Andrea, F. A. D., Inc.	Long Island City, N. Y.	McMillan Radio Corp.	Chicago
Apex Electric Mfg. Co. (Div. of U. S. Elec. Corp.)	Chicago	Minerva Radio Co.	Chicago
Arco Electrical Corp.	Ft. Wayne, Ind.	Minilux Corp.	New York City
Arcturus Radio Co.	Newark, N. J.	Molded Wood Products, Inc.	Chicago
Atwater Kent Mfg. Co.	Philadelphia, Pa.	Muter, Leslie F., Co.	Chicago
Bakelite Corp.	New York City	National Carbon Co., Inc.	New York City
Belden Mfg. Co.	Chicago	National Co., Inc.	Malden, Mass.
Berkey & Gay Furn. Co.	Chicago	Neutrowound Radio Mfg. Co.	Chicago
Best Mfg. Co.	Irvington, N. J.	Newcombe-Hawley, Inc.	St. Charles, Ill.
Borkman Radio Corp.	Salt Lake City, Utah	Operadio Mfg. Co.	St. Charles, Ill.
Brach, L. S., Mfg. Corp.	Newark, N. J.	Pacent Electric Co.	New York City
Bremer-Tully Mfg. Co.	Chicago	Philadelphia Storage Battery Co.	Philadelphia, Pa.
Bright Star Battery Co., Inc.	Hoboken, N. J.	Polymet Mfg. Co.	New York City
Buckeye Mfg. Co.	Springfield, O.	Pooley Co.	Philadelphia
Burgess Battery Co.	Chicago	Quam Radio Corp.	Chicago
Bush & Lane Piano Co.	Holland, Mich.	Radio Allied Mfrs.' Corp.	Chicago
Capehart Automatic Phonograph Corp.	Huntington, Ind.	Radio Corp. of America	New York City
Carter Radio Co.	Chicago	Radio Manufacturers' Assn.	Chicago
Case Electric Corp. (Div. of U. S. Elec. Corp.)	Marion, Ind.	Raytheon Mfg. Co.	Cambridge, Mass.
CeCo Mfg. Co., Inc.	Providence, R. I.	Red Lion Cabinet Co.	Red Lion, Pa.
Central Radio Corp.	Beloit, Wis.	Robertson-Davis Co., Inc.	Chicago
Champion Radio Works, Inc.	Danvers, Mass.	Rola Co.	Oakland, Cal.
Chicago Solder Co.	Chicago	Samson Electric Co.	Canton, Mass.
Chicago Telephone Supply Co.	Elkhart, Ind.	Scott Transformer Co.	Chicago
Columbia Phonograph Co., Inc.	New York City	Shamrock Mfg. Co.	Newark, N. J.
Continental Fibre Co.	Chicago	Showers Bros. Co. (Radio Div.)	Bloomington, Ind.
Coyne Electrical School, Inc.	Chicago	Silver-Marshall, Inc.	Chicago
Crosley Radio Corp.	Cincinnati, O.	Slagle Radio Co. (Div. of U. S. Elec. Corp.)	Ft. Wayne, Ind.
Cunningham, E. T., Inc.	New York City	Sonatron Tube Co.	Chicago
DeForest Radio Co.	Jersey City, N. J.	Sonora Phonograph Co., Inc.	New York City
Diamond Electric Corp.	Newark, N. J.	Sparks-Withington Co.	Jackson, Mich.
Dynatrope Co.	Chicago	Steinite Radio Co.	Chicago
Eby, H. H., Mfg. Co., Inc.	Philadelphia, Pa.	Sterling Mfg. Co.	Cleveland, O.
Edison, Thomas A., Inc.	Orange, N. J.	Stevens Mfg. Co.	New York City
Ehler Radio Furniture Co.	Chicago	Stewart-Warner Speedometer Corp.	Chicago
Ekko Co.	Chicago	Stromberg-Carlson Telephone Mfg. Co.	Rochester, N. Y.
Electrad, Inc.	New York City	Super-Ball Antenna Co., Inc.	Green Bay, Wis.
Electrical Research Laboratories, Inc.	Chicago	Super Radio Lab., Inc.	Chicago
Empire Electrical Products Co.	New York City	Superior Cabinet Co.	Muskegon, Mich.
Fada, Inc.	Long Island City, N. Y.	Sylvania Products Co.	Emporium, Pa.
Farrand Mfg. Co., Inc.	Long Island City, N. Y.	TALKING MACHINE WORLD	New York City
Fansteel Products Co., Inc.	North Chicago	Temple, Inc.	Chicago
Federal-Brandes, Inc.	Newark, N. J.	Television Society, Inc.	New York City
Federal Furniture Factories, Inc.	New York City	Thordarson Electric Mfg. Co.	Chicago
Federal Radio Corp.	Buffalo, N. Y.	Timmons Radio Products Corp.	Philadelphia
Federated Radio Trade Assn.	Chicago	Tyman Electric Corp.	Chicago
Freed-Eisemann Radio Corp.	Brooklyn, N. Y.	Ultratone Mfg. Co.	Chicago
French Battery Co.	Chicago	United Radio Corp.	Rochester, N. Y.
Freshman, Chas., Co., Inc., of Illinois	Chicago	United Reproducers' Corp.	Chicago, Rochester, N. Y.
Freshman, S., Co.	Chicago	U. S. Electric Corp.	Chicago
Frost, Herbert H., Inc.	Elkhart, Ind.	Utah Radio Products Co.	Chicago
General Radio Co.	Cambridge, Mass.	Veteran Wireless Operators' Assn.	New York City
Gordon, L. S., Co.	Chicago	Victoreen Radio Co.	Cleveland, O.
Grand Rapids Furniture Co.	Chicago	Victor Talking Machine Co.	Camden, N. J.
Gray & Danielson Mfg. Co.	San Francisco, Cal.	Vitalitone Radio Corp.	New York City
Graybar Electric Co., Inc.	Chicago	Walbert Mfg. Co.	Chicago
Grebe, A. H., & Co.	New York City	Webster Co.	Chicago
Greene Brown Mfg. Co.	Chicago	Webster Elec. Co.	Racine, Wis.
Grigsby-Grunow Co.	Chicago	Weiman Co.	Chicago
Gulbransen Co.	Chicago	Westinghouse Electric & Mfg. Co.	Pittsburgh, Pa.
Hanson, Louis, Furniture Co.	Chicago	Weston Electric Instrument Corp.	Newark, N. J.
High Frequency Laboratories	Chicago	Yahr-Lange, Inc.	Milwaukee, Wis.
Howard Radio Co.	Chicago	Yaxley Mfg. Co.	Chicago
Zenith Radio Corp.	Chicago	Zenith Radio Corp.	Chicago

DYNAMIC Announcement

At last a dynamic speaker for ordinary amplification. Sterling engineers have developed a dynamic speaker that gives the fullness of tone and complete range expected—without extreme power amplification.

In addition Sterling Vari-Tone Speakers are as good on ordinary amplification as most dynamics.

Sterling speakers are available in floor and table models. The cabinetry is exclusive and without exception the most beautiful offered to the trade.

Write for complete details

Power Units

Our line of power units for D.C. or A.C. tubes is complete. Take advantage of this profitable business waiting for you.

Tube and Set Testers

Our line of testers is complete to cover every requirement for store and service man's use. All models are easy to use, accurate and durable.

The Sterling Manufacturing Co.
2531-53 Prospect Ave. Cleveland, Ohio, U.S.A.



Just any old trolley won't do

MODEL 502-3—Fitted with our dynamic speaker, equipped with a standard dry disc rectifier and powerful transformer for operation from AC 110 v., 60 cycle house current. No other auxiliary apparatus required.

Constructed of beautifully figured walnut plywood in two-tone effect—rubbed to a velvet-like finish. Its rugged construction is designed to carry the weight of the present-day electric sets. Made in two sizes—29 in. high, 32 in. wide, 14 in. deep and 29 in. x 27½ in. x 18½ in.—\$70.00 list.



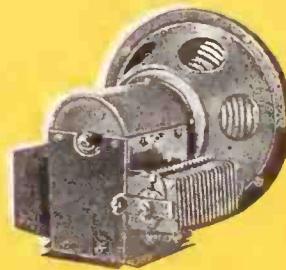
MODEL DC 507—Equipped with our dynamic unit. Finished in a beautiful two-tone walnut to match the popular sets. Small in size, 13½ in. high by 12½ in. wide by 11½ in. deep. Operates from 6-volt storage battery or 6-volt battery eliminator. List, \$50.00.

Model A 506—Same cabinet as above. Ready to operate from any AC 110-volt, 60-cycle lighting circuit. List, \$60.00.

Model A 508—Like above, except that it's made to operate from a D.C. lighting circuit. List, \$55.00.

Dynamic Unit Chassis

AC Model A 510—For A.C. light socket operation, equipped with dry disc rectifier and powerful transformer 110 v., 60 cycle. List, \$40.00. In Baffle Box, \$2.50 extra.



TO REACH your destination you must catch the right one! And to do that you must know where you're going.

So it is with Radio Speakers! And here, your objective is larger profits through volume sales. Hence O'Neil Radio Speakers are the right ones for you to sell!

They are made by a pioneer in the manufacture of Radio Reproducers. So they are made right! Being attractive in appearance, moderately priced and unusually faithful in reproducing every tonal shade and voice color of the artist—without rattle or distortion throughout an entire broadcast—O'Neil Speakers sell and stay sold! These qualities also make the O'Neil line a popular and fast selling one.

The Model DX 505 is a good one to know about. It is an especially good looking cabinet equipped with the O'Neil Dynamic Speaker—a hard to beat combination! To hear and see it means to want it. And like all O'Neil Speakers it sells itself.

If you are interested in making money by handling quality products you will be interested in "the famous O'Neil Speakers." We should be pleased to send you a copy of our Illustrated Catalog describing the complete line of O'Neil Magnetic and Dynamic Speakers. They list from \$14.75 upwards. Better write today—there is a jobber near you to supply your needs.

O'NEIL Manufacturing Corporation

—*the famous O'NEIL Radio Speakers*
West New York, New Jersey



Fall Radio Trade Shows Smash Records

More Than \$35,000,000 Worth of Business Transacted in Six Days
at New York Exposition Which Was Visited by 290,426 Persons
—Chicago Show Now Under Way Should Duplicate Records

THE Seventh Annual Chicago Radio Show, at the Coliseum, which opened its doors to dealers, jobbers and the public on October 8, as this issue of The Talking Machine World goes to press, and will continue until October 14, promises to break all records

by G. Clayton Irwin, Jr., general manager, who, in association with U. J. Hermann, managing director, is also chief executive of the Chicago Radio Show. Mr. Irwin stated that members of the industry throughout the country had pronounced the Fair the most interesting,

experimenter, rather than non-technical men.

The public interest in television demonstrations at the New York Radio World's Fair indicated the necessity of permitting similar displays at the Chicago Radio Show, according to exposition executives. It was stated that the



View of the Main Floor of Madison Square Garden Devoted to Exhibits of the "Newest in Radio" During the Recent Radio World's Fair

ords in attendance and volume of business transacted, as did the Fifth Annual Radio World's Fair, which was conducted at Madison Square Garden, in New York, September 17 to 22. In Chicago, as in New York, the daily hours for the trade, when the public will not be admitted, are 11 a. m. to 1 p. m. The exposition will be open daily to the public from 1 p. m. to 11 p. m.

More than \$35,000,000 worth of business was transacted in the six days of the Radio World's Fair in New York between manufacturers and merchandisers, according to an estimate made

productive and profitable ever held, and the general opinion is that radio will have one of the most successful years in the history of the industry.

A grand total of 290,426 persons visited the Radio World's Fair at Madison Square Garden during the week. Of this number it was estimated that an average of 40,000 people saw the television exhibits daily. Mr. Irwin stated that while television had proved to be one of the major features of the week, it was clearly demonstrated that the art of television was not yet ready for home use except by the wireless

demonstrations at Chicago were officially sanctioned by Major Herbert H. Frost, president of the Radio Manufacturers' Association.

No startling innovations in radio receivers were introduced at the Radio World's Fair, and it was expected that the Chicago show would be similar in this respect. Refinements were everywhere in evidence. Particular attention has been paid to beauty in cabinet work, and the service problem is ceasing to be one. Speakers match the receiving set cabinets in beauty of design and artistry, and radio-phonograph combinations are proving popular.

Radio Festival Is Tremendous Success

Chicago Banquet, Entertainment and Ball Attracts Huge Crowd

The Chicago radio festival banquet, entertainment and ball, held at the Stevens Hotel, September 18, was one of the most successful radio events ever held in Chicago. The grand ballroom of the Stevens Hotel was filled to capacity with radio enthusiasts, manufacturers, dealers, jobbers and the public, who listened to a six-hour program featuring leading Chicago, New York and nationally known radio stars.

Miss Adrienne Muhlig, Joliet, Ill., won the slogan contest with the radio slogan, "The Voice of the World." The first prize was a Balkite Model 108 cabinet console, retail value \$340. The second prize was won by Vera Klein, Chicago, with the slogan, "The World in Your Home." The second prize was a Sparton Equasonne junior console model 79A, with a retail value of \$229.50. The third winner was Mrs. Frank J. Ryan, Chicago, who won a Temple dynamic speaker No. 50, retail value \$49. The winner of the dancing contest was Mrs. Margaret Whipple, Winnetka, Ill., and her partner was George Phillips. The prize for

the dancing contest was a Hinncr's speaker.

The courtesy reporter was busy during the evening and after executing many novel tests of courtesy selected Mrs. Donald Grimes, Chicago, as the winner of the courtesy prize, a Kolster 6D radio set. The other prizes donated during the evening were a Majestic radio console, Model No. 72; Zenith, Model 34, six-tube all-electric console; Bosch Type "A" console receiver; Crosley Gem Box, 1929 Model; 1929 Freshman Equaphase, all-electric console Model G-10; Aeine AC-4 radio table model; Hinncr's speaker Model No. 27; Fairfax Master Speaker No. 595; Triple-Tone speaker switch; two No. 30-60 Bright Star heavy duty 45-volt radio batteries; two National tube kits; and a Model 1-A Webster electric pick-up with supporting arm.

Sen Kaney, the announcer of the Chicago studios of the National Broadcasting Co., was master of ceremonies and kept the enthusiasm and interest at a high pitch during the evening. H. E. Richardson, of Young, Loring & Richardson, Inc., Spartan distributors in Chicago, who is president of the Midwest Radio Trades Association, was the speaker of the evening and gave a short talk on the benefits of the Midwest Radio Trades Association directly to manufacturers, jobbers and dealers in this territory and ultimately to the consuming public in general. He mentioned that the Midwest

Radio Trades Association consisted of a group of manufacturers, jobbers and dealers who have organized to protect and serve to the best advantage the radio public of Chicago. Since its inception the efforts of the Association to improve radio conditions in Chicago have met with the hearty support of the radio industry and the public. The aims of the Association are chiefly directed to give the public full value for their radio purchases and conscientious and honest service, so as to intelligently keep those interested in radio in pace with its rapid progress. As a guarantee of these ideals everyone can readily identify a member of this Association by looking for the Association emblem.

After the termination of the rebroadcast of the New York program, "Husk" O'Hare and his orchestra furnished the music for dancing. During the dancing well-known theatrical stars from the production, "My Maryland," Miss Olga Cook, Miss Ruby Spence, Miss Betty Byron, Miss Helen Doyle, Ralph Dunn, Nathaniel Wagner, Hal Conklin, George Rosener and George Reinhart entertained.

The demand in England for American radio set essentials and accessories is steadily increasing, according to Nat Greene, of the Polymet Mfg. Corp. Mr. Greene points out that the amount of Polymet shipments to England has increased each month during 1928.

Pennsylvania Lyric Dealers Hold Meet

Otto N. Frankfort, All-American Mohawk Corp. Vice-President, Speaks—Excelsior Auto & Battery Co. Sponsors Meeting

One of the most successful dealers' conventions in the history of the All-American Mohawk Corp. recently took place in Harrisburg, Pa., when Harry L. Meyers, head of the Excelsior Auto & Battery Co., distributor for the Lyric receivers manufactured by the All-American Mohawk Corp., met in convention together with more than a hundred Lyric dealers from all over the State of Pennsylvania. Otto N. Frankfort, vice-president in charge of sales of the All-American Mohawk Corp., acted



Excelsior Auto & Battery Co., Lyric Distributor, Sponsors Harrisburg Meeting

as chairman of the convention, addressing the assembled dealers at the Colonial Country Club, where the visitors were entertained.

According to Mr. Frankfort, the convention helped materially to promote good will and stimulate interest in the new Lyric radio. Since the convention, he reports, the sales of Lyric receivers in the Pennsylvania territory have increased to an appreciable extent.

Magnavox Revises Dynamic Speaker Prices

A price revision on Magnavox dynamic speakers, manufactured by the Magnavox Co., with factories at Oakland, Cal., and sales offices in Chicago, Ill., went into effect on September 24. The prices in the various models are now as follows: Beverly model No. 61, six volt DC, \$50; Beverly No. 71, 110 volt DC, \$50; Beverly No. 801, AC for direct application to 110 volt-60 cycle AC line current, \$60; Beverly No. 901, AC for direct application to 110 volt-

25 cycle AC line current. All of these are table models.

The Belvedere (floor screen) models are re-priced as follows: No. 62, six volt DC, \$45; No. 72, 110 volt DC, \$45; No. 802, 110 volt-60 cycle AC, \$55; and No. 902, 110 volt-25 cycle AC, \$55. The Aristocrat (floor cabinet) models are now listed: No. 63, six volt DC, \$60; No. 73, 110 volt DC, \$60; No. 803, 110 volt-60 cycle AC, \$70, and No. 903, 110 volt-25 cycle AC, \$70. The Cordova, floor cabinet, model No. 710, complete with one stage of amplification (210) for direct application to 110 volt AC current, lists at \$175.

The unit line is included in the price revision. No. 6, six volt DC, is now \$30; No. 7, 110 volt DC, consuming 50 mils, is \$30; No. 80, for direct application to 110 volt-60 cycle AC current, consuming 2/10 amp., is \$40; No. 90, for direct application to 110 volt-25 cycle

AC current, consumes 2/10 amp., is \$40, and No. 700, complete with one stage of 210 amplification, for direct application 110 volt AC current, is \$125.

New Model Outing Portable

The new Flyer model of the Outing portable line produced by the New York Album & Card Co., New York, has gone over big, according to Max Willinger, president of the company. Mr. Willinger reports that the trade in general has shown much interest in the reappearance of the Outing line in the field.

Philco's Musical Theme

"Mem'ries," the musical theme of the Philco Radio Hour, presented each week by the Philadelphia Storage Battery Co., of Philadelphia, has proved so popular with the radio audience that M. Witmark & Sons, New York, music publishers, have published this number and have described its sales as a sensation.

New Distributors for Kellogg Radio Sets

The Kellogg Switchboard & Supply Co., Chicago, manufacturer of Kellogg radio receivers and AC tubes, recently announced the appointment of several new distributors for Kellogg radio merchandise: Berrodin Auto Supply Co., Philadelphia, Pa., distributor for the City of Philadelphia, southeastern Pennsylvania and southern New Jersey; Atlantic Radio Co., Boston, Mass., distributor for New Hampshire, Rhode Island and eastern Massachusetts; Henry J. Rowerdink, Rochester, N. Y., distributor for western New York State; Krauss Sales Corp., St. Louis, Mo., distributor for the entire State of Missouri except the extreme western part, also for north central and northeastern Arkansas, and for southern and central Illinois; Kiefer Electrical Supply Co., Peoria, Ill., distributor for Peoria and several of the surrounding counties; Magic Auto Supply Co., Hartford, Conn., distributor for eastern and central Connecticut; Clemons Auto Supply Co., Eau Claire, Wis., distributor for northwestern Wisconsin; Haynes & Chalmers, Bangor, Me., distributor for the State of Maine, except the southwestern section, and Collins Kelvinator Corp., Los Angeles, Cal., distributor for southern California.

Columbia Dealers Tie Up With Grogan Tour

Oscar Grogan, exclusive Columbia artist, has been playing the Loew circuit in the South and Middle West for several months with great success. Similar reports have come from every city visited on his tour which began in Norfolk, Va., and included leading Southern cities.

From the Middle West, Mr. Grogan will go to Toronto where he will complete the tour. Columbia dealers are cashing in on the local appearances of this versatile artist.

Jack Dalton in New Post

CINCINNATI, O., October 5.—Jack Dalton, until recently Eastern sales manager for the Crosley Radio Corp., manufacturer of Crosley radio products, has been appointed sales promotion manager of the same organization. Leonard Kellogg, former sales promotion manager, has been placed in charge of the new refrigeration division sales of the Crosley organization.

A NEW EXCELLO CABINET OF RARE BEAUTY Highest Quality and Wide Popularity

Designed for the new Radiola Model 18 as well as any other A.C. or D.C. receivers. Accommodates set, speaker and eliminator. A drawer below receiver compartment provides space for stationery, etc., and has a hinged lid for writing bed.

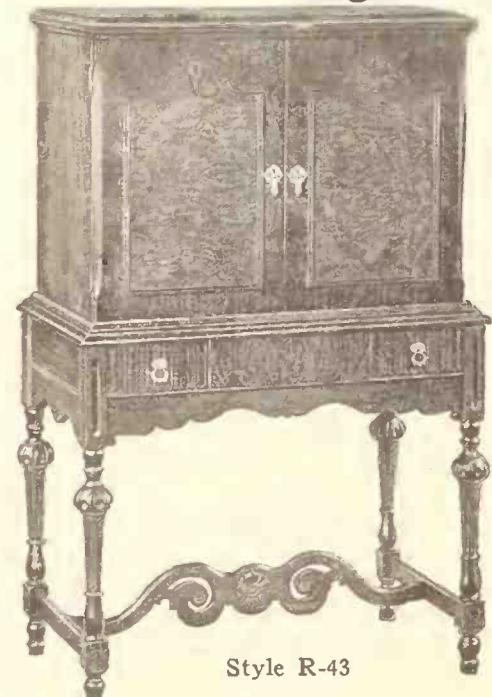
A high example of true Excello craftsmanship in make and finish. Walnut throughout with matched butt walnut doors; rich piano finish.

Catalogue on request.

EXCELLO
Radio Consoles

EXCELLO PRODUCTS CORPORATION

4824 W. 16th St., Cicero, Ill.
Suburb of Chicago



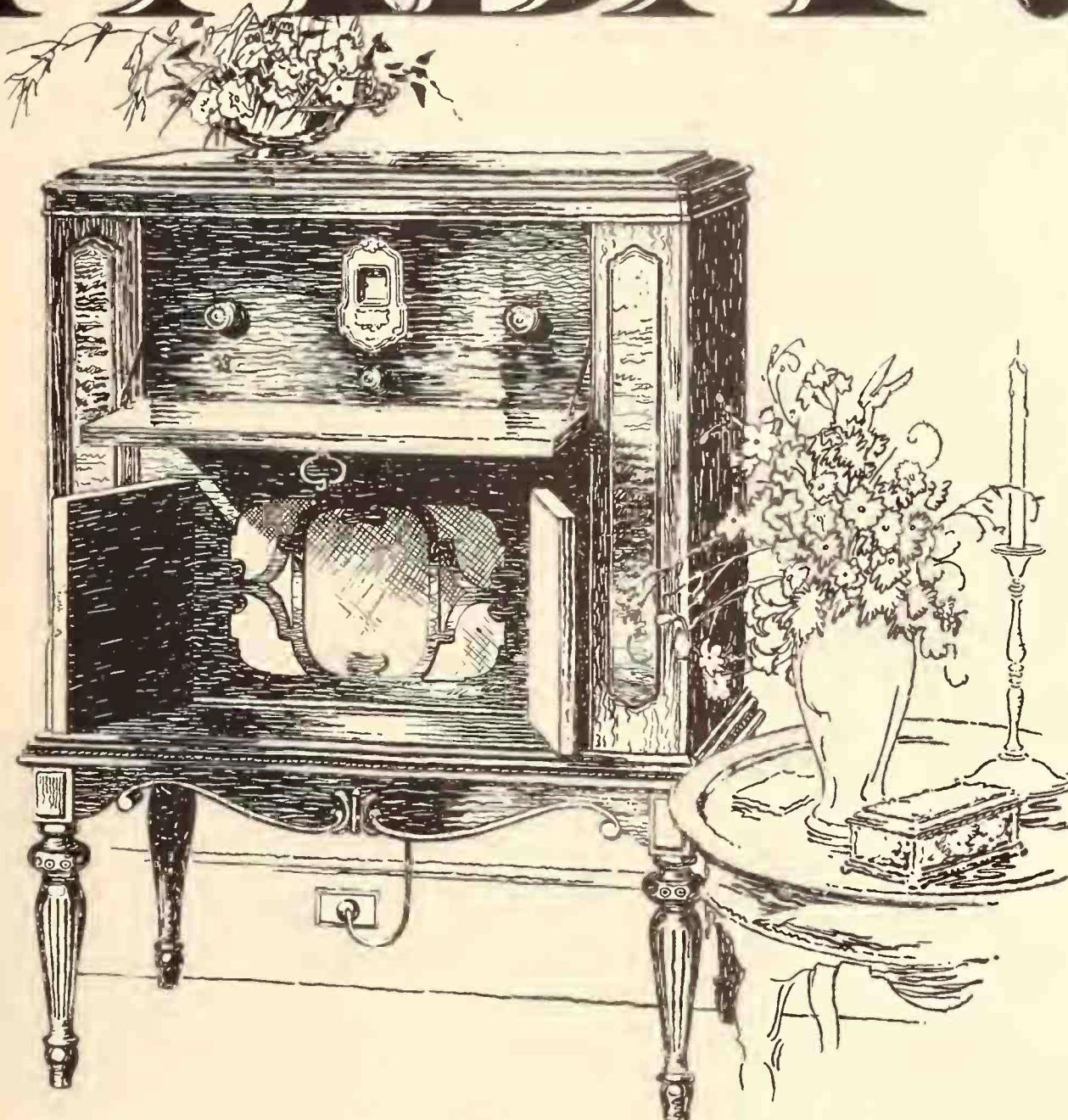
Style R-43



Style R-43
Open View

Dealers and Distributors are invited to write for complete details of franchise offer. The Excello is nationally advertised and nationally preferred.

FADA "70"



Disappearing loop antenna nests in top of cabinet when not in use.

THE DOMINATING FEATURE OF THE RADIO WORLD'S FAIR!

ALL who saw Fada "70" at Madison Square Garden acclaimed its beauty. The hundreds who heard the Fada "70" demonstrated at the Hotel Astor were convinced that it is the finest radio made—regardless of price.

Fada "70" dominates the quality radio market—just as it dominated the radio show—another "profit windfall" for Fada dealers!

The Fada franchise is just like a sound security—it's always increasing in value—getting better each year. For information regarding your territory, write or wire—

We claim, and are ready to prove, that the Fada "70" will show superior performance over any other standard make of radio receiver, regardless of price.

F. A. D. ANDREA, INC., LONG ISLAND CITY, N.Y.

District Managers for the DeForest Co. Appointed

H. C. Holmes, Director of Sales, Announces the Names of Representatives for Twelve Districts Together With the Territory to Be Covered by Each Manager

The names of the district managers, together with the territories which they cover, have just been announced by H. C. Holmes, director of sales of the DeForest Radio Co., with headquarters in Jersey City, N. J.

The New England territory is to be handled by William J. Barkley, of the R. A. Chambers Co., 10 High street, Boston, Mass. This territory includes Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut north of and including Hartford.

The New York or Metropolitan territory is to be handled by H. H. Southgate, 50 Church street, New York City, and includes Connecticut, south of but not including Hartford, New York excluding Buffalo, and New Jersey north of but not including Trenton.

The Philadelphia territory will be handled by Charles N. Wiltbank, 609 Washington Square Building, Philadelphia, Pa., and will include Delaware, Maryland, District of Columbia, New Jersey south of and including Trenton, and Pennsylvania east of but not including Altoona.

The Pittsburgh territory will be handled by H. B. Parke, 305 Seventh avenue, Pittsburgh, Pa., and includes West Virginia, Ohio excluding Toledo, Pennsylvania west of and including Altoona, and that corner of New York State including Buffalo.

The Detroit territory will be handled by Phil M. Day, 517 East Woodbridge street, Detroit, Mich., and includes Toledo only in Ohio, Michigan, and Indiana excluding southwestern corner that includes Evansville and Terre Haute.

The Chicago territory will be handled by Tideman & Whetter, 600 West Jackson Boulevard, Chicago, and includes Iowa, the northern half of Illinois or north of Springfield

and Decatur, and the southern half of Wisconsin south of La Crosse and Oshkosh.

The Denver territory is to be handled by F. E. Staible, Inc., 2356 Blake street, Denver, and includes Colorado, Wyoming, Utah and New Mexico.

The West Coast territory is to be handled by J. T. Hill, 823 San Fernando Building, Los Angeles, and includes Arizona, Montana, Idaho, Nevada, Washington, Oregon, California and the corner of Texas including El Paso only.

The St. Louis territory is to be handled by Richmond V. Hughes, 1120 Fullerton Building, St. Louis, and includes Kentucky, Memphis only in Tennessee, the eastern half of Missouri including Jefferson City, the southern half of Illinois south of Springfield and Decatur, and the southwestern corner of Indiana including Evansville and Terre Haute.

The Kansas City territory will be handled by C. H. Amis, 237 Railway Exchange Building, Kansas City, and includes Kansas, Nebraska and the western half of Missouri not including Jefferson City.

The Dallas territory will be handled by Jenkins & Gunther, Santa Fe Building, Unit Two, Dallas, and will include Oklahoma, Arkansas, Texas except El Paso, and the northwest corner of Louisiana including Shreveport.

The Atlanta territory handled by Fulwiler & Chapman, 915 Atlanta Trust Co. Building, Atlanta, includes Georgia, Alabama, Louisiana except northwest corner, Tennessee except Memphis, Virginia, South Carolina, North Carolina, Florida and Mississippi.

One more territory, namely, Minneapolis, is being organized and the district manager will be announced shortly.

which the entire line of new and former Victor models was shown in the hotel ballroom, with H. O. Grubbs, vice-president in charge of commercial relations; Robert Drake, Eastern representative, and R. A. Bartley, district sales manager, representing the Victor home office.

The new models were shown on the ballroom stage in a beautiful setting and won the highest commendation of the trade. In his address Mr. Grubbs predicted that talking machine dealers generally will enjoy unprecedented prosperity in the next twelve months, provided they employ right merchandising methods in all departments.

Stecker's Sporting Goods Store, at Dunkirk, N. Y., staged its own radio show recently, there being no joint display in that city. The company attracted much attention with its showing of Victor combinations, Atwater Kent, RCA and Sparton sets.

Three radio dealers made a hasty trip to Rochester by airplane to attend the trade show there. They were Clifford Bettinger, sales manager of Temple, Inc., Chicago; Edward Bihl, president, and George Wright, sales manager, of the Cycle & Auto Supply Co., local jobbers for the Chicago company.

Panatrophe in Exhibit of Electrical Equipment

In one of the most beautifully furnished and elaborate exhibits on the Boardwalk in Atlantic City are displayed all of the latest inventions in electrical equipment of the home. It is so com-



Panatrophe in Electrical Exhibit

pletely equipped that, if it were in a home, a woman could push a button to do everything but powder her nose, and we are not so sure she couldn't do that by electricity. In this place, with all its modern inventions, the Brunswick Panatrophe was prominently featured and the Model No. 148-C, which has been reduced in price, is the one that the General Electric Co. exhibited.

Fada Radio Reports 33 Per Cent Increase

The sales volume of F. A. D. Andrea, Inc., on Fada radio for the first eight months of 1928 showed an increase of more than 33 per cent over the corresponding period of 1927, according to a recent announcement by F. A. D. Andrea, president of the company.

"Growth is giving the development of the electric receiver for a considerable portion of the national business being done this year," said Mr. Andrea. "An increase in volume was to be expected with the simplification of receiving sets, freedom from service troubles and ease of operation, but a gain of 33 per cent is worthy heralding."

Ye Music Box, Martinsville, Ind., was recently incorporated with a capital stock of 100 shares, no par value, to deal in musical instruments, etc. The incorporators are Lee M. Taylor, Russell Doty and Ralph K. Lowder.

More Than 50,000 People Attend Buffalo's Annual Radio Show

Exposition Proves Highly Successful—Talking Machine Sales Reported Most Satisfactory—Brunswick Dealers Use Co-operative Advertising—Victor Dealers Meet

BUFFALO, N. Y., October 8.—With one of the best radio shows in history providing stimulation for the trade in this territory, Fall sales are opening up in fine style. Upwards of 50,000 persons attended the September show of the Buffalo Radio Trades Association in the Broadway auditorium, and saw there practically every well-known receiving set in the United States on display in an exhibition the total value of which ran close to \$1,000,000.

Meanwhile the talking machine industry has been progressing, with sales growing steadily and good Fall and Winter business in prospect. Record sales have given little cause for complaint, and there is a noteworthy trend on the part of talking machine buyers to invest in better-grade instruments, or else to purchase combinations with radio sets included priced at \$300 and upwards.

Both the Federal and King radio plants here have been operating at capacity for the past six weeks endeavoring to catch up with orders, and have largely augmented their personnel. Federal has opened unusually attractive local wholesale offices in plant No. 2, at 1200 Niagara street, where a complete line of its products is now on display in quarters of ample size. Many dealers have called at the new showrooms and expressed appreciation in no uncertain terms of the new Federal models.

Another Federal announcement of interest is

that Paul F. Godley, well-known radio engineer, author and DX fan, has been appointed to represent that company as salesman in the New York metropolitan territory. He is already on the job.

In co-operation with local dealers the Buffalo branch of the Brunswick-Balke-Collender Co. is running co-operative advertising in a number of newspapers of the local branch district. Attractive copy and good dealer tie-ups are getting results, orders from dealers in the territory indicate, according to George A. Lyons, branch manager.

Max Freedman, who has been operating a successful music and radio store in William street, featuring the Columbia line, has opened a branch in Main street near Allen street, and reports good opening business. He is keeping his shop open evenings for the benefit of his many patrons.

Millard Minnick is receiving many congratulations following the reopening of the redecorated and enlarged ~~store~~ of the Buffalo Radiophone Store at 260 Main street. The company is showing a complete line, inc., Atwater, Kent, Kolster, Majestic and Peerless sets.

All Victor dealers in this territory were invited to attend a "caravan" meeting and demonstration sponsored by the Buffalo Talking Machine Co. and Curtis N. Andrews in the Hotel Statler. Luncheon began the program, after

Two New Splitdorf Jobbers Appointed

Fifield Bros. to Cover Maine; Waite Auto Supply Co. Will Serve Trade in Rhode Island and Part of Connecticut

The Splitdorf Radio Corp., of Newark, N. J., has announced two new jobbers for the Splitdorf line of radio sets. Fifield Bros., of Augusta, Me., will cover that State with eight salesmen and have established a separate department for the distribution and servicing of radio. Fifield Bros. are a well-known firm, having started in business in 1895, specializing in automotive equipment. B. B. Herrick is

general manager of the company and Mr. Hall is head of the radio department.

The other Splitdorf appointment is that of the Waite Auto Supply Co., 356 Westminster street, Providence, R. I., to become jobbers for that State, and Toland, Wyndham and New London counties in the State of Connecticut. This is an old-line automotive house traveling twelve men. E. W. Waite is president of the company. Waite Bros. are well known in the radio and automotive trade circles of Rhode Island and eastern Connecticut and have a large following among retailers.

The Town Talk Music Co., 403 Old National Bank Building, Evansville, Ind., was recently incorporated with a capital stock of 900 shares of no par value to deal in musical instruments.

Foreign Records in Columbia Releases

Included in its September and future releases, the Columbia Phonograph Co. is issuing two records from the foreign list. The first of these releases includes a double disc from Peru and one from Russia. The former is ceremonial and native of the Peruvian Indians, the first selection of that coupling being based upon an ancient custom of burying alive a virgin in the Temple of the Sun, once in every ten years. The melodies are rendered by the Orquesta Tipica Incaica. The second is played by the Russian National Balalaika Orchestra and, though more modern, is distinctly Russian.

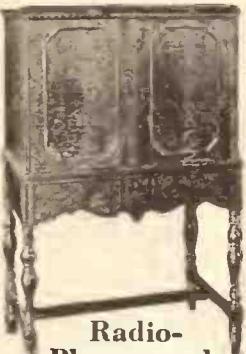
TIE UP WITH THE BIG LINE!

DYNAMIC CONE MODELS



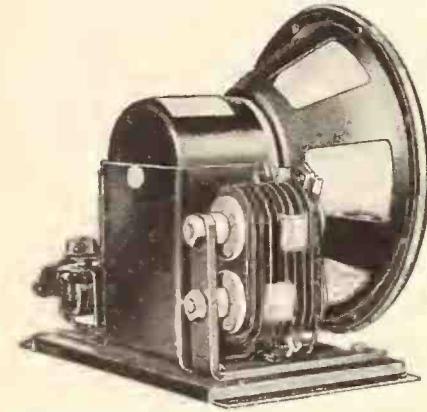
Table

With D. C. or A. C. Dynamic Cone Reproducer. Wide enough to hold most radio receivers.



Radio-
Phonograph
Combination

With Dynamic Reproducer, electric turntable pickup and space for set.



The Heart of Newcombe-Hawley
Dynamic Cone Reproducers



Small
Console

For the smaller receivers. With Dynamic Cone Reproducer.



Large
Console

For large R. C. A. Model 18 and other large sets. With Dynamic Reproducer.



Portable
Satinwood front. With
Dynamic Cone Reproducer.



Portable
Burl walnut cabinet.
With Dynamic Cone
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.

MAGNETIC CONE MODELS



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.

**NEWCOMBE-HAWLEY
RADIO REPRODUCERS**

The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Annual Radio Exposition Held in Boston With Airplane Show

Mechanics Building Houses Exposition—New England Atwater Kent Dealers Hold Meeting—New Sonora Models Arriving—Many New Brunswick Accounts Opened

BOSTON, MASS., October 3.—The annual exhibition of radio in this city is now on and is being held in conjunction with the airplane exhibit. Mechanics Building is the scene of the dual show and the leading houses dealing in radio are represented. The Stromberg-Carlson Co. has a most ornate exhibit down near the entrance of the hall. The Victor Talking Machine Co. has something that is really artistic as to setting, forming a splendid background for a number of the company's leading types of machines. The display is in charge of Paul Carlson, Victor special representative. DeForest is well represented, and the Majestic line makes a most creditable showing. M. Steinert & Sons are showing a line of Kolsters. Of course the Atwater Kent Co. has an imposing exhibit that is attracting many visitors. This house has a large amount of space right under the stage, and it is sponsored by the J. H. Burke Co. and Howe & Co., local distributors of the Atwater Kent product. The Pooley cabinets are on view and so are the Red Lion cabinets. Some of the other concerns that are represented in the show are the Acme Apparatus Co., Atlantic Radio & Marine Co., Automatic Radio, General Radio, General Electric, Linscott, Stewart-Warner, Wetmore Savage, Northeastern Radio, Philadelphia Storage Battery, American Television, Fansteel Products, and others.

Atwater Kent Dealers Meet

The first annual meeting and dinner of the Atwater Kent radio dealers held at the Copley-Plaza Hotel in this city was all that was expected. The hosts were the J. H. Burke Co., and Howe & Co., both wholesale distributors for this line. The business sessions were largely attended, and a number of intimate business problems were discussed, led by experts in their own line of merchandising. Fully 700 dealers sat down to the banquet, at which the chief speaker was Dr. Edward James Cottell, of Philadelphia, commonly known as the "apostle of

friendship." He spoke on the real needs of the radio at home, on the farm, everywhere in fact, not only for its entertainment features, but as a general aid to the stimulation of business. During the business sessions the speakers were T. Wayne MacDowell, convention manager; H. A. Arany, New England sales manager; William E. Richards, New England field representative; V. W. Collamore, general sales manager; L. A.

months ago, has finally got settled in the Statler Building with offices and showrooms in rooms 602 and 603. There is an outer office, a large display room, and a private office for Manager Spencer. The new Sonora models are now arriving and will be ready for the trade very soon, and already the New England dealers are in receipt of printed data about the line. With Harry Spencer is his brother, Platt Spencer, and Elmer C. Nelson, who was associated with him in his previous connection.

Dealers Add Brunswick Line

New accounts opened by the Brunswick in the New England territory include George L. Kerr, of Franklin; Sweet's Music Shop, Roxbury; Gansert Piano Co., Providence, R. I.; Anzalone Bros., East Boston. It is of special interest in this field that through an arrangement with the Brunswick Co. all the Kresge



New England Atwater Kent Dealers' Convention

Charbonnier, service manager; John M. McCoy, sales promotion manager of the Atwater Kent Co., also Lee Howe, head of Howe & Co., and Joe Burke, head of the Burke Co.

Features Majestic at Show

Business with the F. D. Pitts Co. continues to make rapid and encouraging strides, the demand being for the widely known Majestic line, which, as noted earlier in this letter, is being extensively exploited at the Radio Show in Mechanics Building. While the Pitts Co. is not conspicuously in the foreground here by name, its representatives are constantly on the scene and are finding a busy time waiting on the visiting members of the trade.

New Sonora Models Arriving

Harry L. Spencer, who took over the New England representation of the Sonora some

stores are to handle the Brunswick records, so that customers may find these records in the company's stores in Boston, Quincy, Fall River, Lawrence, Springfield, Brockton and Portland, Me. The first store to handle them has been the one in Quincy, then came the stores in Boston and Brockton, L. L. Sebok, the Brunswick's foreign manager, is expected in Boston shortly.

Good Columbia Business

Business is good, so declares Manager Norman B. Smith, in speaking of the New England Columbia conditions. Mr. Smith, who exchanged places with our old friend, Bill Parks, now in St. Louis, is rapidly getting acclimated to his new surroundings and is mapping out a very promising program for pushing business.

(Continued on page 80)

THE VICTOR DEALER'S GREATEST OPPORTUNITY

Never before in the Victor history has there been offered to the public such a notable line of instruments of all types—and the best of all types.

A complete stock on hand puts the Victor dealer beyond the reach of competitors.

Ditson Service Can Keep That Stock Complete

Oliver Ditson Co.

Boston

Chas. H. Ditson & Co.

New York

The Authorized Furniture for All ATWATER KENT Radios

HEADLINERS ALL!



RED LION CABINETS for ATWATER KENT RADIOS

The new Red Lion Cabinets are proving to be so popular and profitable a line that the trade looks for more sales records to be broken by Red Lion models.

Radio owners like these cabinets because they are good furniture, first of all; then, because they fittingly house the highly-perfected Atwater Kent A. C. receiving sets and speakers; and, again, because Red Lion combination models are so skilfully designed that they really serve their two purposes without any sacri-

fice of the one to the other. This deft designing is very evident in the Red Lion Secretary and Desk models—and especially so in the new combination phonograph and radio console.

Furthermore, the price to dealers on this model, *already equipped with improved, electrically-operated phonograph*, allows the dealer to install an Atwater Kent set and speaker, and sell a complete combination of quality at an unusually attractive price.

Trade News From Boston Territory

(Continued from page 78)

A week ago he had a sales meeting of all the field men in this territory, and it is his plan to get the men together about every sixty days. This week the local Columbia quarters are holding open house and dealers have thus far come in large numbers to inspect the new lines of radio merchandise. R. F. Bolton, manager of the Columbia's foreign record department, was a recent visitor here.

Following are some of the new dealers that the Columbia has linked up with in New England: the Carlton Furniture Co., Lisbon, N. H.; Proctor Michelson, 434 Massachusetts avenue, Arlington, Mass.; A. F. Christopher, Lyndonville, Vt.; B. Horenstein, New Britain, Conn.; Sweet's Music Store, 657 Shawmut avenue, Roxbury, Mass.; Temple Electric & Radio Store, Andover, Mass.; Harry March, Quincy, Mass.

Big Gain for A. K. Line

The Atwater Kent business, as reported by the J. H. Burke Co., made an enormous showing for August, figures quoted being 200 per cent over August of a year ago. And so far as September is concerned, it was firmly believed that when all the figures are in this month similarly will show an enormous gain.

T. Wayne MacDowell, convention manager of the Atwater Kent Co., was in town the last week of September and so was H. A. Arany, sales manager, and William E. Richards, the New England field representative.

A. K. Plant Meeting Million-Set Schedule

The schedule of the Atwater Kent Mfg. Co., maker of Atwater Kent radio products, which

calls for the making and marketing of one million radio receivers during the current year, is being met as is attested by the fact that during the latter part of September the call of the sales department to the manufacturing section for a production of 12,000 sets in a single day was met promptly. Employment at the Atwater Kent plant in Philadelphia is now at the highest point in its history.

Eveready to Broadcast Latest Books

National Carbon Co. Makes Arrangements With Literary Guild to Put Selected Book on Air Every Month

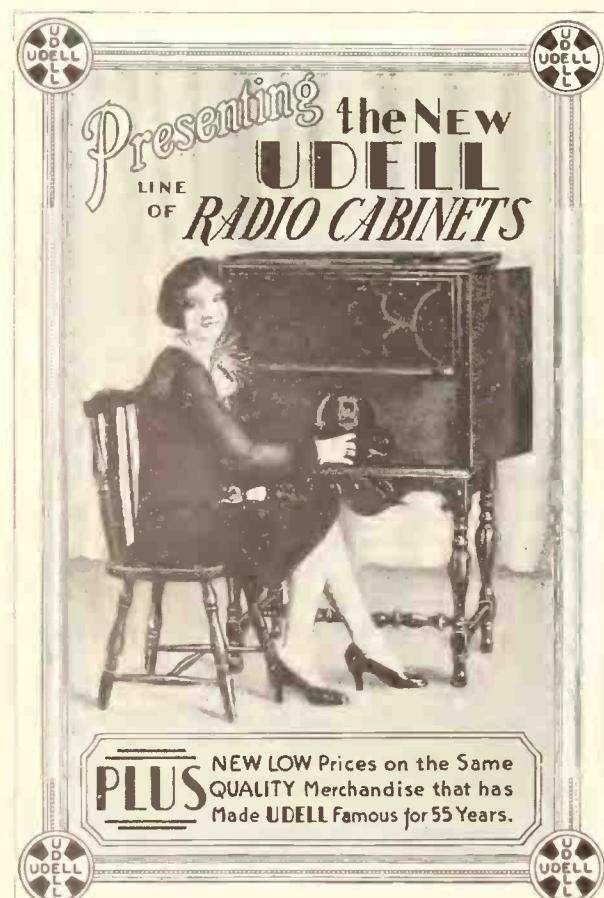
The National Carbon Co., Inc., New York, has announced that arrangements have been concluded between the Literary Guild of America and the Eveready Hour whereby the latter, a pioneer in broadcasting radio programs, will put on the air a number of the books chosen each month by the Literary Guild for distribution to its members.

The announcement states that this marks the first definite step by a national broadcaster to take advantage of the wealth of material for broadcasting contained in modern literature. Under the plan the Eveready Hour management will receive in advance of Guild publishing dates manuscript copies of books selected for determination of their broadcasting merits.

Texas Victor Dealers Meet

DALLAS, TEX., October 3.—Victor dealers in this city and surrounding territory held a dinner meeting in the ballroom of the Baker Hotel here on September 24 and inspected the new Victor models. The meeting was under the auspices of the Southwest Victor Distributing Co. and the T. E. Swann Co.

YOUR COPY OF THE UDELL CATALOG IS NOW READY



THE UDELL WORKS
28th St., at Barnes Ave. Indianapolis, Ind.

Makers of
Dependable Cabinets
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?

RCA Installs Model Retail Store Window

Store Front to Serve as Model of Dealer's Show Window—Designed to Assist Dealers in Dressing Windows

The window display illustrated herewith was constructed by the Radio Corp. of America, and installed in its reception hall at its general offices in the Woolworth Building, New York City, to serve as a model of an average dealer's



RCA Window Display

show window. It is designed to serve as an example to the dealer and to assist him in dressing his windows attractively.

The displays are changed every two weeks. The window space measures ten feet high, eight feet long and fifty inches deep. The outside walls are painted so that it represents a red-brick store front, and the entire window is electrically lighted. At this time the display is built up around the new Radiola 60 AC Super-heterodyne and loud speaker 103.

O. D. Williams Discusses Advertising

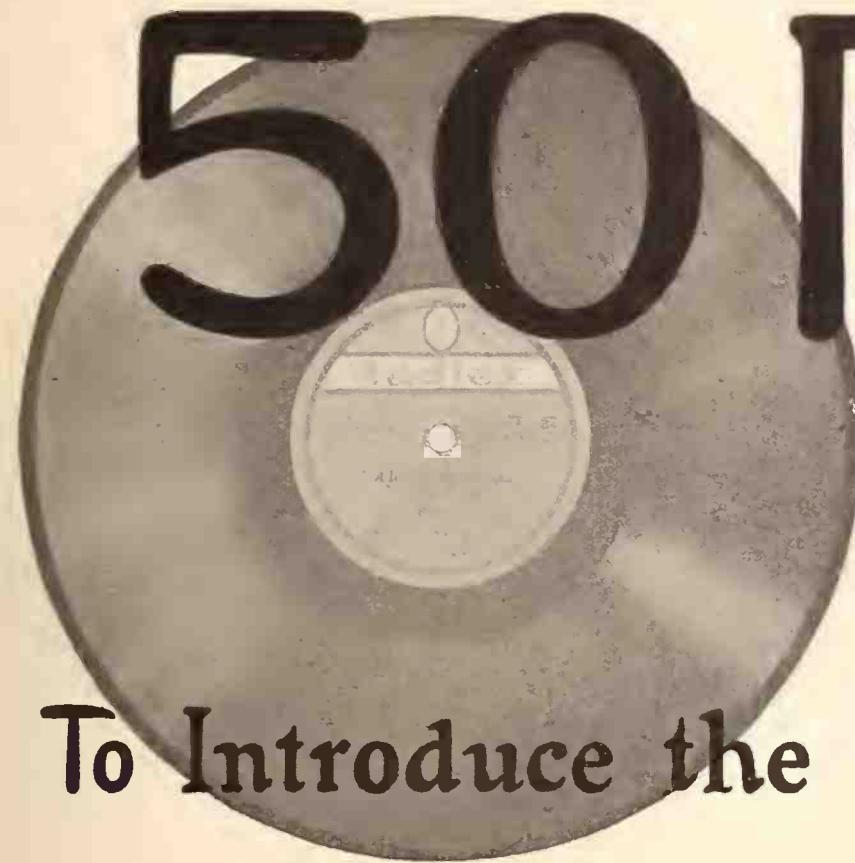
Advertising Director of Davega Chain of Radio Stores Outlines Factors of Success—Emphasizes Need for Advertising

O. D. Williams, who has just become advertising director for the well-known Davega chain of radio stores, has become an important figure in the radio world chiefly through his belief in the effectiveness of large space for radio advertising. Mr. Williams has been instrumental in placing more consecutive lineage than any other man in New York's radio field.

Mr. Williams believes that retail development is in direct ratio to advertising done, and that to keep up the pace it is absolutely essential to increase advertising with every proportional increase in growth. In this connection he says:

"Advertising properly handled not only stimulates sales as nothing else can, but also serves the public by giving prospective customers an actual written statement guaranteeing service and value. No merchant can stay in business very long if he fails to live up to his daily advertising statements. Advertising fulfills another function as well by advising the general reader upon the latest trends in the industry, the newest improvements. In radio this is especially important for, as far as we can see ahead, new things are bound to develop in radio every year. Television is an accomplished fact; soon it will be a popular form of entertainment and education, made popular by one great force alone—advertising."

"There are three essentials in advertising—plenty of space, good copy and effective pictorial presentation of the product. These three elements will carry any business to success if backed by an efficient selling organization and a good product."



Records Free

To Introduce the New Radiex Records

**For Your First Order Only, and to acquaint you with
the superb quality of electrically-recorded Radiex
Records, here is our offer—**

Any 150 Records @*	$14\frac{1}{4}$ c	\$21.38
Any <u>50</u> Records Free		00.00
200		\$21.38

Averaging less than 11c each

Satisfaction Guaranteed. If these records do not prove better than any records you have ever purchased, even as high as 20 cents, you may return them at *our* expense any time within ten days after you receive them, for full credit. Records are absolutely *on trial*. Unless they please you, they will not cost you a cent.

Standard 10 inch Records—Music on Both Sides—Play on Any Phonograph

We manufacture and ship over 40,000 records daily, to music stores, variety stores, etc., all over the country. Shipment is made within twenty-four hours of when order received. Catalogs, posters and window display supplied FREE.

This offer is for a short time only. Mail your order today.

Our regular wholesale prices, to dealers only, are as follows:

Popular Dance and Song Records, $14\frac{1}{2}$ cents each, F. O. B. Boston.

Famous Old Favorites and Other Standard Records, $12\frac{1}{2}$ cents, F. O. B. Boston.

*NOTE: Table above, figuring 150 records at $14\frac{1}{4}$ cents (\$21.38) is based on our estimate that your order will consist mainly of "popular" records at the $14\frac{1}{2}$ cent price.

Grey Gull Records, Inc.

Manufacturers of

Radiex and Grey Gull Records

16 Macallen St. T. M. 30 Boston, Mass.

Popular Hits

Price to Dealers
F. O. B. Boston **$14\frac{1}{2}$ C**

DANCE

- 1549 { Roses of Yesterday
Gloaming
- 1548 { Wa-Da-Da
Tenement Rose
- 1546 { Twelve O'Clock
Waltz
- 1545 { There's a Mother
Always Waiting
- 1544 { Yaacha Michaeloff-
sky's Melody
- 1543 { When Shadows Fall
Hallelujah, I'm a
- 1542 { Bum
But the Cat Came
- 1541 { Back
- 1540 { My Angel (Angela
Mia)
- 1539 { Coming Thru' the
Rye
- 1538 { Old Man Sunshine
Sidewalks of New
- 1537 { York
- 1536 { Because My Baby
Don't Mean Maybe
- 1535 { Everybody Works
But Father
- 1534 { Just a Night for
Meditation
- 1533 { Merry Widow Waltz
- 1532 { That's My Weakness
Now
- 1531 { That's Gratitude
- 1530 { My Pet
- 1529 { Bill Bailey, Won't
You Please Come
- 1528 { Home
- 1527 { Lila
- 1526 { And They Lived
Scrappily Ever
- 1525 { After
- 1524 { Constantinople
- 1523 { Waltz Me Around
Again, Willie
- 1522 { Rag Doll
- 1521 { Draggin' the Dragon
- 1520 { Blues
- 1519 { Chloe
- 1518 { Where the Cute,
Cute, Cuties Grow
- 1517 { Ramona
- 1516 { If I Didn't Love You
So Much
- 1508 { My Melancholy Baby
- 1507 { Down by the Sea
- 1506 { My Ohio Home
- 1505 { There Never Was a
Pal Like My
Daddy's Gal
- 1501 { Girl of My Dreams
I Know, You Know

VOCAL

- 2426 { Jeannine, I Dream
of Lilac Time
- 2425 { Come Back to
Romany
- 2424 { Little Mother
Lindy Lou
- 2423 { King for a Day
Love Is Just a
- 2422 { Dream of You
- 2419 { Hallelujah, I'm a
- 2418 { Bum
- 2417 { The Preacher and
the Bear
- 2416 { The Bum Song
Get Away, Old Man,
- 2415 { Get Away
- 2414 { Memories of France
Through All the
- 2413 { Years
- 2409 { That's My Weakness
Now
- 2408 { Hide and Seek
- 2407 { Girl of My Dreams
Dear Old Pal of
Yesterday

Famous Old Favorites

Price to Dealers
F. O. B. Boston **$12\frac{1}{2}$ C**

Over 100 more records of
old favorites like these
available at same price.
Write for complete catalog.

VOCAL

- 4118 { May I Sleep in Your Barn
I Saw Sweet Nellie Home
- 4131 { Wreck of Old '97
Wreck of Titanic
- 4183 { Just Tell Them You Saw Me
Curse of Aching Heart
- 4171 { Red Wing
By Waters of Minnetonka
- 4209 { Oh, Dem Golden Slippers
Kingdom Coming
- 4208 { Just as the Sun Went
Down
- 4202 { My Darling, Nellie Gray
- 4169 { Where Silvery Colorado
Wends Its Way
- 4168 { Everybody's Mother Was
Somebody's Pal
- 4133 { Jesse James
The Butcher Boy
- 4135 { Rovin' Gambler
Little Log Cabin in Lane
- 4173 { Boston Burglar
Cowboy's Lament
- 4174 { Casey Jones
Waltz Me Around Again,
Willie
- 4178 { Break News to Mother
Bird in Gilded Cage
- 4160 { Sweet Hawaiian Kisses
Blue Hawaiian Moon
- 4141 { I Wish I Was Single
Again
- 4140 { If You Want to Find Love
Where River Shannon
- 4117 { Flows
Send Me Rose From Ire-
land
- 4090 { In Baggage Coach Ahead
Under Some Old Apple
Tree
- 4207 { Blue Bells of Scotland
Campbells Are Coming
- 4208 { Medley of Old Songs, No. 1
Medley of Old Songs, No. 2
- 4075 { Church in Wildwood
Voice of Chimes

Famous Old Favorites $12\frac{1}{2}$ C

INSTRUMENTAL

- 4190 { Sidewalks of New
York
- 4189 { O'Leahy's Lullaby
- 4188 { Drowsy Waters
Herd Girl's Dream
- 4217 { Irish Washerwoman
Mrs. McLeod's Reel
- 4193 { Whistler and His
Dog
- 4192 { Powder Puff
- 4223 { Gems from Grand
Opera, No. 1
- 4222 { Gems from Grand
Opera, No. 2
- 4161 { Dixie Favorites
Medley of Southern
- 4218 { Airs
- 4217 { Merry Widow Waltz
Lullaby from Er-
- 4068 { minie
- 4067 { Arkansas Traveler
Turkey in the Straw

Complete Catalog Mailed on Request

The Trade in PHILADELPHIA and LOCALITY

Philadelphia Dealers Encounter Fine Demand for Latest Models

Distributors and Dealers Both Report Increase in Talking Machine Business With Combination Business Satisfactory—Kellogg Dealers Meet—Shortage Felt

PHILADELPHIA, PA., October 9.—Though the dominating trade commodities in the active list of to-day are among the radios there, nevertheless, is a most gratifying demand for talking machines of the newer designs and those of the combination radio types. Both wholesaler and retailer are pleased with the revival of business in the talking machine industry within recent weeks, with a still more optimistic attitude in the outlook for radios based upon the present urgent needs for the newer sets that have been shown among the Fall displays.

Kellogg Radio Dealers Attend Meeting

The Berrodin Auto Supply Co., local distributor, and the Kellogg Switchboard & Supply Co., Chicago, acted as hosts to seventy-five dealers and prospective dealers in Philadelphia, September 6. Mac Harlan, advertising manager for the Kellogg Co., outlined Kellogg advertising plans for the Fall and Winter seasons, and showed his audience some examples of the Kellogg newspaper advertising which his company has prepared to help the dealers. He gave an interesting talk regarding the Kellogg factory and products, taking his guests on a trip through the Kellogg plant by use of a special movie reel which was made at the Kellogg factory in Chicago, showing the various departments which make and assemble the Kellogg radio receivers.

All present expressed their interest in another movie reel, entitled "Listening In," which Mr. Harlan brought with him from Chicago. It showed how successful dealers secure prospects through the use of Kellogg literature, and how they complete the sale. An interesting and instructive portion of the reel showed why

many dealers lose sales. The Kellogg Co. plans to hold these dealer dinner meetings in various large cities throughout the country so that dealers may become better acquainted with the Kellogg organization and its products.

Radio Demand Exceeds Supply

Wholesalers in the newer types of radios complain of the oversold conditions and the urgency of needs for immediate deliveries. In many of the distributors' hands are long lists of orders for the incoming improved types of radios that may not be filled for several weeks, so urgent is the call from the dealers for all available supplies. Many distributors report that far from the customary conditions of the normal season, when they are carrying peak stocks of supplies in radios, this year they find their warehouses bare of goods and in many cases with only samples on the floor for display purposes.

Record Sales Continue Satisfactorily

Record sales continue to hold well though a few numbers are most active rather than the whole list. The most active of the group seems to be among the popular numbers of the collegiate type which are recorded by artists now appearing here either in the movies or in theatrical attractions. The demand for these is stimulated by the tie-up advertising of the dealers with the manufacturers and distributors.

Brunswick Radio Models in Demand

New models of the straight radio type which recently were introduced by the Brunswick Co. have kept the local branch occupied at peak in shipping all available supplies received from the factory. The table models at \$172.50 and the console at \$237.50 as well as the super-

heterodyne at \$217.50 and console superheterodyne with dynamic speaker, all have been great favorites since being introduced to the Quaker City trade. Thomas Higgins, who formerly managed the Atlantic City record sales promotion of the Brunswick Co., has been assigned to the Philadelphia branch as record promotion salesman. Ivan Brooks, who managed the Exhibition Hall in the seashore resort, is now in aviation work, having resigned, and has been succeeded by Theodore Fairchild who formerly was connected with the Quaker City office as record sales promoter.

Hobart Hawley Reports Business Good

A successful dealer in the Brunswick products who called here last month to tell of his good record in sales in the up-State trade was Hobart Hawley, of Hawley Bros., of Williamsport, Pa., who recently entered business on his own account after service with the local branch in a sales capacity. Hawley Bros. have a most attractive Brunswick department completely equipped with all models and recordings as well as general music wares.

Many Advance Sales of Columbia Radio

Advance sales of the new line of Columbia Phonograph Co.'s radio sets have been growing within the month and when shipments start in the late October there will be consumed all incoming supplies from the manufacturer as well as those to be received for several weeks to come. The new No. C4 radio in the Hi-Boy Model has been most popular and will be ready for delivery October 15th. Manager J. J. Doherty, of the Columbia Co., who has been making the rounds of the anthracite regions, finds an improved demand with the return of the miner to work this month. C. Wilson has been assigned to sales work in the north Philadelphia section. Nicholas Giro is now looking after sales of the foreign recordings, succeeding Albert Schlesinger. Mrs. R. Shaeffer, who has been connected with the record department of the Columbia Co., is confined to the Hannemann hospital after suffering a fall down stairs and injury to her back necessitating an operation. Among the State trade visitors to the Columbia during the late September days with a view to purchasing the new line of radios were N. Jupina, McAdoo, Pa., and the members of the firm of Landon & Gleckner, Williamsport, Pa.

Weinstein Opens Larger Store

The Weinstein Music House, dealer in the Columbia, has taken a large store at 4 Maplewood avenue, Germantown. There will be carried an extensive stock of the Columbia, which the firm handles exclusively, in the newly rebuilt store property at this address.

New Edison Models Displayed

An enthusiastic meeting of the dealers in the Edison greeted the latest models of the Edison radios and combination talking machines when the local distributors, the Girard Phonograph Co., in conjunction with the manufacturer, Thos. A. Edison, Inc., of Orange, N. J., arranged a show at the Sylvania Hotel on September 27 and 28 to exhibit the latest improved types. There were several hundred dealers present at the exhibition of the new sets of Edison radios, with two console models and two phonograph combinations ranging in price from \$260 to \$1,100. Manager Joseph T. Donahue, of the Girard Phonograph Co., Broad and Wallace streets, with Mr. Bonde, of the Edison factory, joined in greeting the dealers and extending the hospitality of their respective firms. Throughout the two-day program there were sales talks, demonstration concerts and other entertainments, including a banquet in the evening. Much interest was shown in the new sets and a

(Continued on page 84)



To Victor Dealers in Territory We Serve:

The future of your RECORD BUSINESS DEPENDS UPON YOUR ACTIVITIES OF TODAY.

THE VICTOR NEW AUTOMATIC INSTRUMENTS will create unprecedented demands for both Victor instruments and records.

THE LIST PRICE \$365.00 on Model No. 10-35 is but one of the many outstanding features.

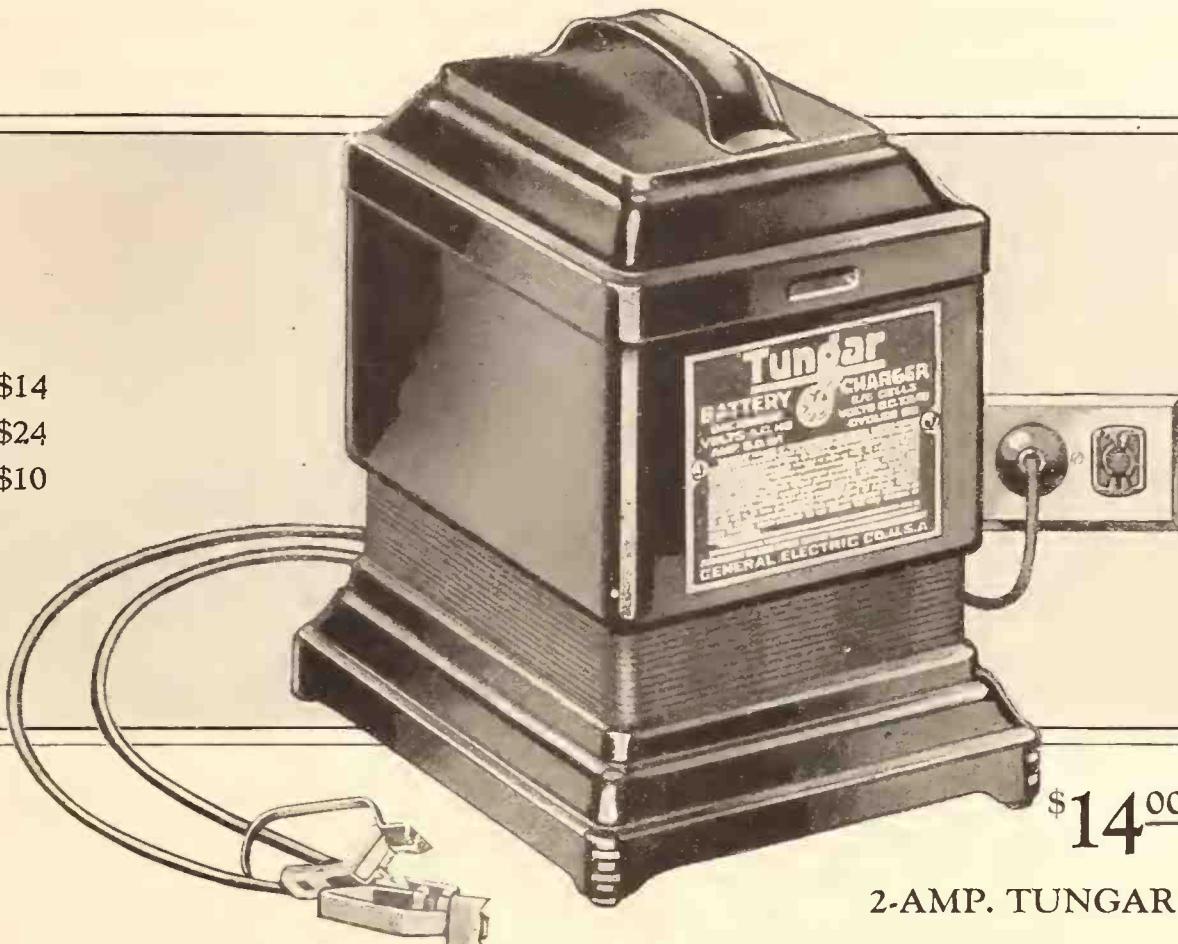
H.A. WEYMANN & SON, INC.
1108 Chestnut Street—Philadelphia, Pa.

Victor Wholesalers

Low Prices

(East of Rockies)

2-ampere . . .	\$14
5-ampere . . .	\$24
Trickle . . .	\$10



\$14⁰⁰

2-AMP. TUNGAR

Get dollar returns this election! Sell a General Electric Battery Charger



\$10⁰⁰

TRICKLE TUNGAR



\$24⁰⁰

5-AMP. TUNGAR

for every battery-operated set!

Every man in the country who has a battery operated set (and there are hundreds of thousands of them!) is a prospect for a Tungar before Election. These General Electric Battery Chargers are as fool-proof as a ballot-box and as dependable as—well, as any

product which bears the General Electric name!

More than a million of them have been sold. And many, many more will be sold this month. Demonstrate them, display them, push them. They offer splendid profit possibilities.

Get full details from your Tungar Distributor



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.

GENERAL ELECTRIC

MERCHANDISE DEPARTMENT, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONNECTICUT

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 82)

goodly amount of business for future stocking in the dealers' stores was transacted as a result of the display and demonstration. The complete line of samples is being shown at the Girard Phonograph Co. quarters.

Heppe Expands Canvassing Campaign

That there is business to be had by the go-getter is practically evident in the plans of the C. J. Heppe Son Co., radio and talking machine department, to elaborate upon the novel sales promotion plan of taking the radios and combinations directly to the door of the customer. The Heppe Co., 1117 Chestnut street, this Summer introduced this plan of selling direct to the customer from trucks, the instruments are taken along for delivery purposes by the various crews working in different sections of the city. The plan of selling direct to the customer in the home began in July and proved so overwhelmingly successful that larger crews are to be added this month, working from the Sixth and Thompson street store for the purpose of handling larger stocks and workers. There will be fifteen more workers added, and more trucks carrying several sets of radios and Victor machines will be consigned to the delivery service which accompanies the workers in their assigned territory, according to the plans for extension of this sales promotion campaign under Manager Leo Cromson.

Majestic Sales Are Record-breaking

A record business has been scored by the Penn Phonograph Co., according to reports of President T. W. Barnhill, of the firm, with headquarters at 913 Arch street, in the sales of radios of the Majestic line for which the concern is Philadelphia distributor. The record business scored during September shows that the firm made the greatest volume of sales for any single month, including the holiday month of December, in its history of 30 years. This business was confined to the sales of the Majestic radios which are now being handled exclusively by the firm as one of the Quaker City distributors. The Penn Phonograph Co. has opened a branch distribution house in the coal regions for the extension of better service to the trade in that section owing to the rush of demand for these products.

Stores Feature Steinite Line

All the larger department stores now are featuring the Steinite radios distributed here by the Schimmel Electric Supply Co., 526 Arch street. The larger central city department

stores handling the line are Wanamakers, Strawbridge & Clothiers, Lit Bros., Frank & Seder and N. Snellenburg & Co. There are more than 200 dealers handling the line in the Quaker City territory. The local distributors are looking forward to the advent of the newest of Steinies which is to be introduced in a console cabinet on October 15th. There will be a special showing of this new model when it is introduced to the dealers under the management of the Schimmel Radio Division and Manager J. E. Neutra.

Compiles Victor Record List

A list of the most popular collegiate recordings in the Victor list has been compiled for the dealers by Manager Raymond J. Boldt, of the record department of Philadelphia Victor

Distributors, Inc., 240 N. Eleventh street. They comprise the recordings of popular orchestras now appearing here with theatrical attractions. They are Waring's Pennsylvanians, at the Forest Theatre; George Olson, at the Fox Theatre, and Ted Weems at the Walton Hotel Roof.

Radio in Electric Exhibit

Radio and its accessories and supplies will play an important part in the exhibit to be featured by the Electric Club of Philadelphia at the Electric Show to be staged at the Commercial Museum from November 17 to 24. A special radio department has been assigned 1,400 square feet of space at the Show with practically all the well-known manufacturers represented. The Radio exhibits are under the direction of L. B. T. Raycroft, of the Electric Storage Battery Co., of Philadelphia.

Big Day-Fan Radio Sales

With a sales record made within the period of the two months since the newest Day-Fan Radios were brought out in the local industry, the Philadelphia distributors, the Franklin Electric Co., 50 North Seventh street, have been elated with the success of these latest improved sets that have been featured this Fall. There have been more than 1,000 of these new Day-Fans sold in the territory in that time. The new Day-Fan, 9 tubes, to retail from \$150 upward, has been the featured product of the Franklin Co. The firm and its radio division under Manager Robert C. Cameron, formerly of the Sleepier Radio Corp., have branched out to other lines of trade commodities with the Radio Master Cabinets for inset purposes in conjunction with the Day-Fan Radios and the Timmons and Philco lines of speakers recently added to the distribution trade in this city.

Shortage of Bosch Radio

With the demand for the Bosch Radios soaring beyond any previous sales record the Quaker City distributing house for these products, the Lewis Radio Jobbers, 45 North Seventh street, is listed with many advance orders and few supplies on hand, owing to the rush at the factory for shipments to all parts of the nation. All available supplies are sent on their way to the dealers as soon as received. There are three new models to the Bosch, that in the

(Continued on page 86)

Distributors for Eastern Penna. and Southern New Jersey



"GROW WITH US"
is our slogan, and it expresses
two things:

1. That our business is developed on the seeds of CONFIDENCE, planted by selling RELIABLE merchandise of nationally recognized manufacturers; and by giving our dealers a Service that leaves nothing to be desired.
2. That Trilling & Montague's dealers subscribe to the same business principles in their relationship with their customers in order to "grow with us."

TRILLING & MONTAGUE

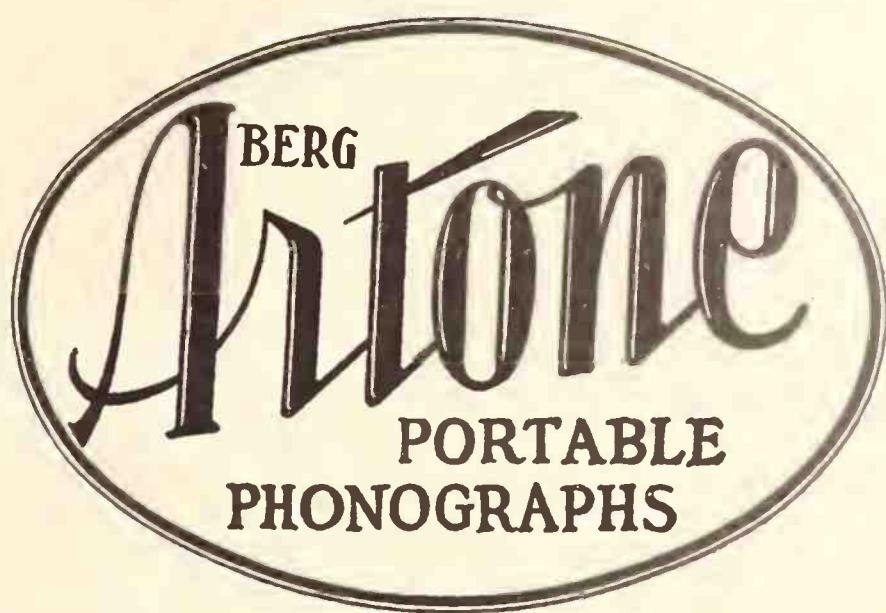
WHOLESALE RADIO MERCHANTISERS

N. W. Cor. 7th and Arch Streets

"Grow With Us"

PHILADELPHIA, PA.

Branch Office: 218 Chestnut St., Sunbury, Pa.



New!—designs

New!—motors

New!—horns

New!—values

New!—performance

Samples Now Ready

Write us to-day



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.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 84)

table set for \$132.50 retail and Console type at \$197.50 and \$295. The Lewis Co. has been holding dealers' exhibits and demonstrations in the various up-State cities, including Allentown, at the Americus Hotel; Reading, at the Berkshire Hotel; Ambassador Hotel, Atlantic City; and at the Sylvania Hotel, in this city. There also is to be held a special Southern New Jersey Show to be staged in either Milville or Bridgeton in late October, plans for this demonstration now being under way. The firm also has been enjoying a sales record on the Newcomb-Hawley and Farrand loud speakers, for which it has acquired distributive agencies.

To Feature Sparton Line

When the Sparton Radios are placed on display at the Big Radio Show for the 1928-1929 season to be held at the 108th Field Artillery Regiment Armory, Broad and Susquehanna avenues, the week of October 22, there will be especially attractive offerings from the manufacturers of the line, Sparks-Withington Co., Jackson, Mich. Captain William G. Sparks will be personally present at the Show in attendance with the local distributor, J. V. Kane, of the J. V. Kane Co., 3137 North Broad street. He will have as his assistant L. G. Thomas, who is assistant manager of the radio department of the Kane Co. There will be on exhibition six models of the new Sparton in the table, console deluxe and the Sparks combination radio and talking machine, combining the Sparton Radio with the automatic phonograph playing one dozen records and retailing at \$855.

Motor Parts Co. Busy

Exceptionally brisk Fall business has been recorded for the Crosley, Amrad and Philco Radios distributed through the Motor Parts Co., 818 North Broad street. Manager John C. Marden, of the radio department, has been kept at top-notch activity meeting the dealers' demands for the newer types that now are being distributed and including the Crosley 8-tube Show Box retailing for \$80. Under the slogan of the dealers which the Crosley is featuring in the display sign bearing the inscription "See It Here and Buy It In Your Home" many sales have been recorded. The dealers are given the opportunity to place the Crosley for five days in the customer's home for his own trial of the radio and this has proved a big advantage in the sales of the instrument.

The Stieff Piano Co., Philadelphia branch, 1717 Chestnut street, has added a radio department featuring the Crosley, Amrad and Philco. The new department of this noted piano concern has been placed under management of Daniel A. Sadler, for many years attached to the factory sales organization.

Features Lyric Radios

Manager W. D. Harris, of the radio section of the Philadelphia Motor Accessory Co., 3128 North Broad street, has been featuring with excellent sales record the newer types of the



Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

Philadelphia, Pa.

All-American Mohawk Lyric Radios in the six popular sizes that include the Fall offerings. The distributors of the Lyric now have on display the newer types in prices ranging from \$92 to \$425 in the table, console and combination styles. The firm also has on display a complete assortment of the Eveready Radios added recently, along with the Buckeye cabinets in the console style. The firm also distributes the Peerless speakers made by the United Radio Corp., Rochester, N. Y.

Rush for Radiola 18

When the H. C. Roberts Electric Supply Co., Eleventh and Race streets, announced on October 4 the reduction in the price of the Radiola 18 there was a grand rush for orders at the local distributors. As the customers' demand for the Radiola 18 at the reduction of \$40 to the present price of \$95 made business hum for the dealers, the rush at the distribution quarters began and all available supplies were soon cleaned up. The table model reduction from the former price of \$115 was broadly announced and tied in with dealers' ads in the local newspapers and was greeted with enthusiasm by the trade as well as by consumers.

Heavy Demand for Ortho-sonic

As the popularity of the Federal Ortho-sonic radios grow in the Philadelphia territory the local distributors, the R. E. Tongue & Bros. Co., Inc., Allegheny avenue and Amber street, are besieged with new orders and duplicates of the newer types of AC sets which recently were introduced to the trade at a show held in the Benjamin Franklin Hotel. The new sets in the table model and console types of the Fall offerings in Model H are being shipped to the dealers just as soon as factory shipments arrive at the warehouses here. Duplicate orders have been piling up at the Tongue offices and with the growing orders there is every evidence that brisk demand will continue until the holidays, absorbing all available supplies.

Zenith Dealers Attend Meeting

About three hundred Zenith dealers were present at a dinner and smoker tendered them by Trilling & Montague, exclusive Zenith distributors of this city, on Wednesday evening, September 12, at the Bellevue-Stratford Hotel. The banquet was a fitting climax to the all-day reception held at the firm's headquarters at Seventh and Arch.

After the repast, which was accompanied by entertainment features, Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., and guest of honor of the evening, outlined Zenith's history and policies to a highly in-

terested audience, demonstrating conclusively Zenith's sincere interest in dealer welfare and determined efforts towards their dealers' success.

The Zenith Automatic was the "hit" of the evening, and the introduction by David M. Trilling of the new Zenith combination radio and phonograph model brought an ovation.

Among the other guests present were David Goldman of the North American Radio Corp. and M. Craddock of the MacKenzie Radio Corp., both New York distributors of Zenith.

The affair was concluded with a showing of the new Zenith models, held in the Green Room of the Bellevue-Stratford, at which those present were unanimously enthusiastic in their praise of the new merchandise.

Opens Radio Department

The Standard Piano Co., 1033 Girard avenue, has opened a radio department featuring the RCA and All-American Mohawk Lyric radios. The firm is occupying an attractive store recently remodeled and modernized at the Girard avenue address. The head of the firm, Isadore Rosenfelt, long has been identified with the music trade of Philadelphia and New Jersey.

Opens Fourth Store

The Ludwig Piano Co., 1103 Chestnut street, has opened a fourth store at 3134 Richmond street, where phonographs and radios are sold.

RCA Sponsors Educational Broadcasts

Programs to Be Known as the RCA Educational Hour and Will Be Broadcast Over WJZ Network

Walter Damrosch, symphony conductor, has selected a group of the country's leading educators to act in an advisory and co-operative capacity for the series of music educational concerts which the Radio Corp. of America is sponsoring this Fall. These concerts, which begin October 26, are said to be the first programs of their kind ever to be broadcast nationally and on an organized scale to the schools of the country. They will be given on Friday mornings during the school sessions and carefully graded so that students of intermediate, high school and college age will be addressed at different periods. The series will be known as the RCA Educational Hour and will be broadcast over the WJZ network of the National Broadcasting Co.

Majestic Radio

—All Set and on the Mark for the 1928-29 Radio Season

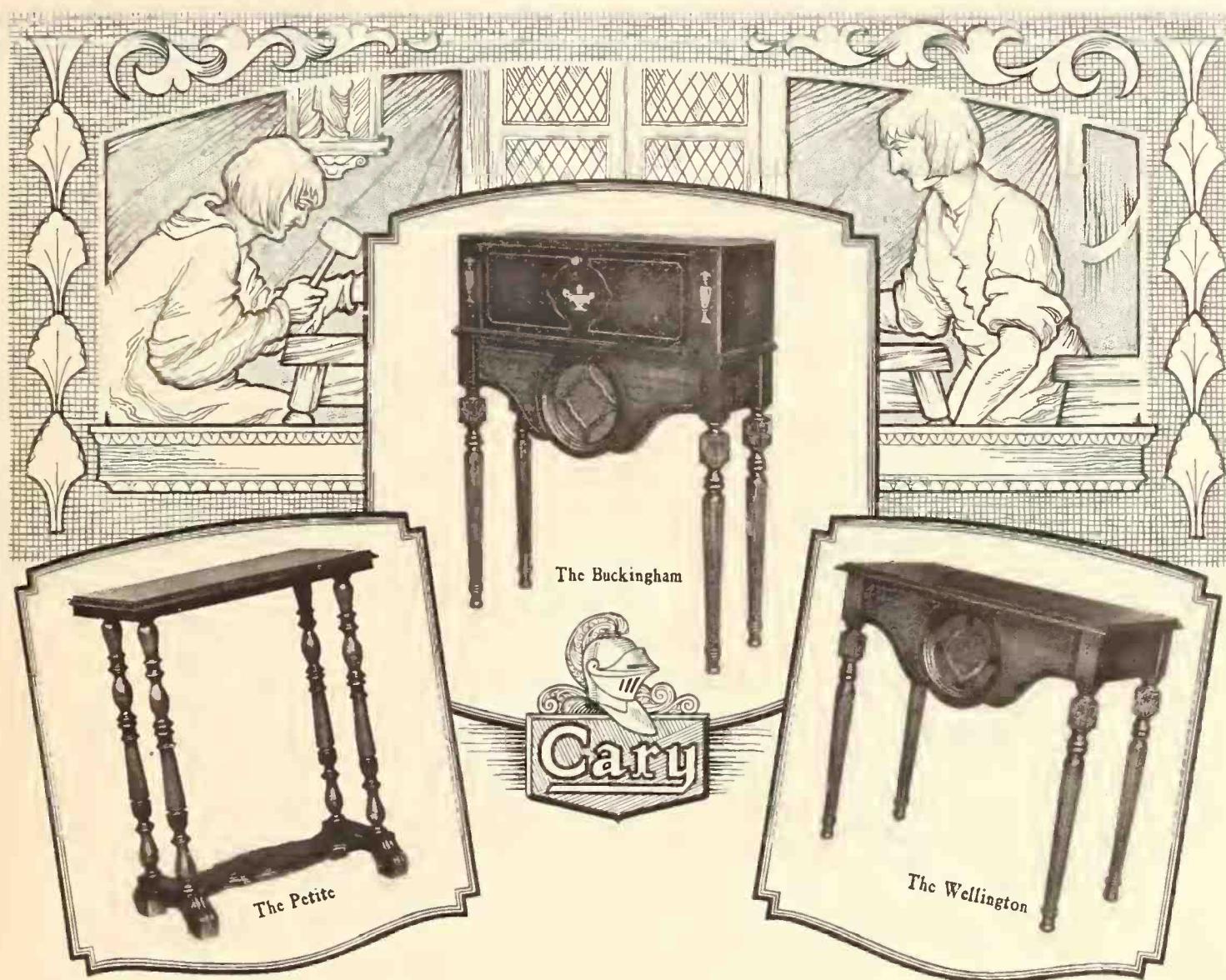
No need to tell you about this set,
—it sells itself

Penn Phonograph Co., Inc.

913 Arch Street

Established 1898

Philadelphia, Pa.



Built For Your Radio

Above are shown three pieces which comprise only part of a complete line of cabinets, tables and spinet bases created for every popular make of receiver. The models containing speakers can be furnished with a choice of Radiola, Peerless, Farrand or Utah Cones. Cary Cabinets are fashioned from genuine American Black Walnut by leading craftsmen of the woodworkers art.

Prices will astonish you! Ask your jobber or write direct for illustrated circular. The Cary Cabinet Corporation, Springfield, Missouri

Cary CABINETS



Seventh Annual Northwest Radio Show Proves Highly Successful

Practically Every Prominent Radio Manufacturer Represented—Crosley Dealer Meeting Held—Robert T. Devlin Is New Brunswick Branch Manager—Other News

ST. PAUL AND MINNEAPOLIS, October 8.—The Seventh Annual Radio Show in the Northwest came to a triumphant close Saturday night, September 29. More stars on the program, more displays, more crowds, and, above all, more dealers in attendance marked the week. H. H. Cory, who has managed the shows for some years, stated that over a thousand dealers were in attendance and thousands of dollars in orders are in the distributors books. Among the many feature attractions was the radio star popularity contest in which sixty girls were entered and which was won by Miss Ethelwynne Kingsbury, who is a cripple and who spends her life in a wheel chair. The Atwater Kent Audition also drew much interest.

Reinhard Bros. took center space on the floor to exhibit the Atwater Kent line. Chas. Freshman Co. had an advantageous position near the entrance and their display was adjoining that of the Kern O'Neill Co., which has recently been appointed as Northwest distributor of the Freshman radio line. Interesting and beautiful displays were sponsored by the Findley Electric Co., Kellogg line dealer; the Belmont Corp., of the Sonora models; Foster & Waldo, of the Majestic line, as well as other lines. V. G. Stringer, who was in charge of the Lawrence Lucke exhibit of Lyric and Sparton radio goods, reported many sales on the floor. Some were retail, which were directed to the dealer. The Lucke Co. had four booths and staged a dealer conference last month which did much to arouse enthusiasm. The St. Paul Radio Show preceded the one in Minneapolis and proved equally successful.

R. C. Coleman, manager of the radio department of the George C. Beckwith Co., has had three weeks of overwhelming activity. Following the Minnesota State Fair, where the Beckwith Co. displayed Crosley, Amrad radio and speaker lines, as well as the Icy Ball refrigerator, the South Dakota Fair demanded attention and the same exhibit. That had hardly been disposed of when the Radio Show in St. Paul came along, closely followed by the one in Minneapolis. October 1 found Mr. Coleman opening the Beckwith display at the Radio Show in Milwaukee.

Crosley dealers met at the Hotel Nicollet on September 27 and heard talks by William Kellogg and H. F. Jacks, of the Crosley Corp.; Dan McKinnon, of the Amrad Co., and representatives of Showers Bros., cabinet makers, and of the Robert Findley Metal Table Co.

At Brunswick Northwest headquarters a change has taken place. Robert T. Devlin is branch manager and Selman C. Schulz goes to the Chicago offices. Mr. Schulz turns over the books showing a remarkable increase in the past year. The Brunswick Co. held a convention of all Northwest dealers from Minnesota, the Dakotas, Wisconsin and southern Montana. About 125 attended and viewed the complete new line which was displayed at headquarters. Some models shown were in advance of the announcements and the greatest approval was enthusiastically expressed. A dinner meeting at the Nicollet Hotel added much to the information and pleasure of the dealers. Selman Schulz acted as toastmaster and A. W. Brunsell gave the address of welcome. Mr. Delano, of the Chicago offices, held a clinic on business and offered many remedies and valuable suggestions. Mr. Devlin, the new manager, outlined his policies, stating the dealers' success was responsible for the success at the distributing office.

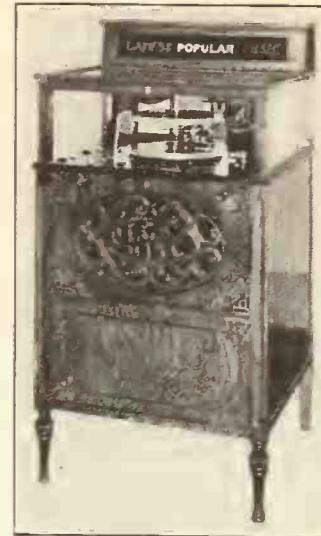
Jack Condon, who for some years was well known to Americans visiting in Paris as proprietor of a Show Bus for Tourists, is now located in Minneapolis and has started covering the Dakotas and Montana for Kern-O'Neill Co.

William Sprague, general Western representative of the Columbia Co., is back in Minneapolis after visiting points in Nebraska and Iowa. Business is good and a number of new Columbia dealers have been installed.

Kern-O'Neill Co. is broadcasting daily all new Columbia releases and standard numbers over station WDGY and reports it an excellent medium for reaching out-of-town trade.

September was 50 per cent bigger than any other Fall month in the history of the Foster & Waldo firm.

The Metropolitan Music Co. had an attractive display of Stromberg-Carlson radios at the Northwest Show.



Nickel in the Slot Electric Automatic Phonograph

Holds and plays 5 disc records automatically. Don't have to keep our machines a lifetime to pay for themselves at \$125. Electrically amplified, \$295.

Write for photo of new Model G at \$195. Amplified, \$295.

ATLAS SALES CO.

Taylor St.
Kaukauna,
Wisconsin

torily. LeRoy Goldberg says that there has been a healthy response to the company's bid for business and that its lines are being strengthened in anticipation of a bigger volume of business this Fall than has been experienced in several seasons. The company also handles the Artone line.

The Richmond branch office of the Edison Co., opened just a few months back, is now adding a number of new accounts in communities in Virginia and North Carolina, where accounts had not already been established, according to P. J. Costello, manager of the office. Some of the new accounts are: Brockman Piano Co., Greensboro, N. C.; James Cowan Co., Richmond; Harris Bros., Monroe, N. C.; W. P. Ford & Sons, Norfolk; Carter Fur Co., Sanford, N. C.; McGrath & Co., Wilmington.

The James Cowan Co. has added the Atwater Kent line of radios and is laying in a complete stock. It reports that Columbia records, and particularly the Paul Whiteman numbers, are enjoying quite a good run.

J. M. Cridlin, formerly assistant manager of the Richmond branch office of James K. Polk, Inc., manufacturer and distributor of Polkphones, is now in charge of the Atlanta parts department. He was transferred there recently from Richmond. According to Charles J. Rey, manager of the Richmond branch, more than ordinarily good results have been obtained in his territory from the campaign featuring the latest releases. A big increase in record business has been experienced as a consequence.

Howell Bros., pioneers in the radio business, have just added the Majestic to their other lines carried, which include Atwater Kent, Radiola and Bremer-Tully.

Jack Herbert, former manager of the radio department of the Holladay Co., here, has gone to Petersburg to connect with a radio house.

H. E. Brittle is the new manager of the radio department of the Columbia Furniture Co. The company recently took on the Atwater Kent line.

The fourth annual radio show staged by the Radio Dealers' Club of Richmond proved a great and unqualified success, according to Robin A. Frayser, one of the officers of the club. More than 30,000 persons attended the show this year and nearly 400 prizes were awarded. The show was staged in the new Mosque, which afforded exceptionally fine space.

A charter of incorporation was recently granted the L. B. Clark Music Co., of Danville, of which Henry Lea is president.

Unique Fada Showroom

A glass-enclosed exhibition room, sound-proof, is now under construction for Agar, Cross & Co., Ltd., Fada radio distributors in the Argentine Republic, according to R. C. Ackerman, export manager for F. A. D. Andrea, Inc., who recently returned from a trip to Buenos Aires. It is stated that this will be the handsomest exhibition room in South America for radio demonstrations. Mr. Ackerman stated that radio is very popular in the Argentine, and that the proceedings of the Administrative Council of Buenos Aires will be broadcast.

Radio and Victrola Department

The largest department store in Texas offers to lease prime first floor balcony space to well established radio department operators. Write in detail, outlining proposition or send representative. Real opportunity for \$100,000 sales volume.

GILBERT LANG, Merchandise Manager
JOSKE BROS. CO., San Antonio, Texas

Va. It is expected to be opened for business some time the latter part of this month. Besides the main store at Danville, the company has other units in South Boston and Martinsville, Va., and at Burlington, Reidsville and Winston-Salem, N. C. The Victor, Brunswick and Columbia lines will be carried, in addition to several leading radio lines.

The Corley Co. is just getting into its new home at 213 East Broad street after being in temporary quarters for nearly a year awaiting completion of the building that replaces the one destroyed by fire last Fall.

Goldberg Bros., Lyric manufacturers and distributors, announce the addition of three men to their sales staff. They are: M. E. Prag, L. E. Bowman and B. Sturman. All three have been assigned to Southern territory, which is now being developed intensively. The company has begun to extend its operations to Texas, which is being opened up satisfac-

Rephogle Heads RMA Television Committee

To Study Television Practice Now Confronting the Radio Industry

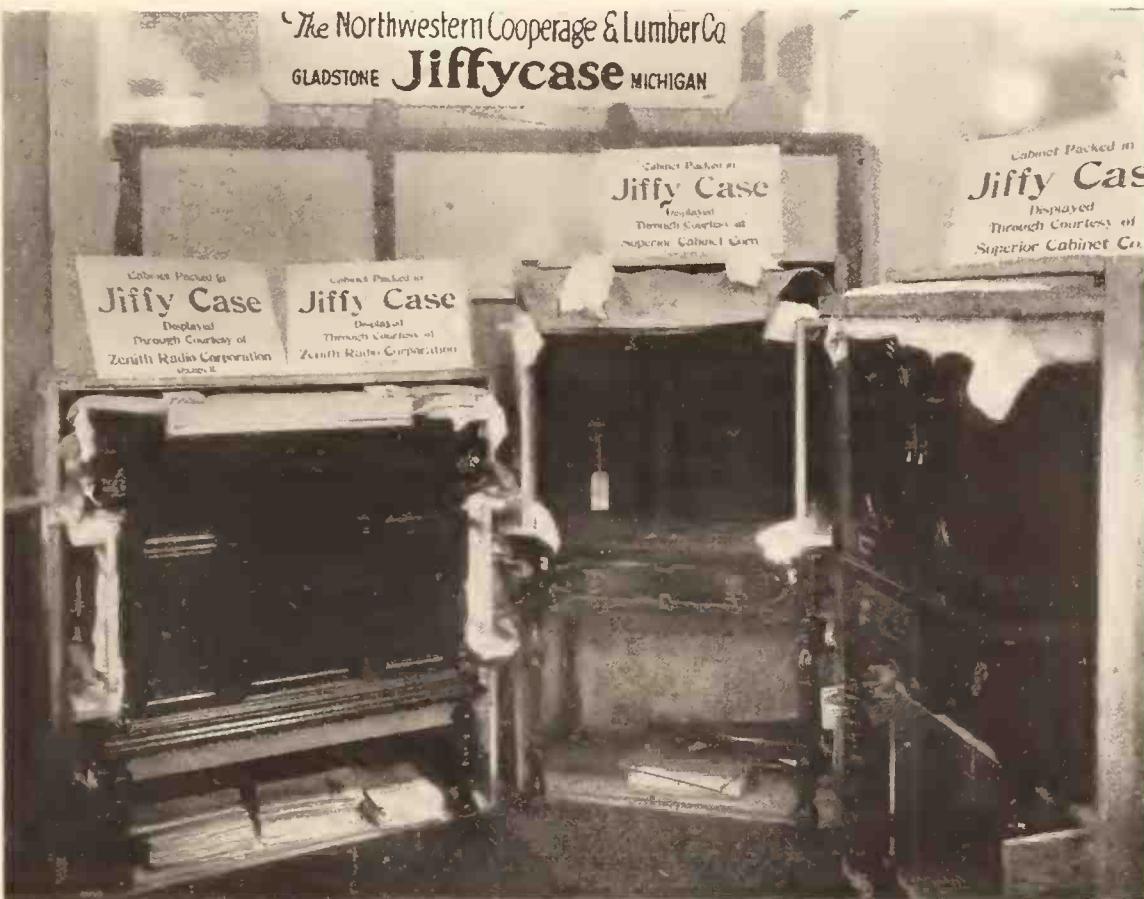
CAMBRIDGE, MASS., October 3.—D. E. Rephogle, well-known engineer and engineering representative of the Raytheon Manufacturing Co., of this city, has accepted the chairmanship of the Committee on Television Standards of the Radio Manufacturers' Association. This Committee has been formed for the purpose of studying the wide range of television practice now confronting the radio industry, the nonde-

script collection of components, and the loose and often meaningless terms used in attempting to describe television systems. The Committee plans to adopt certain television standards and television terms in bringing definite order out of the present experimental chaos. Definite standards are to be worked on for such features as scanning disks, scanning disk speeds, neon tubes, photo-electric cells, and so on. The members of the Committee have been selected with a view to securing the best representation of present-day television practice.

The Alleghany Music Co., Chattanooga, Tenn., has been incorporated with capital stock of \$20,000 by George P. Garrett, J. H. Sherill, L. M. Donovan, F. M. Payne and J. F. Finlay.

Victor Caravan in Syracuse and Elmira

Hundreds of Victor dealers in New York State gathered during the past month to view the new models and to discuss sales and advertising plans for the coming season. Approximately 150 dealers attended the meeting at the Hotel Syracuse, Syracuse, N. Y., September 26, sponsored by the W. D. Andrews Co., at which R. A. Bartley, Jr., Victor district manager, was the principal speaker. About seventy dealers attended a similar meeting on September 28, at the Elmira Country Club, as the guests of the Elmira Arms Co., distributor.



Demonstrating Better Packing!

IN THE Jiffycase Exhibit at the Chicago Radio Show two leading Case Goods Manufacturers revealed the how of Jiffy-casing.

This demonstration of a new and better manner of packing was a center of interest because it led manufacturers to think of packing in a new light.

It showed them a system of packing which though thoroughly scientific, can be handled with utmost economy.

It showed them



TRADE MARK REGISTERED

Jiffycase

THE SPEEDY SAFE ECONOMICAL PACK FOR FURNITURE, PHONOGRAPHS AND RADIO CABINETS

NEW YORK OFFICE
No. 80 Maiden Lane
Rudofson and Sayer
Eastern Representatives

C. L. Strey,
General Sales Representative
Wabash, Indiana

BRANCH OFFICES
Studley Box and Lumber Co.
Rochester, N. H.

CHICAGO OFFICE
Republic Box Company,
903 N. Halsted St.,
Representatives

New England States:
G. E. Young and Company,
Lebanon, N. H.

how, by means of light, tough plywood panels cut to size and quickly assembled—a lighter, sturdier, safer pack is possible—one that stirs respect and goodwill all along the line.

Jiffycases are available in all sizes for every ordinary packing need—and for the unusual—a special case designed by our packing engineers can be developed at no extra cost to you.

Complete information will be sent on request.

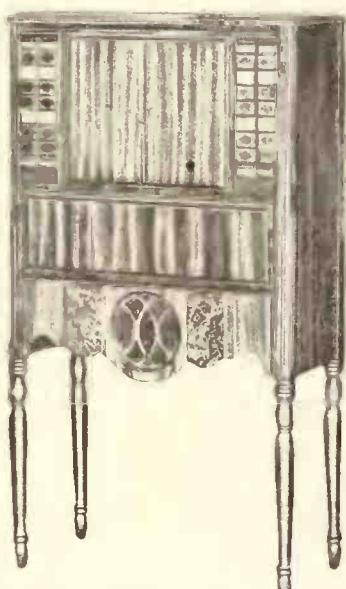
THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH.



Here It Is— The Combination Which Every Alert Radio Dealer Has Been Waiting For!

Months ago the news leaked out that the Radio Division of the Bush & Lane Piano Company had started work on a combination radio and phonograph which, in every vital detail, would surpass anything of its kind on the market.

It's here, dealers—the new model 12-C Bush & Lane combination radio and phonograph!



Bush & Lane Model 12-C Combination,
Retailing at \$375.00

The doors of this latest of radio products are exquisitely finished in the new Zebrana veneer, while the cabinet proper is veneered in the ultra-modern Gonzola Alvez—the last word in decorative design. On each side of the phonograph compartment is an album section containing two 12-record albums with leather backs.

The phonograph section is equipped with a magnetic pick-up General Electric noiseless motor and is amplified through an 8-tube neutrodyne radio set, and the dynamic cone is the famous Bush & Lane model.

The neutrodyne circuit employs five stages of radio frequency detector. This combination is so designed that any length aerial can be used effectively.

"If it's a Bush & Lane, its quality is guaranteed. That's all you need to know about a radio."

The Radio Division
of the
BUSH & LANE
PIANO COMPANY
Holland, Michigan

Large Cleveland Furniture Store Opens Radio-Phonograph Section

Sterling & Welch Co. Now Carries Leading Makes of Radio and Victor and Brunswick Lines—Edison Radio Models Well Received—RCA Dealers Hold Sales Meeting

CLEVELAND, O., October 9.—What is said to be one of the finest and largest radio-phonograph departments in Ohio was opened on October 1 by the Sterling & Welch Co., on Euclid avenue, near East Twelfth street. The company is the largest furniture store in Cleveland, and caters to a high-class clientele. The entire west wing of the main floor has been devoted to the new department, and it has been beautifully fitted up. Large crowds visited the store for the formal opening. The following lines of receivers are being handled: Atwater Kent, Radiola, Bremer-Tully, Majestic and Stromberg-Carlson. Victor and Brunswick phonographs and combinations and records are the lines in this department. The manager of the new department is a man widely known in the trade, William G. Bowie, who for twenty years was manager of the radio and phonograph department of the Dreher Piano Co. in this city.

The Cleveland Distributing Co., Atwater Kent distributor, has a number of back orders on hand for various models, as orders are being received faster than shipments are from the factory. The model No. 52 in particular is in heavy demand, due to the national advertising being concentrated upon it. Quite a number of new accounts have been opened during the month, including three big furniture houses: Vincent Barstow, Sterling & Welch and the Krounheim Furniture Co. The Atwater Kent Audition, which was handled through WTAM for northern Ohio, created a great deal of public interest and was given wide publicity in local newspapers.

Samples of the new Edison radio-phonograph models were received by the distributor, the B. W. Smith Co., Euclid avenue, at East Twenty-first street, early in the month, and regular shipments are expected to commence in the near future. The new instrument has aroused a great deal of interest among the trade and public generally. The All-American Mohawk Lyric line of radio receivers, for which the company is distributor, has been going over big, and twenty new dealer accounts were opened during the month. The Model H Federal Ortho-sonic receiver is expected to be a big seller this season, according to Mr. Herschberger, manager of the company. Samples of the new machine are on the floor, and quite a number of orders have been placed for it. The company is looking forward to the present season as a record-breaker for business.

The radio and phonograph department of the May Co., Cleveland's largest department store, did a tremendous amount of business during the concern's thirteenth May Day sale on Saturday, September 29.

The Radio Apparatus Co., distributor for RCA, was host to the dealers in this territory at a dinner and sales meeting at the Hotel Cleveland. The new models of the line were all on display, and dinner was served in the Rose Room. F. G. O'Grady, traveling representative for the Radio Corp. of America, outlined the company's program of advertising, merchandising, etc., for the coming year. H. Clinton, Radiotron representative, gave a talk in connection with showing of a film called "Selling Chain," relative to the proper and improper way to merchandise radio sets and parts. There was a large attendance of dealers from all parts of the territory. Warren Cox, president of the Radio Apparatus Co., presided.

Victor sales throughout this territory are showing a splendid increase, according to Howard Shartle, president of the Cleveland Talking Machine Co., Victor distributor. Many orders

have been received for the new models and the entire line, including records, is moving exceptionally well. The visit of the Victor Caravan last month created a great deal of enthusiasm among the trade, and deliveries on the models shown are expected to begin in the very near future. The display room for the Victor line, on the fifth floor of the building, at 4200 Euclid avenue, is now complete and is one of the most beautiful of its kind in the country. Many congratulations have been received by Mr. Shartle on its beauty. Several adjoining rooms have been fitted up most artistically for the showing of Amrad and Crosley receivers, for which the Cleveland Talking Machine Co. are distributors.

The Cleveland branch of the Brunswick-Balke-Collender Co. is one of the most attractive show rooms of musical merchandise in the country. Its motif is decidedly medieval. It



Cleveland Brunswick Branch

might be an old castle, with its huge granite blocks, massive doors, shields and swords upon the walls, yet it has the warmth and friendliness necessary to any display room.

Owen D. Young, chairman of the General Electric Co. and Radio Corp. of America, made a special trip to Cleveland to speak at the American Electric Railway Association Convention held during the week of September 24 on the radio industry.

The Kelvinator Co., 2106 Euclid avenue, has been appointed a distributor for the Kellogg line of radio receivers in this territory, and has opened very attractive display rooms at the above address.

Plaza Markets New "Kiddie" Phonographs

Two New Models, the Kiddiepact and Kiddiepact Junior, Retail at Low Prices
—Covered With Fabrikoid

The Plaza Music Co., New York City, has made the timely announcement of two new models of kiddie phonographs especially suitable for the holiday season. The two models are to be known to the trade as Kiddiepact and Kiddiepact Junior and will retail at the lowest price consistent with phonographs that will be equipped with real motors.

The new Kiddiepact is covered with petal grain DuPont Fabrikoid in rose, green, red and blue, with juvenile decalcomania. The cabinet size of Kiddiepact is 11½ inches wide by 12 inches long by 3½ inches high.

Kiddiepact Junior is even smaller, measuring only 11 inches wide, 8½ inches in length, 3½ inches in height. It, too, is covered with petal grain fabrikoid in rose, green, blue and red.

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—unequalled 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"

Radio Amplifiers for Record Demonstrations Increase Sales

Equipment Manufactured by the Pacent Electric Co. Has Been Tried Out and Proved Successful—Company Has Sold Amplifiers to More Than 150 Chain Stores

Radio methods introduced during the last two years in stores to demonstrate records have proved of tremendous sales value. Business is booming in the record and sheet music departments of many stores, thanks to improved demonstration equipment worked out and installed by radio engineers.

The idea of modernizing demonstration methods started with the advent of the electrically cut phonograph record. This new type is produced by radio methods, using a microphonic pick-up. There is much more range and more depth to this style of recording than there ever could be with the old type, mechanically produced record. A new bass, never found in the old-type record, and an overall definition are characteristics of the new type.

One of the first ventures with radio amplifiers for record demonstration in chain stores was attempted by engineers of the Pacent Electric Co. some eighteen months ago. A small store in Fordham road, New York City, was selected as the spot to make the test case. The manager was perfectly open-minded to the experiment, so the apparatus was set up and installed. The equipment included a two-stage electrically operated audio amplifier, a Pacent Phonovox Pick-up, and electric turntable and cone speaker. At the end of the first week of the initial experiment a check on record business showed that it had increased more than 25 per cent. The record and sheet music counters of the small store were attracting and selling more merchandise than at any time since

the opening, a very significant situation.

Heads of the country's largest systems of stores handling records and sheet music have been quick to seize upon the value of amplifying equipment to strengthen sales and bring new customers into the store. To-day the Pacent Electric Co. alone has sold complete radio demonstration equipment to over 150 chain-store establishments.

The most recent equipment turned out by engineers of the Pacent Co. in response to the nation-wide demand for up-to-date and low-priced demonstrating apparatus is the essence of simplicity. It is so designed that anyone in the store can operate it after two minutes instruction. The element of upkeep has been carefully regarded. There is nothing to break down or cause bother. Once installed in the store the equipment can be counted upon for many months of continuous, profitable service. Once in six or eight months a new tube may have to be put in the amplifier after it has given its full period of usefulness. Aside from this there is nothing to do but turn the equipment on and off.

The demonstrating equipment includes two units, both of them unusually compact and rugged. The Electrovox consists of a Pacent Phonovox equipped with balanced tone arm, an electric motor and turntable, and suitable outlet cables to connect to the power amplifier. This entire equipment is built in a substantial wood case, about the size of a portable phonograph.

The second of the two units is the electrically operated amplifier, designed especially for store use by Pacent engineers. This amplifier requires no batteries of any kind. It uses a 226-tube in the first stage and a 210-power tube in the output. A special input transformer is employed which brings out the full possibilities of the magnetic pick-up, as well as giving greater volume compared with the usual low ratio input transformer. To place the demonstrating apparatus in operation, it is only necessary to make two connections to electric outlets, one to the amplifier, the second to the turntable motor. A single switch controls the entire equipment. That is all there is to it.

In most of the smaller stores only one speaker is provided. The record and music departments are usually located near the center of the establishment, and the single outlet provides ample volume to have the music heard throughout most of the store. Other stores use as many as six speakers placed at points of vantage. One of the large establishments in Brooklyn has its music department located in the basement. Naturally people in the store upstairs won't, in many cases, take the trouble to find the department if a lot of questioning and directions are needed. So the manager of the store had five extension speakers run from the radio demonstrating equipment in the basement to points upstairs. Over each of the speakers is an easily read sign with this message: "This record on sale in the Music Department downstairs."

It is easy to see that radio amplifying methods are paying their way. The apparatus required for the average installations costs less than \$200. One girl is assigned to the work of selecting the records which are apt to please the buying public's fancy and result in sales. A good part of the time she can give her attention to making sales, so that the actual operating expense of the installation is very low.

Railroads Plan to Double Freight Rates

Music Industries Chamber to Appear in Opposition to Move to Increase Rates on Electrically Amplified Phonographs

The Eastern railroads plan to double the freight rates on phonographs electrically amplified, according to Consolidated Classification Docket No. 35, just issued. The proposal of the carriers will be strenuously opposed by the Music Industries Chamber of Commerce, which will appear in opposition at the hearings in New York on October 16. The Chamber's Traffic Committee consists of Alfred L. Smith, general manager, and the following traffic representatives of the leading phonograph companies: L. R. Ahern, Columbia Phonograph Co.; W. Hildebrand, Thos. A. Edison, Inc.; Norman H. Lawton, Victor Talking Machine Co.; L. P. Siddons, Brunswick-Balke-Collender Co., and W. F. Varin, Sonora Phonograph Co.

The present rates on phonographs are first class for less than carload shipments and second class for carload shipments, minimum weight 16,000 pounds. The Official Classification Committee, which covers the Eastern part of the country, proposes specifically to divide phonographs into two groups, leaving the existing rate on machines not electrically amplified, but doubling the rate on those electrically amplified to double first class for less than

carload shipments and first class for carload shipments, with the same minimum weight as at present. The above proposals, unless defeated, will add very seriously to the transportation expenses of the phonograph industry.

Seven New Federal Distributors Named

The Federal Radio Corp., Buffalo, N. Y., has announced the appointment of the following wholesalers as distributors of Federal Ortho-sonic receivers in their respective areas: W. W. Conde Hardware Co., Watertown, N. Y.; Dyke Motor Supply Co., Pittsburgh, Pa.; Amana Society, High, Ia.; W. E. Fuettner Supplies Co., St. Louis, Mo.; Globe Supply Co., Syracuse, N. Y.; Packard Service Station, Albuquerque, New Mexico, and J. Lawrence Hill Co., Rochester, N. Y.

Seiberling Singers on Columbia Records

The Seiberling Rubber Co. effected a unique tie-up with Columbia in one of their recent Saturday Evening Post advertisements. They listed the Seiberling Singers' latest Columbia release "At Dawning" and "Japanese Sunset," record No. 1475-D-10-inch, as a part of the copy in the three-page tire advertisement.



Lester Abelson Is Steinite Plant Head

Has Been Appointed General Manager of Steinite Radio Co. Factories at Atchison, Kan.—Production Increased

The Steinite Radio Co., with offices in Chicago, and factories in Atchison, Kan., announces that Lester Abelson has been placed in



Lester Abelson

charge of the large, modern Atchison plants as general manager.

Mr. Abelson has rendered a conspicuous service to Steinite in a supervising capacity in Chicago. His transfer to Atchison is in line with a program of expansion undertaken by the Steinite organization. Mr. Abelson has already originated important revisions in manufacturing procedure in the production of the Steinite AC Radio and the Steinite set in combination with a dynamic speaker. Production has been stepped up to meet a strong demand for the set which last year scored a distinctive success with the trade.

The Steinite line includes a table model at \$75, and consoles at \$115, \$130 and \$150. With Dynamic Speakers, sets are offered at \$137.50, \$152, \$167 and \$187.

North Ward Is Sole N. J. Majestic Jobber

The North Ward Radio Co., Newark, N. J., is now an exclusive wholesaler for the Majestic line in New Jersey, according to a recent announcement. Herbert Fink, president of the North Ward Co., which heretofore has shared this territory with another distributor, has announced that his organization has arranged for additional space adjoining the present quarters, with improved shipping and receiving facilities to take care of the increase in quota which was made effective simultaneously with the conclusion of arrangements for representation of the Majestic line on an exclusive basis.

Art Gillham on Road Tour

Art Gillham, exclusive Columbia artist, best known as "The Whispering Pianist," is on another swing around the country. To date his tour has included eastern Canada and the middle States. At every stop along the road the public turned out strongly, and judging from dealer reports, no moss has been given an opportunity to gather on the records of this well-liked artist.

Now — Willett Diaphragm The greatest in the Radio Speaker! Radio ever made!

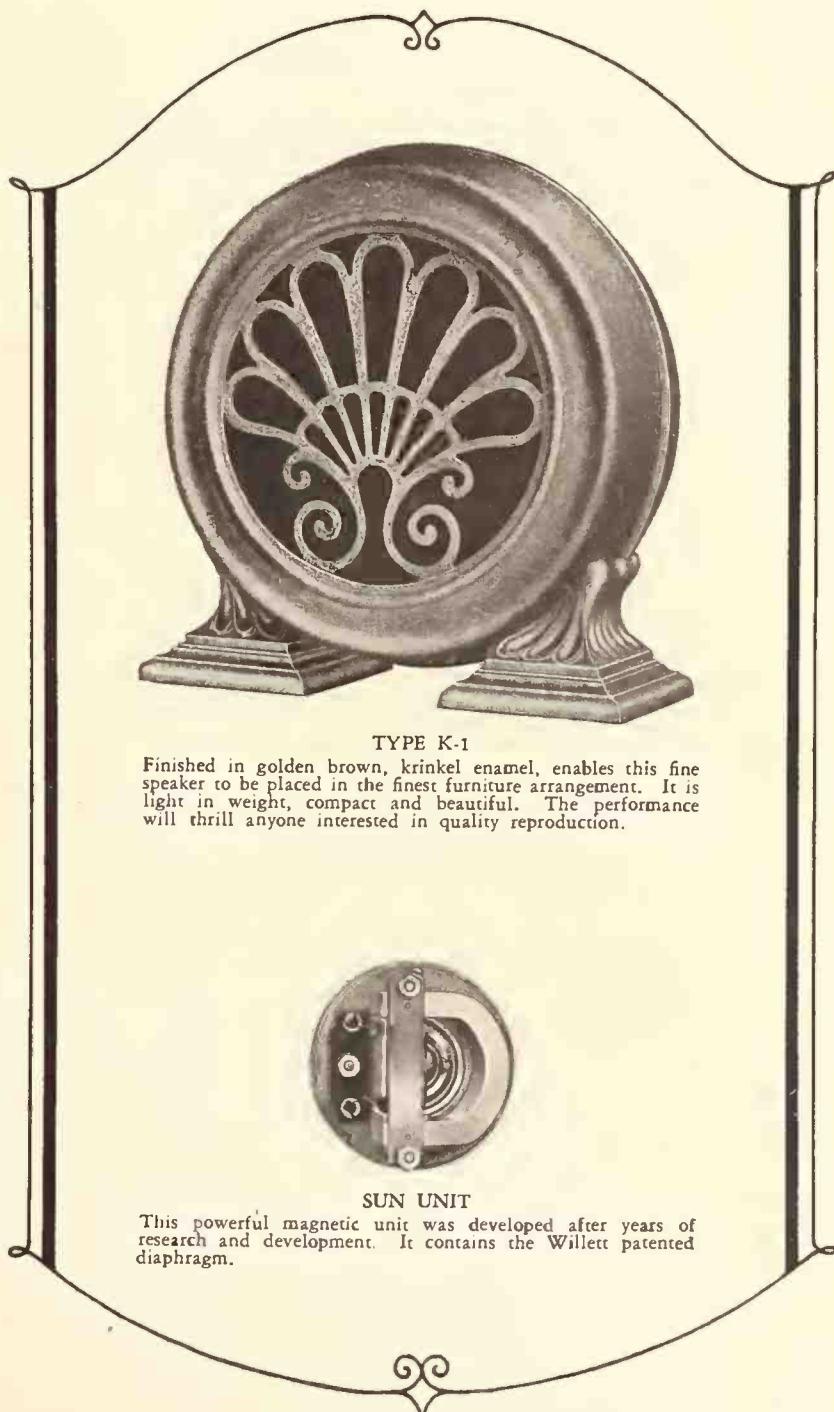
WITHOUT a doubt the type K-1 Sun Radio Speaker is the finest made. It is a new and original development, that contains the good features of all other speakers in one. There is no note recorded, either on records or broadcast by radio, that this remarkable speaker cannot reproduce, with plenty of volume and true as life itself.

The type K-1 Sun Speaker is an exponential air column, the result of years of development. It is equipped with a powerful magnetic unit, which contains a special processed aluminum diaphragm made under the Willett patent. The rigid construction of this unit insures years of satisfactory service.

Ten Day Free Trial

Words fail to express the remarkable reproduction of this fine speaker. You must hear and test a sample, compare it with any other speaker, regardless of price or claims. After ten days, if you are not entirely satisfied, it can be returned for full credit.

List Price \$25.00



TYPE K-1
Finished in golden brown, krinkel enamel, enables this fine speaker to be placed in the finest furniture arrangement. It is light in weight, compact and beautiful. The performance will thrill anyone interested in quality reproduction.

SUN UNIT
This powerful magnetic unit was developed after years of research and development. It contains the Willett patented diaphragm.

Increase Your Profits — Get This
Fast Selling Speaker in Your Store

THE GOLDEN SUN CO., 2829-31 Grand Ave., Louisville, Ky.

Sales Representatives!

Largest Manufacturing Organization

of its kind in the music-radio industry, because of certain changes in sales policy, has territories open throughout the United States, Mexico and Canada. Our products are consistently advertised in *Liberty*, *Saturday Evening Post*, newspapers and in leading trade publications.

Write or wire your experience, number of salesmen and qualifications for handling our nationally known, nationally advertised products, made and marketed by a firm of recognized financial stability.

Box A

TALKING MACHINE WORLD

420 Lexington Ave.

New York City

Radio Sales & Supply Co. Sponsors Meeting

Atwater Kent Dealers From Colorado, Wyoming and New Mexico Attend Third Annual Convention at Denver

DENVER, Col., October 4.—Atwater Kent radio dealers in Colorado, Wyoming and New Mexico held their third annual convention recently at the Brown Palace Hotel, this city, under the auspices of the Radio Sales & Supply Co., Atwater Kent distributor. It was described as being by far the most successful meeting held by this distributor. Speakers on the business program included Hon. Benjamin F. Stapleton, Mayor of Denver; Robert E. Owen, chief engineer of station KOA; A. N. Doty, H. T. Stockholm and P. A. Ware, of the Atwater Kent Mfg. Co., Philadelphia, Pa.; George E. Phillips, of the Pooley Co., Philadelphia, Pa.; George Coleman, of the Red Lion Cabinet Co., Red Lion, Pa., and Tom Savage, president of the Radio Sales & Supply Co. The entertainment program was broadcast by station KFEL.

Successful Offering of Acoustic Products Stock

A successful public offering was made last week by E. L. Gillespie & Co., Inc., New York, of 200,000 shares of common stock of the Acoustic Products Co., better known as "Sonora," which represents the merger in 1927 of the Sonora Phonograph Co., Inc., the Premier Laboratory Co. and the Bidhamson Corp. The Acoustic Products Co. plans to cover the entire field in sound reproduction, both recorded and broadcast, and will also specialize in the synchronization of sound with film for use in theatres, churches, schools and auditoriums. This company, which owns and operates the Sonora wood-working plants at Saginaw, Mich., and an electric apparatus plant at Stamford, Conn., offers to the trade acoustic phonographs, electric phonographs, radios, speakers, records and tubes, under one trade name—Sonora.

The forecast for the current fiscal year, based on gross sales volume, indicates substantial net earnings.

P. L. Deutsch, formerly vice-president of the Brunswick-Balke-Collender Co., is president of

the company, and Adam Stein, Jr., formerly managing engineer in charge of radio and electric phonograph division of General Electric, is vice-president. Besides these other directors include Anthony J. Drexel Biddle, Jr., chairman, DeForest Radio Corp.; trustee Duke Endowment; John R. Dillon, Hayden, Stone & Co.; Victor C. Bell, chairman, Sonora Phonograph Co., Inc., Robert Le Roy, attorney, Cadwalader, Wickersham & Taft; Harris Hammond, chairman, president, International Petroleum Co.; R. G. Martin, president, the Safe-T-Stat Co.; Arthur D. Mendes, president, A. D. Mendes & Co., Inc., E. F. Gillespie, president, E. F. Gillespie & Co., Inc.; John S. Snelham, Deloitte, Plender, Griffiths & Co.; A. J. Kendrick, vice-president, Sonora Phonograph Co., Inc., formerly sales manager of the Brunswick-Balke-Collender Co.

Freshman Distributing Policy Outlined

Direct-to-Dealer Sales Policy Except in Thinly Populated Districts — Branch Offices Opened at Trade Centers

The policy of selling direct to dealers throughout the country, with the exception only of such thinly populated sections where it is advantageous for the dealer to buy through the distributor, will be continued by the Charles Freshman Co., Inc., according to Harry A. Beach, vice-president in charge of sales. The announcement states that in these restricted territories dealers are encouraged to lean upon the distributor for merchandise requirements, as by so doing they avail themselves of the many helps offered by the distributor, which are very helpful in thinly populated areas, plus the same measure of support they have been accustomed to receiving in their dealings with the Freshman Co. direct.

Mr. Beach further announced that the Charles Freshman Co., Inc., has established branch offices at strategic points so as to maintain the closest possible contact with the trade throughout the country. These branch offices are located as follows: Chicago, E. S. Hilber, manager; Kansas City, M. C. Schoenly, manager; Los Angeles, San Francisco and Seattle, Walter J. Epstein, manager. All branches include warehouse equipment and servicing facilities.

Howard Sellers New Brunswick Manager

Appointed Sales Manager of Cincinnati Branch—Has Had Wide Experience With the Brunswick Co.

Howard Sellers is the new branch sales manager of the Panatope division of the Brunswick Cincinnati office. He was recently



Howard Sellers

appointed to this position, succeeding E. B. Daulton, who died a short time ago. Mr. Sellers' appointment to this position is a particularly fortunate one for the dealer organization in the territory over which he now has jurisdiction, for he is, by reason of past experience and capabilities, eminently suited to take command at that important keypoint in the national Brunswick organization.

Mr. Sellers has been associated with Brunswick for approximately five years and in that time he has advanced steadily from one position to another. He began in the Cincinnati branch as merchandise man in charge of the record department, where, under his guidance, a foundation was laid for a dealer organization that soon made the Cincinnati branch one of the leading record outlets in the country. He was so successful at this work that for a period of about a year he was transferred to the Brunswick record factory at Muskegon, Mich., where his experience with dealers' needs in records was invaluable to the factory. After a period of over a year spent in Muskegon, he returned again to Cincinnati, where he became the Panatope promotion representative under J. E. Henderson, at that time Panatope manager and who is now national Brunswick record sales manager in Chicago.

Mr. Sellers spent a good deal of his time in contact with the Brunswick dealer organization and later, when necessity demanded, took over the southern Ohio territory himself and was doing that work when he received his appointment as branch sales manager. Mr. Sellers is well known throughout his territory and has the confidence and admiration of the entire dealer organization.

Changes Name of Receiver

In accordance with the general policy of the Boy Scouts of America to keep scouting free from all commercial associations, the Pilot Electric Mfg. Co., Brooklyn, N. Y., announces that it has decided to discontinue the use of the name "Air Scout" in describing the receiver manufactured by that firm. The receiver kit formerly bearing the name "Air Scout" will henceforth be known as the "Air Commander."

There Is No Substitute for the SUN Reproducer



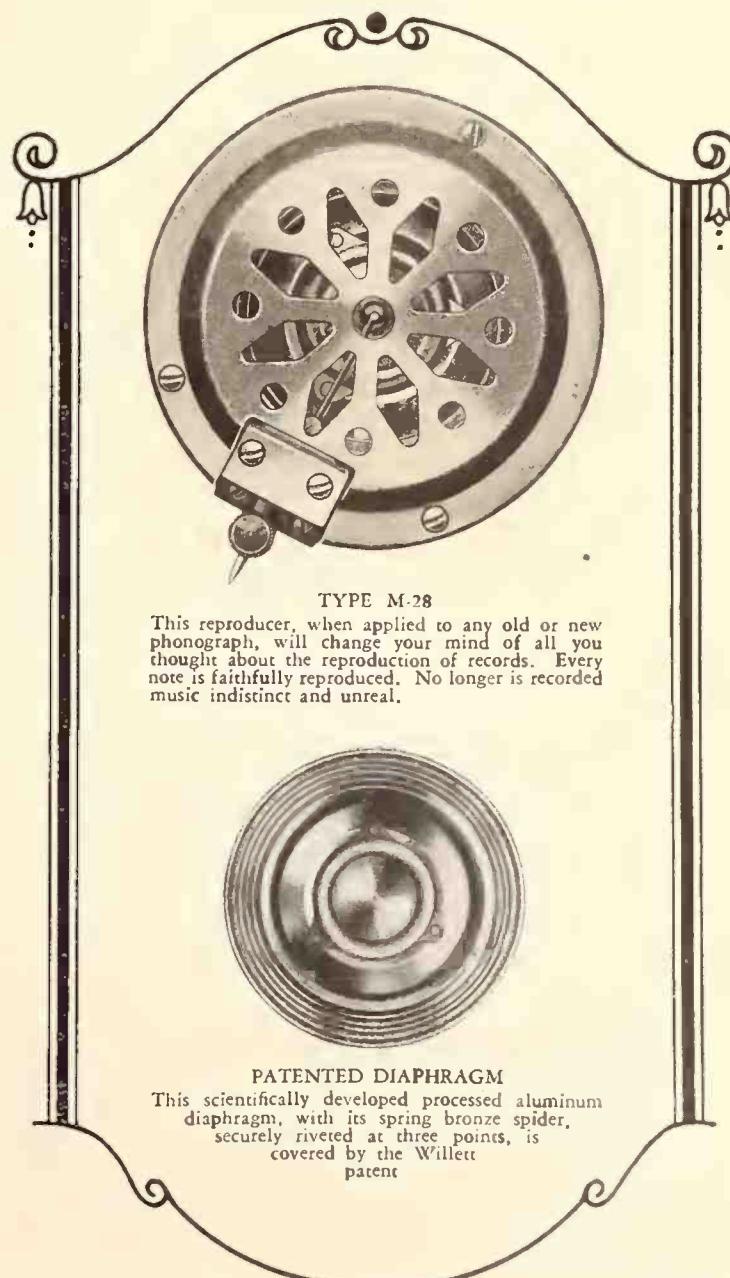
EVERY day new names are added to our already large list of satisfied dealers. These names are milestones in the road to success and are the direct result of the quality and performance offered in our type M-28 Sun Reproducer.

It can be truthfully said that no phonograph reproducer made is a satisfactory substitute for the type M-28 Sun Reproducer. This reproducer is now equipped with a special gold finished, processed aluminum diaphragm, made under the Willett patent and gives the finest reproduction possible. Mechanical in its action it develops as much volume as any average two stage amplifier. It positively will reproduce the extreme low frequencies, just as readily as the highest recorded in the record, without blasting or shrill, with absolute fidelity of tone that is lifelike and real.

If you are not a Sun dealer, do not delay; send in your order at once. Our service department will supply all the necessary advertising literature and dealer helps, without cost. After a few weeks, you will be amazed at the increase in your record sales and prospects for new phonographs. All will be the direct result from the sale of the Sun Reproducer.

WRITE FOR CATALOG AND LITERATURE

THE GOLDEN SUN CO., 2829-31 Grand Ave., Louisville, Ky.



University of Pennsylvania Honors Eldridge R. Johnson

Honorary Degree of Doctor of Fine Arts Conferred on Founder and Former President of the Victor Talking Machine Co.—Is Trustee of the University

At its recent commencement the University of Pennsylvania honored Eldridge Reeves Johnson, founder and first president of the Victor Talking Machine Co., by conferring upon him the honorary degree of Doctor of Fine Arts. Mr. Johnson is a trustee of the University,



E. R. Johnson

chairman of the University Museum Board, and the donor of the E. R. Johnson Foundation for Research in Medical Physics.

In conferring the degree upon Mr. Johnson, Provost Penniman, of the University, said:

"Son of the Spring Garden Institute, you laid there the foundation for a career characterized by unusual mechanical skill, clear thinking and the application of knowledge to practical ends. With a genius for administration you have single-handed built up an enormous organization for the manufacture and sale of instruments which are among the wonders of our modern age. The talking machine reproduces almost perfectly the sound of voice or of musical instrument. You were not content with a merely mercantile or manufacturing business,

but recognized early the importance of music as a means of culture. To you the public wherever located throughout the world owes the possibility of hearing the greatest music produced by the greatest performers. For men at sea, for men in the wildernesses of the world, the great orchestras play, the instruments of virtuosi carry their enchantment, and the voices of the great singers of the world are audible. You have brought into lives shut off from civilization the sweetness of melody and harmony and the inspiration of the world's greatest music. But you have also been devoted to the fine arts. Few are more sincere or more learned in their appreciation of art of whatever country or of whatever age. The wonderful collections of the University Museum have been increased and enriched by your knowledge and by your munificence. For many years vice-president of the Museum Board, you are now its chairman. Other departments of the University have claimed and have received your interest and you have made possible a department of medical research from which will doubtless come discoveries to the advantage of humanity. To the finest of the fine arts you are and have been devoting your thought and your wealth, for the lives of the public are being broadened and enriched by you. Therefore, we have invited you to be present this morning in order that, acting for your colleagues of the Board of Trustees, I may confer upon you an honorary degree."

Columbia Issues Reference Sheet

Columbia's latest innovation for its dealers has been the issuance of a Quick Reference Sheet. It gives a complete listing of all records released six months prior to its publication, in the Masterworks, "M," "D" and Irish Series. It will be published monthly, and is expected to be a great help to dealers and sales people in getting quick information on records.

Safe Escort for Your Products Always

No matter how hard the going is, our plywood shipping cases meet the issue squarely and come up smiling. There is no weaving. Chafing, dust and moisture are defeated.

These quality cases cost *no more*. They come from excellent and inexhaustible stands of timber, milled under the most modern conditions and are serviced by an organization with manufacturing experience which goes back 18 years.

Let them tell their story via a trial order. Write today

**Northern
Plywood**  **Maine
Co.**

Statler Building

Boston, Mass.

Kellogg Coast Jobber Holds Sales Meeting

Fobes Supply Co., Leading San Francisco Wholesale House, Greets the Kellogg Radio Line With Enthusiasm

The Fobes Supply Co., San Francisco, Kellogg radio distributor, recently held a sales meeting and banquet. The sales force expressed much enthusiasm regarding the Kellogg line, and R. J. Holtermann, manager of the Fobes Supply Co., arose from a sickbed and traveled forty miles to San Francisco to attend the meeting. The accompanying photograph was taken during the sales meeting and banquet and Mr. Hunter, the Kellogg west coast representative, is the ninth from the left side of the group, standing between Mr. Holtermann



Fobes Supply Co. Displays New Kellogg and R. F. McDonald, sales manager of the Fobes Supply Co. The Fobes organization is one of the largest wholesale companies in the electric field on the Pacific Coast.

Fada Display Issued Featuring the "70"

Display of Shadow Box Type Stands Over 30 Inches High and Is Illustrated in Color—Attractive in Appearance

A new display of the shadow box type, featuring the Fada 70 receiver with built-in dy-



New Fada Display

namic speaker, has been prepared by F. A. D. Andrea, Inc., and sent to all authorized Fada dealers. This display, illustrated herewith, stands over thirty inches high, is lithographed in color, and lends itself to special illuminating effects. This is the set regarding which Fada has issued a performance challenge.

Radio's Patron Saint

Joan of Arc has been proclaimed patron saint of the French navy's wireless service, according to a recent dispatch. The proclamation was featured by an elaborate historical procession and was attended by thousands of wireless enthusiasts.

Fada Radio Featured on Daylight Signs

Sign Carries Familiar Trade-Mark Lettered in Persian Orange Against a Jet Black Background—24 Inches Wide

A special Fada Radio daylight sign is now available to all Fada authorized dealers. This



New Fada Daylight Sign

sign, illustrated herewith, requires no electricity for operation, but provides a brilliance equal to an electric sign. It utilizes sunlight through a special glass and reflecting mirror and may be placed anywhere daylight is available. The sign carries the familiar Fada Radio trade-mark lettering in brilliant Persian orange against a jet black background. It is 24 inches wide and 10½ inches high, constructed of ornamental green metal. The sign may be used outside the dealer's store or on delivery trucks.

5,000 Dealers Have Visited A. K. Plant

Pilgrimages to Philadelphia on the part of nearly 5,000 Atwater Kent dealers, headed by their respective distributor organizations, from points east of and including Chicago and north of Atlanta have featured the recent factory visitation season. During August and September these dealers have visited the sixteen and a half-acre plant of the Atwater Kent Manufacturing Co., and have returned to their homes with a comprehensive picture of Atwater Kent manufacturing efficiency and rigidity of inspection with a lasting memory of hospitality accorded them.

The success of these visitations is due in large measure to the personality of T. MacDowell, convention manager of the Atwater Kent organization, and he has been ably assisted by Dick Graver. Mr. MacDowell anticipates and arranges for all phases of the visitations, from the chartering of special trains or sections to the entertainment of the guests. So heavy has the pressure become that Mr. MacDowell has taken a suite of offices in the Pennsylvania Hotel, where the visiting delegations are usually quartered and entertained, and he is directing convention activities from this point.

Dr. Cutting Designs New Dynamic Speaker

Dr. Fulton Cutting, one of the pioneer radio engineers, and president of the Colonial Radio Corp., has again contributed a new development to the radio field—the Cutting Dynamic Power Speaker, which is described elsewhere in this issue. He designed and built many of the first sets used by the United States and foreign governments, and also developed one of the original all-electric receivers.

Dr. Cutting, in a recent announcement, predicted a record year for the radio industry, and stated that it does not seem unreasonable to predict that at least three million new radio sets will be in operation by the end of the year. Dr. Cutting based his calculations upon the number of surveys made by different groups of manufacturers and radio merchandising authorities and the figures gathered by the Colonial Radio Corp.

Grigsby-Grunow Co. Gains in Popularity

Testimonials From Pleased Owners Keep Girl Busy Filing and Answering Letters

The Grigsby-Grunow Co., Chicago, maker of Majestic radio receivers, has had dumped on the desk of its advertising manager every morning for several months a full sack of Uncle Sam's mail, a big share of it from the hundreds of thousands of owners of Majestic receivers. One girl who is in charge of a testimonial file in the Grigsby-Grunow offices does nothing but file testimonials and send out replies to them. What was at first a small interlude in the day's routine has become a day's job for her.

Enters Cabinet Field

The Montgomery Furniture Co., of Dunkirk, N. Y., has entered the field of radio and plans production of cabinets on a large scale.

David Sarnoff Heads Red Cross Group

RCA Vice-President and General Manager Is Chairman of Radio Industry and Talking Machine Group in Roll Call

The radio industry and talking machine field in New York City again this year is co-operating actively with the American Red Cross in its Roll Call membership appeal, which opens annually on Armistice Day for the support of its extensive metropolitan welfare and relief and public health program.

David Sarnoff, vice-president and general manager of the Radio Corp. of America, again heads the activities as volunteer chairman of the special Radio Industry and Talking Machine Group and will follow essentially the same plan of intensive effort which brought such generous response from the personnel of the field under his chairmanship in the 1927 Roll Call.

APEX

*the Radio Success
of the season!*

AC-ALL ELECTRIC NEUTRODYNE

FOR THE SPEAKER
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.

APEX
ALL ELECTRIC
NEUTRODYNE

Now comes even a greater APEX Radio Receiver—the NEW and highly efficient 1929 Model 36. APEX performance has long since won the favorable comment and unqualified approval of thousands, but this new Model 36 stands as an emblem of perfection in the Radio field today. Its performance is on a par with many other AC sets selling at a much higher figure.

APEX ELECTRIC MFG. CO.
1410 West 59th Street Division of United States Electric Corp.
CHICAGO

Platt Music Co., Los Angeles, Observes Twenty-third Birthday

Special Sales Held in All Seven Stores of Company—L. W. Yule Appointed RCA Pacific Coast District Sales Manager—Barnes Music Co. Moves—Other News

LOS ANGELES, CAL., October 3.—There have been quite a number of alterations and improvements in music and radio stores in various parts of the Southland during the past month or two. Prospects for a good Fall season are very bright in the opinion of the majority of dealers, both in phonograph and radio business.

The twenty-third birthday sale of the Platt Music Co., which included all seven stores, was very successful. The phonograph departments added a large quota of sales.

A. B. C. Scull, Pacific Coast district sales manager of the Radio Corp. of America, has been promoted to an important post in New

York, receiving regretful farewells from his numerous friends on the Pacific Coast. L. W. Yule has been appointed Pacific Coast district sales manager as successor to Mr. Scull. B. C. McDonald, who has been Southern California district sales manager for some time, has been appointed Pacific Coast district assistant sales manager, and in turn he has been succeeded by J. T. Bray, who becomes Southern California district sales manager.

The Barnes Music Co. moved last month four doors south to 344 South Broadway, occupying a new and very attractive store at that location. With the exception of the space oc-

cupied by the small goods department, the entire first floor is devoted to phonographs, record rooms and radios.

Harry E. Kirkpatrick is the name of the new store on West Eighth street, between Olive and Grand. Mr. Kirkpatrick formerly conducted a music and radio store on Third street under the name of the International Music Co. Victor and Columbia lines are strongly featured.

Since the completion of the new twenty-six-story City Hall and the straightening out and paving of Spring street north of First, the Danz Music Company, located on Spring at First, has come into its own again. Mr. Danz and his sales manager, Jack Foster, have for some time employed salesladies only, both in the piano and phonograph-radio departments. Recently several new salesladies have been engaged in order that they might take care of the additional business, especially in the phonograph and radio departments.

The Whiteside Music Co., one of the oldest music stores in San Bernardino, is adding a new radio department for Atwater Kent and Splitdorf lines.

The annual "May Day" Sale at the May Department Store was greater than any previous one held. To give one an idea of its proportions, over six thousand additional sales people and employes were engaged on that day. The phonograph and radio departments came in for their share, a very large sale of Bosch radio sets at special prices swelling the volume.

W. J. Carson, Southern California representative of Thomas A. Edison, Inc., states that a dealers' pre-view of the new Edison line of radios will be shown in the near future. H. J. Zeusler, Pacific Coast representative, will conduct the pre-view.

The Pacific Coast Brunswick record-pressing factory and recording laboratories are situated in Los Angeles, where a large increase this year is reported. Irving J. Westphal, Southern California manager of the Brunswick phonograph division, states that L. J. Perkins has been appointed new recording director, having proved his skill and judgment in the making of Brunswick records in Chicago.

Henry E. Gardiner, Pacific Coast manager of the Sonora Phonograph Co., announces the appointment of R. S. Pribyl as traveling representative in Southern California to assist Bent Davies, who has been working in a similar capacity for Sonora for some time.

Pittsburgh Retailers View Balkite Line

The Webster Hall Hotel, Pittsburgh, Pa., was the scene recently of a dinner and meeting held by the Anchor Lite Appliance Co., Balkite distributor of that city, when over fifty dealers were their guests. The afternoon was devoted to a business session, presided over by A. S. Goldstein, of the Anchor Lite organization. Among the speakers were H. J. Doughty, director of sales for the Fansteel Products Co., Inc., North Chicago, Ill., maker of Balkite radio receivers; Major R. A. Klock, sales engineer of the Balkite organization, and H. R. Van Gunten, of the John H. Dunham Co., Chicago, the advertising agency which handles the nation-wide campaign which has been placed behind the Balkite receivers.

The showing and demonstration of the new Balkite receivers brought forth a tremendous amount of enthusiasm and favorable comment from the retailers.

Splitdorf Billboard Poster

The Splitdorf Radio Corp., Newark, N. J., has prepared an attractive billboard poster in color which is furnished to Splitdorf dealers for use in co-operative billboard campaigns. The colored poster is twelve feet high by twenty-five feet long, with the dealer's name in the imprint space. The poster features the Como model of the Splitdorf line.

RADIO TRADE-INS —The Solution

THE Radio Trade-in Book is a manual listing every available model of radio receiver manufactured since 1920 with full description, list price, and trade-in price.

The Radio Trade-in Book has the endorsement of numerous Radio Trade Associations, Manufacturers, Jobbers, and Dealers.

Be consistent. Quit making excessive allowances on out of date receivers. There are some ten million sets in existence. They will be traded for again and again. Some receivers formerly listing at \$300 are rated at \$10.

Get a copy of The Radio Trade-in Book. If the customer kicks show our rating on his old receiver. Remember—our ratings are absolutely impartial and unbiased. We have no favorites. We are in the used radio rating business only.

\$7.50 per copy and with one year's supplementary service.

The Radio Trade-In Book Co.
1601 Columbian Mutual Tower
Memphis, Tennessee

Form a Radio Dealers' Association. Then join the Federated Radio Trades Association. Masonic Temple, Chicago, Ill.

Have you secured the exclusive franchise for the Capehart Automatic Orchestra in your territory?

*The Capehart Automatic Phonograph Corp.
Huntington Indiana*

CAPEHART AUTOMATIC PHONOGRAPH CORPORATION,
HUNTINGTON, INDIANA.

Gentlemen:

I am interested in your Capehart Automatic Orchestra—your exclusive franchise and your method of merchandising exclusively through dealers. Will you please advise, without obligating me in any way?

Name

Address.....

Boston Victor Caravan Meeting Held at Copley Plaza Hotel

Approximately 500 Dealers Assembled for Two Days at Meeting Held Under Sponsorship of the Eastern Talking Machine Co.—H. C. Grubbs Is Principal Speaker

BOSTON, MASS., October 5.—The "Victor Caravan" has come and gone, and has left pleasant memories behind for those who were privileged to have part in the affair. It brought together nearly 500 Victor dealers who were assembled the better part of two days at the Copley-Plaza

attempted. A special stage was erected and by the aid of unique settings and unusual electrical effects the models were shown to the best possible advantage. Among those who furnished the entertainment were Frank Crumit, Sam Coslow and Jacques Renard's Cocoanut



Boston Victor Caravan Meeting at the Copley Plaza Hotel

Hotel, the first day's feature being the luncheon. At the meeting Alan Steinert, of the Eastern Talking Machine Co., Victor distributor, presided and introduced as the first speaker Alexander Steinert, head of the Boston store of M. Steinert & Sons, who gave a very informing talk to the assembled dealers. H. C. Grubbs, commercial relations vice-president of the Victor Co., also addressed the assemblage, his theme for the most part being the sales policy of the company; and he told in a convincing manner how best to market Victor products. Others who were heard were Robert A. Bartley, Jr., Eastern sales manager, and Robert A. Drake, manager of the "Caravan" and Eastern representative of the Victor Co. Both of these gentlemen spoke of the coming year's policy of the company, with a word about the advertising campaign that it proposes to inaugurate.

Prominent among the Victor group who were present but did not take any conspicuous part in the sessions were Ivan H. Purington, A. R. Pearce, E. C. Gray, P. E. Carlson, E. S. Palmer, H. S. Maranise, S. Levaur, G. M. Hill and Miss Gretchen Meyers.

The demonstration of new Victor models was quite the most pretentious the Victor Co. ever

Grove Orchestra, these all being the guests of the hosts of the occasion, the Oliver Ditson Co. and the Eastern Talking Machine Co., both Victor distributors. Interesting addresses featured Friday's session. There also was a luncheon served on the second day.

Balkite Radio Line Shown Detroit Trade

The Electric Specialties Co., Detroit, Mich., Balkite distributor, and Robert H. Stewart, Balkite representative, recently entertained Detroit dealers at a dinner and meeting at the Hawthorne Country Club, near that city. The new line of Balkite radio receivers, produced by the Fansteel Products Co., Inc., North Chicago, Ill., was shown and demonstrated, and the retailers were greatly enthused regarding the sales possibilities of the new sets. Addresses were made by H. J. Doughty, director of sales; Mr. Stewart, Major R. A. Klock, sales engineer, all of the Fansteel organization; H. R. Van Gunten, of the John H. Dunham Co., Chicago, advertising counsel to the Balkite

organization, and B. S. Warren, secretary of the Berkey & Gay Furniture Co., Grand Rapids, Mich., which furnishes the cabinets in which the Balkite receivers are housed.

The Electrical Specialties Co. has been in business in Detroit for seventeen years, and in radio since it became commercially possible.

Atwater Kent Dealers Hold Sales Meetings

Atwater Kent radio dealers from all sections of the State of Arkansas assembled in their fourth annual convention in Rainbow Garden, in Little Rock, on September 14. Roy Stueber, president, and B. E. Smith, sales manager of 555, Inc., distributor for Atwater Kent radio, were in charge of the meeting. The morning was devoted to inspection of the new Atwater Kent models and a visit and inspection of broadcasting station KLRA.

The Harrison Smith Co., of Dallas, Tex., Atwater Kent distributor, entertained more than 500 dealers from various portions of the Southwest at the Baker Hotel, that city, at the annual merchandising conference. The program was under the direction of Guy Smith, of the Harrison Smith Co., and other speakers included P. A. Ware, merchandising manager; H. T. Stockholm, district sales manager; A. N. Doty, assistant district sales manager, and L. A. Charbonnier, service manager of the Atwater Kent Mfg. Co.

The second annual Atwater Kent dealers' convention of the Straus-Frank Co. was held at the Plaza Hotel, San Antonio, Tex., on September 7. Dealers from all parts of southwest Texas attended. Following a luncheon at noon an address of welcome was made by D. J. Straus, president of the distributing organization, and S. A. Hodges, manager of the radio department, occupied the chair. Speakers of the day included Atwater Kent executives.

Doehler Adds to Facilities

The Doehler Die Casting Co., New York, has announced the purchase from the Metal Mold Castings Co., Buffalo, N. Y., of its permanent mold casting equipment, dies, molds and other tools, and that they will add these facilities to the present Doehler permanent mold department. It is stated that the Metal Mold Castings Co. will cease business.

Samuel Gleason, prominent in talking machine circles and a former official of the Gold Seal Co., died the latter part of last month.

IDEAL TABLES



Table for new Radiola 60, size 13x32½, and Kolster K-20, size 14x22½. Can be obtained equipped with RCA 100-A or Peerless Magnetic speaker; Jensen or Newcombe-Hawley AC or DC Dynamic speaker.

Write or wire
for samples
and full
details of our
dealer and
jobber
proposition



Special table for Radiola 18 or Stromberg-Carlson 635. Can be obtained equipped with RCA 100 A or Peerless Magnetic speaker; Jensen or Newcombe-Hawley AC or DC Dynamic speaker.

Ideal Radio Cabinet Mfg. Co.

507 West 26th St.

Phone Longacre 6216-7

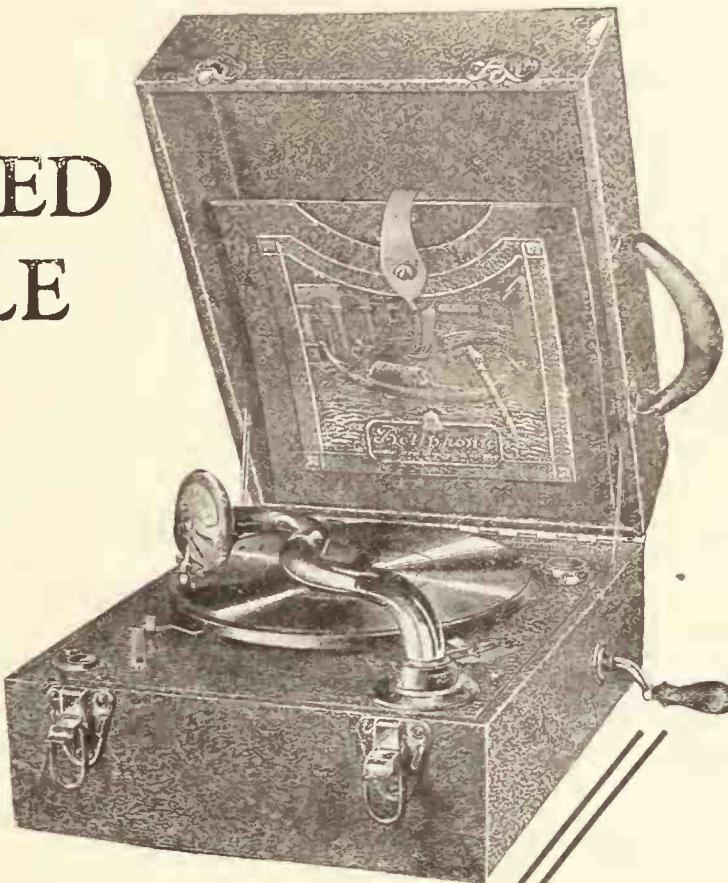
New York City

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.



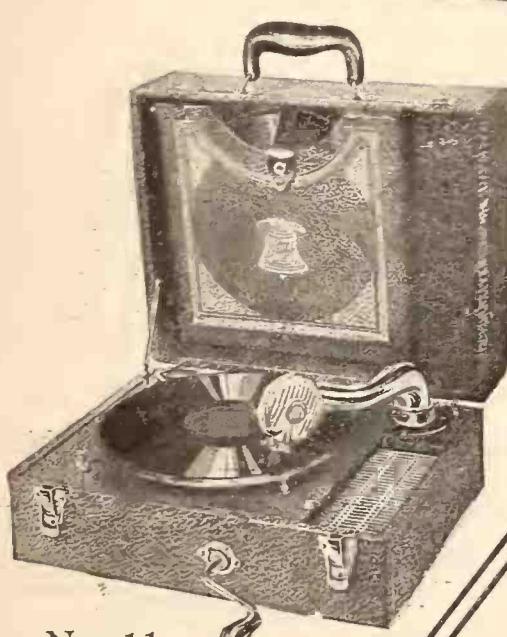
No. 7
List \$25.00

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.

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

Samples Sent on Approval
Write us today

LIFTON MFG. CO.

40-46 West 20th St.

New York City

Distinctive Designs by PLYMOUTH



R-60

In combination with the Radiola 60 Receiver this beautiful walnut table makes an ideal combination. Price \$20.00



Model 15

A walnut console for use with the Radiola 18 Receiver.
Price without speaker..... \$35.00
Price with 100-A Unit built in..... 57.50



Model 228

An exceedingly attractive console, built of walnut veneers and cabinet hardwoods for use with all of the popular makes of AC Receivers.
Price less speaker..... \$45.00

Prices slightly higher in the West.

Plymouth Furniture Co.
25 E. Juneau Avenue
Milwaukee, Wis.

C. R. Wagner Appointed Manager of Koerber-Brenner Co., St. Louis

William S. Parks Now Directs Activities of Local Columbia Branch—Schubert Week to Be Widely Observed—New Columbia Radio Models Shown—A. K. Dealers Meet

ST. LOUIS, Mo., October 9.—Brunswick business in St. Louis has been aided materially by the opening of several new accounts during the month and by the opening of a new branch at 616 Carondelet street, in New Orleans. The new branch is under the supervision of H. L. Malines and R. N. McCormick, who formerly was connected with the Memphis division of the company. The branch was necessitated, according to local officials of the Brunswick Co., by the rapidly expanding business in Louisiana and Mississippi.

Announcement was made during the past week of the appointment of C. R. Wagner, formerly of the Musical Instrument Sales Co., of New York, as general manager of the Koerber-Brenner Co., local Victor distributor.

Announcement also was made during the past month of the appointment of William S. Parks, formerly of Boston, as manager of the St. Louis branch of the Columbia Phonograph Co. Mr. Parks has been in the employ of the Columbia Co. for many years, having been manager of the Baltimore, Boston, Birmingham and Wilmington branches of the company. He succeeded N. B. Smith, who succeeded Mr. Parks at Boston.

The Columbia branch sponsored a radio exhibit at the Hotel Statler during the week of September 17 to 22, in which was demonstrated for the first time the new line of Columbia-Kolster radios. The trade generally evinced great interest in the new lines, and local officials of the Columbia Co. are optimistic over the future outlook for the new instruments.

Elaborate plans are under way here for the formal observance of Schubert Week, November 18 to 25. In connection with the celebration of the week, Frederick N. Sard, of the Schubert Centennial Department of the Columbia Phonograph Co., visited the city, and discussed plans for the week with local officials. W. R. Dodds, record supervisor of the Bridgeport factory of the Columbia Co., also was in the city to discuss servicing plans with local Columbia dealers.

The local Artophone Corp. and the Silverstone Music Co., local Edison dealer, are concentrating on the introduction of new models to the trade. Artophone's new 4040 and 4050 radio cabinets, embellished with beautiful finishes, are now ready for the trade, while the new 77 portable is being advertised through an attractive window display poster. The company's new Model 150 phonograph is now being delivered to the trade while the new phonograph parts catalog, which was recently issued to the trade, is eliciting favorable comments.

The Artophone Co. also announced that Harry Goldstein, former branch manager of the company at Memphis, has been made manager of the Okeh record division working out of St. Louis while Miguel Uribarri, of Mexico City, has been placed in charge of the Spanish record division.

With the Fourth Annual Southwest National Radio Show, one of the most successful events ever held in the city, local radio dealers are concentrating their attention upon following up the advantages gained through the show. Close to 100,000 persons, it is estimated, attended the one-week's show, and approximately \$500,000 in new business was secured.

The W. E. Fuetterer Supplies Co. here has been appointed local distributor of the new Raytheon radio tubes while the Krause Sales Corp., a newly organized concern, has been made exclusive distributor in St. Louis for the new line of Kellogg receivers.

Brown & Hall, Atwater Kent distributors, en-

tertained more than 500 radio dealers at the Chase Hotel, in this city, at the recent annual sales conference.

H. T. Stockholm, Atwater Kent Southwestern manager, also addressed the convention on the advertising program and policies of the Atwater Kent organization for the coming year.

Balkite Line Shown at St. Louis Meet

The new Balkite radio receivers were exhibited and demonstrated by officials of the Fansteel Products Co., Inc., manufacturer, at a dinner recently held in St. Louis, Mo., by the Electric Lamp & Supply Co., distributor, at which Herman Hollander, head of the distributing organization, was host. More than 75 people were present at the dinner, at which Loren Wood, Balkite factory representative, presided and introduced the speakers.

K. E. Rollefson, research engineer at the Fansteel Products Co. plant, North Chicago, Ill., explained the circuit employed in the new receivers, giving the reasons for its selection, and the distance, selectivity and tone quality procured through its use. H. J. Doughty, director of Balkite sales, discussed the policy of his company and pictured to his listeners the progress which the Fansteel Products Co. had made since it was founded twenty-five years ago, until it has now become one of the most prominent firms in the industry.

H. R. Van Gunten, of the John H. Dunham Co., Chicago, advertising counsel to the Balkite organization, outlined the national magazine and newspaper campaign which is now appearing and the other sales helps which have been prepared to help promote the sale of the new receivers. It was stated during the meeting that the Balkite Hour from the Chicago Civic Opera is to be resumed this Fall and Winter.

Perryman Prices Revised

H. B. Foster, vice-president and general manager of the Perryman Electric Co., Inc., New York, has announced a reduction in the list price of various types of Perryman tubes. The reductions are as follows: PA-112A, to \$2.75; PA-171-A, to \$2.75; PA-226 to \$2.25; PA-227, to \$4; PR-280, to \$4.25, and PA-250, to \$11.50.

Victor to Exhibit

At the invitation of the United States Government the Victor Talking Machine Co. will install in this country's three exhibition buildings at the Ibero-American Exposition, which opens in Seville, Spain, March 15, 1929, one of the most elaborate systems for reproducing and broadcasting music thus far developed by Victor experts.

Theodore C. Roberts Dead

Theodore Charles Roberts, consulting engineer, who was at one time connected with the Columbia Phonograph Co. as assistant to the president, died suddenly of heart disease at his home in New York City last month.

The Avalon Radio & Supply Co., 1727 East Seventy-ninth street, Chicago, Ill., has been incorporated with a capital of \$8,000 to deal in musical instruments.

Seven Years of Progress Is Crosley Achievement

Under the Leadership of Powel Crosley, Jr.,
the Crosley Radio Corp. Has Won World Fame

Seven years is a short time in which to build a great manufacturing business with highly organized and efficient world-wide distribution of its product. This is the remarkable achievement

that receiving sets could be made and sold in great numbers if offered at prices the average man could easily afford to pay.

Shortly after that the "radio division" of the

ing set was offered to the buying public. By early in 1922 the sale of Crosley's popular Harko Senior, single tube receiver, selling at \$16 without tube, had reached astounding proportions. This was accompanied by the Harko Junior, a crystal detector which sold complete with headphones and aerial for \$15. From that beginning the Crosley Radio Corp. has grown steadily and rapidly with each succeeding season and now is one of the industry's leaders.

Some four years ago, a young man demonstrated a new type speaker to Powel Crosley, Jr., but due to the fact that the drain on the battery caused by operating this reproducer at maximum efficiency was so great, the speaker was shelved and the inventor put at work on another type. This experimenting developed



1. Powel Crosley, Jr., president, Crosley Radio Corp. and Chairman of the Board, Amrad Corp. 2. Lewis M. Crosley, vice-president and assistant general manager. 3. Ralph H. Langley, director of engineering. 4. H. Curtiss Abbott, general sales manager. 5. F. Clifford Estey, assistant to the president. 6. Neil Bauer, assistant general sales manager, all of Crosley Radio Corp. 7. Plant No. 1 of Crosley Radio Corp., one of company's three plants in Cincinnati.

of a remarkable man—Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, one of the largest manufacturing concerns in the world. Mr. Crosley is recognized throughout the industry as one of its leading figures and his success is not surprising when one knows the man. He knows finance, production and distribution to a degree that few men in the industry do, and is a prodigious worker. He is a keen merchandiser, understands the problems of the dealer and distributor as well as the manufacturer, and Crosley policies are shaped accordingly. He senses public demand and produces merchandise to meet that demand.

Mr. Crosley's decision to enter the radio field came about in this manner. Early in February, 1921, a small group sat in a suburban restaurant in Cincinnati, discussing what was then a very mysterious subject, wireless. One of the group was Powel Crosley, Jr., head of the American Automobile Accessories Co., a mail order concern. Mr. Crosley had inquired about a receiving set for his son, who had expressed a desire to own one of these "new playthings." He learned that the prices asked for good "wireless sets," as radio was then called, were almost prohibitive. He expressed the belief

Crosley Manufacturing Co., subsidiary of the automotive concern, announced a porcelain tube socket and a unique rheostat—both of which instantly met with enthusiastic reception. Following this came other parts including a tap switch and book type variable condenser, then regarded as a very radical departure in radio. The sale of these parts reached hundreds of thousands in a very short period of time.

In the Fall of 1921 the first Crosley receiv-

the Musicon, the instrument that has met with world-wide popularity. With the development of the AC receiver with its capability of producing large amounts of power at a low cost, the speaker originally submitted was taken down from the shelf and put on the market as the Dynacone. It is meeting with marked success and sales totals have been on a par with the Gembox and Showbox Crosley receivers in the 1928-1929 line of the company.

Heaton Music Store Holds Own Radio Show

COLUMBUS, O., September 24.—Heaton's Music Store held a radio show September 18, 19 and 20. All makes of radios and accessories handled by the store were on display during the three days and nights of the show. Special and unusual features added to the interest of the exhibit. A large "Musical Balloon" was held aloft from the roof of the store during the three days of the show. Thousands of smaller balloons were turned loose with interesting announcements attached.

Among the radio sets displayed were the

latest improved models of the Kolster, Atwater Kent, RCA, Victor radio and phonograph combinations, Columbia combinations, Majestic radio, Brunswick and many of the newest models in loud speakers.

A very interesting picture demonstrating the workings of Television and its possibilities was shown in Heaton Hall through the courtesy of the Ohio Bell Telephone Co.

The Bensberg Music Shop, of Camden, Ark., has leased quarters at 615 Main street, Arkansas, and will shortly open its seventh branch music store with Ray Owen, of Camden, in charge. This concern is one of the largest and most successful in the State.

Monster Crowd Attends Opening of Annual Pittsburgh Radio Show

More Than 130 Exhibits in Exposition at Duquesne Garden—Radio Distributors Report Big Increases in Sales Over Last Year—Victor Dealers Attend Meeting

PITTSBURGH, PA., October 6.—More than 35,000 persons attended the opening of the Pittsburgh Radio Show in Duquesne Garden, East Liberty, Pittsburgh, which was formally opened on Monday evening, October 1.

Every bit of the space on the main floor was taken up by over 130 exhibits, many of which were outstanding and unique. One of the best was that of the Joseph Horne Co., whose display section was most elaborate.

The Joseph Horne Co. had a display of Radiolas, Zenith, Majestic, Sparton, Fada, Stromberg-Carlson, and Atwater Kent radios.

The Standard Talking Machine Co. had a fine display of the Sparton radio sets and the Victrola, including the new Orthophonic and the radio combination models.

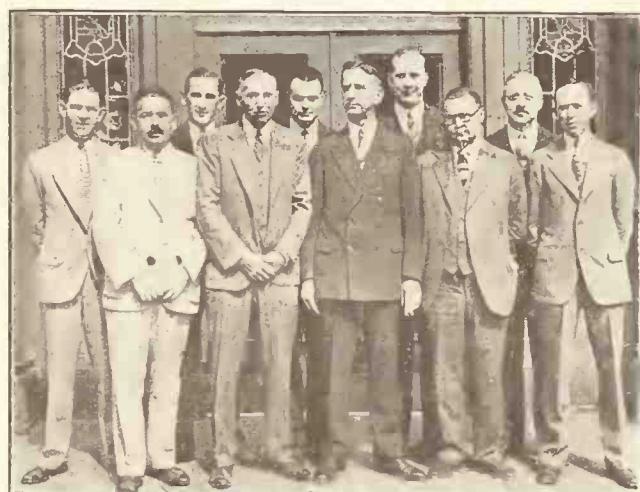
Another fine display was that of the W. F. Frederick Piano Co., Zenith distributor. George H. Rewbridge was in charge.

The Esenbe Co., Atwater Kent distributor, took good-sized space for the display of the various Atwater Kent models.

The C. R. Rogers Co., Philco distributor, had a fine showing of the new line of Philco sets.

H. F. Andre, for a number of years associated with the W. F. Frederick Piano Co., has been appointed district manager of the Splitdorf Radio Corp., with offices in the Jenkins Arcade, Pittsburgh.

Approximately 200 Victor dealers from western Pennsylvania, eastern Ohio and northern West Virginia attended the gathering of the Victor Caravan at the Fort Pitt Hotel in this



Front row, reading from left to right: Dan DesFolde, Wallace Russell, of Standard; E. E. Shumaker, President Victor Co.; J. C. Roush, of Standard, and H. L. Tangert, of the Victor Co. Back row, reading from left to right: E. H. Schmitzler, of Victor; R. J. Threlfall; E. D. Marker; G. L. Richardson, District Sales Manager Victor Co.; I. D. Carson, of N. W. Ayer & Sons, Philadelphia.

city on September 14 as the guests of the Standard Talking Machine Co., and the W. F. Frederick Piano Co., local Victor distributors. A reception to E. E. Shumaker, president of the Victor Talking Machine Co., and a number of officials of that company was held at the offices of the Standard organization in the morning at which a number of Pittsburgh newspapermen and Victor dealers were present. This was followed by luncheon at the hotel, and then the business session took place.

That the 1928-29 season will be the greatest sales season in the history of radio is the consensus of opinion of the principal distributors in the Pittsburgh district.

With its sales for the year already doubled and indications that this ratio will be even further increased, the O-M-C Supply Co., Bosch radio set distributor, is enjoying a banner year, says Sales Manager M. V. Mansfield.

The Federal Ortho-sonic sets have recently been placed on the market by the Dyke Motor Supply Co., of 800 Webster avenue. E. L. Smeltzer, radio sales manager, reports unusual success with the new Federal models.

Elmer A. Hamburg, of Hamburg Bros., Majestic radio distributors, stated that the demand for the Majestic line is "exceptionally good."

In its first year as a radio set retailer the J. A. Williams Co. has met with marked success, it was stated by a member of the firm. The Freed-Eisemann and the Eveready models are handled. The Allied Electric Co., 118 Ninth street, is distributor for Freed-Eisemann sets.

According to F. I. Jenks, of the Pittsburgh Auto Equipment Co., Fada distributor, sales of the Fada line have been very brisk thus far this Fall and the outlook is bright.

Leo Reed, with headquarters in the Roosevelt Hotel, is the Pittsburgh district distributor for Freshman sets. He reports a steady increase in sales of the Freshman line.

The Graybar Electric Co., a newcomer in the radio field, sole distributor for the new Graybar sets, has offices and display rooms at 37 Water street. W. C. Robinson is merchandise manager in charge of sales.

I. Goldsmith, president of the Player-Tone Co., now located at 961 Liberty avenue, with extensive display and salesrooms there, stated that with fifteen popular selling models of the Player-Tone line, there has been a decided increase in sales thus far this Fall.

Under the auspices of the Standard Talking Machine Co., a series of one-day service schools for Sparton dealers will be held starting October 15 at Altoona, Pa.; Johnstown, the day following; Pittsburgh, October 17; Fairmont, W. Va., October 18, and Wheeling, October 19. The school will be under the direction of G. H. Goodsell, of the Sparks-Withington Co.

A number of new model Victrolas, Electrolas and combination instruments were displayed and demonstrated and interesting addresses outlining the Victor Co.'s sales and advertising plans and policies for the coming season.

Radiola 18 Price Reduced

Announcement of a reduction in list price of the Radiola 18 has been made by the Radio Corp. of America, New York. This model, heretofore listed at \$115, is now \$95, less Radiotrons. RCA officials state that the factory output of the Radiola 18 is now at the rate of 1,600 a day, and this production is being increased, the economies resulting from this large-scale manufacture being passed on to the public in the reduced price.

New Firm Appoints 100 Gotham Dealers

Associated Cabinet Manufacturing Corp., New York, Establishes Record in Securing Retail Representation

More than 100 new dealers in the metropolitan district were appointed by the Associated Cabinet Manufacturers' Corp., New York, in the first ten days of the organization's activities, according to D. Golenpaul, president. This company, organized by Mr. Golenpaul and Julian T. Mayer, who is vice-president, functions as exclusive direct factory representative on a national scale for the Wolf Manufacturing Industries, Kokomo, Ind.; Chickasaw Wood Products Co., Memphis, Tenn., and King-Haase Furniture Co., Memphis, Tenn. The St. Johns Table Co., Cadillac, Mich., is also represented in the Eastern territory.

Mr. Golenpaul announces that the sales and showrooms of the Associated Cabinet Manufacturers' Corp. have been moved from 100 Fifth avenue and are now housed in the executive offices and warehouse of the company at 417 West Twenty-eighth street, New York, where a complete stock of cabinets will be maintained, thus insuring efficient service to the city retail trade.

Clever Display of Lyric Radio Receiver

What's in a name? "Plenty!" says the Schwabacher Frey Co., Los Angeles, Cal., dealers of All-American Mohawk Lyric radio receivers, and to prove it they decorated their display window with a real live "Mohawk" maiden. She's not quite as stolid as a squaw of that



Clever Lyric Radio Display

tribe, but she is most assuredly picturesque, as this photograph indicates.

The setting of the Schwabacher Frey window shows a Mohawk Indian camp, wigwam, tomahawk, tom-toms and all. A number of All-American Mohawk Lyric models, including some of the consoles and radio-phonograph combinations, completed the display. Such windows are certain to catch the eye of the radio prospect, and by their clever tableau design break down sales resistance.

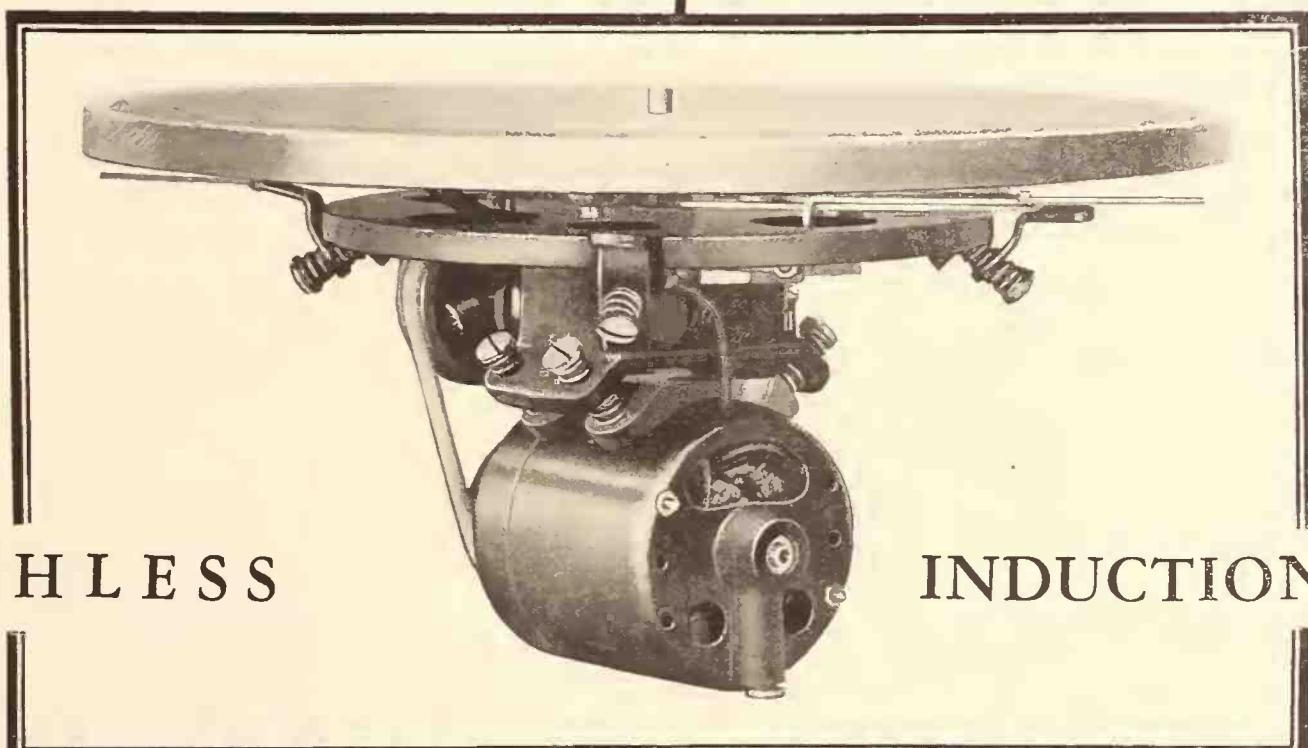
Dealer Discharged in Serial Plate Charge

Magistrate Hyman Bushel, New York City, discharged Isaac Greenberg, radio dealer, who was charged by E. H. McCarthy of the Eastern division of the Grigsby-Grunow Co. with violating Section 436-A of the Penal Code, in possessing Majestic radio sets from which serial number plates put on by the factory had been removed. The Penal Code forbids such action on the part of automobiles and various mechanical instruments. The court held a radio set is not a mechanical device within the meaning of the law.

"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., 620 Grant St., Pittsburgh, Pa.

The MOTOR of TOMORROW

will improve... your sales today



BRUSHLESS

INDUCTION TYPE

HUM M - LESS

Every demonstration of your phonographs both to dealers and by dealers will be vastly improved when you install the new *Gordon Induction Electric Phonograph Motor*.

No annoying hum-m will mar reproduction. No need to start the turntable with an apologetic spin. No distorted music while it gains full speed or changes that speed due to line voltage fluctuations. No raucous interference with radio reproduction.

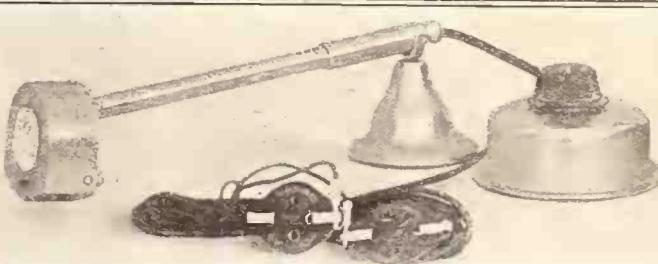
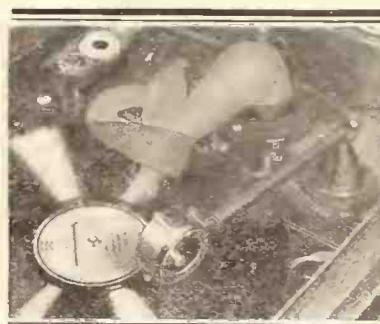
Brushless, it is noiseless. It starts itself, attains full speed in one revolution of the turntable, and maintains that speed evenly. Induction type, in accordance with the recommendations of the A. I. E. E., any pick-up in radio or power amplifier is utterly impossible.

Superbly made in every particular, the standard operates on 110 volt 60 A. C. 110—25 or 30 cycle or 220 volts—60 cycle can be furnished at slight increase in price.

This motor of tomorrow means better phonograph and better sales today. Manufacturers are invited to write for prices.

*The Gordon Pick-Up
Type "A" {Adjustable} \$13.50*

Gives radio amplification to any old type phonograph, through the loud speaker of any radio. Matches the tone quality of the new expensive talking machines at a cost of only \$13.50. Easily attached by a novice. Sells itself. Sells phonographs. Sells radios. Helps overcome the trade-in nuisance on old phonographs. Write for complete information.



The Gordon Pick-Up, Type "B" {Non-Adjustable} \$12.50

L. S. GORDON COMPANY

Successor to H. C. Saal Co.

1800 MONTROSE AVENUE, CHICAGO, ILL.

STUDNER BROS., Inc., National Sales Representatives, 67 W. 44th Street, New York City, and 28 W. Jackson Blvd., Chicago, Illinois
Export Agents, Ad. Auriema, Inc., 116 Broad St., New York City. Cable Address, Auriema, New York

Victor Contest for Popular Concert Composition Closes Oct. 29

Manuscripts Postmarked After Midnight, October 29, Will Not Be Considered—Prizes Are \$10,000 and \$5,000—Symphonic Music Contest Open to May 28, 1929

The popular competition being conducted by the Victor Talking Machine Co., Camden, N. J., for concert compositions within the playing scope of the American dance, jazz or popular concert orchestra, not hitherto published or performed in public, will close on October 29, according to a recent announcement. Manuscripts postmarked after midnight of October 29 will not be considered and the awards will be announced on December 28. No restrictions are imposed on the number of compositions which any one composer may submit, and the competition is open only to composers of American citizenship. Complete scores are preferred, but the judges will accept piano scores. Two prizes, one of \$10,000 and the other of \$5,000, are offered for the best and next best compositions.

A similar competition for the best work of music of symphonic type within the playing scope of the full symphony orchestra will close on May 28, 1929, and the award will be announced on October 3, 1929. A prize of \$25,000 has been offered in this contest. Complete scores, as well as piano scores, must be submitted and the work may be of any length.

In the symphonic competition the judges are: Mme. Olga Samaroff and the Messrs. Rudolph Ganz, Serge Koussevitzky, Frederick Stock and Leopold Stokowski.

The Victor Co. reserves on every manuscript submitted prior rights to first two public performances; first recording rights and first broadcasting rights. On winning manuscripts Victor reserves the rights on public performances and on all recording and broadcasting for a period of six months from announcement of the awards. In turn, the Victor Co. agrees to pay the usual publisher's royalty for recording rights to the publisher controlling the copyright, therefore contestants under contract to music publishers must, on request, furnish to the Victor Co. releases bringing their compositions within the above stipulations. The judges may withhold all awards, if the works submitted are, in their opinion, inadequate in con-

ception or execution. Directions for the submission of manuscripts have been announced by the Victor Co.: (a) Each manuscript must be marked at the top of the first page or on the cover with a distinguishing title, or motto, and the name of the competition in which it is entered; (b) Neither the composer's name, address nor any other indication of his identity should appear on the manuscript; (c) The composer's name and address must be enclosed, together with a copy of the title or motto on the manuscript, in a separate sealed envelope, which must accompany this manuscript. This envelope will remain in the custody of the Victor Talking Machine Co. until after the awards of the judges, who will identify only by their titles, or mottoes, the works submitted to them; (d) Manuscripts must be sent by first-class, sealed, registered mail, and return

receipts should be asked by the senders from the Post Office authorities; (e) The Victor Talking Machine Co. assumes no risk or responsibility in handling the compositions submitted, although every care will be exercised to safeguard against loss in transmitting the manuscripts to the judges; (f) No manuscript will be returned until after the award has been announced. When the award has been announced, the Victor Talking Machine Co. will return the manuscripts to the contestants, on receipt of their written request and correct address at that time. The manuscripts will be returned by registered mail at the expense of the Victor Talking Machine Co. Exceptions to this regulation are noted under Paragraphs (g) and "Reservations on Public Performance"; (g) Composers wishing to withdraw their manuscripts from the competition, however, may do so on request to the Victor Talking Machine Co. before the closing date; (h) Submission of a manuscript in either competition shall be construed as evidence of the composer's acceptance of all conditions of the competition; (i) The Victor Talking Machine Co. reserves the right to disqualify and return any manuscript which is not submitted in full compliance with all rules of the competition that have been promulgated.

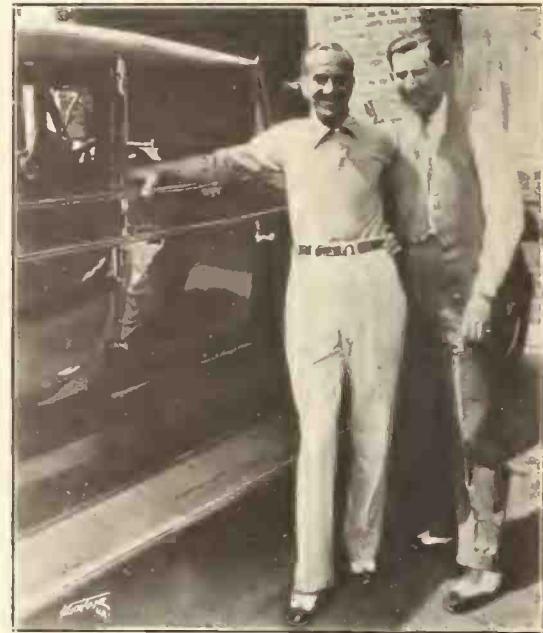
Brunswick Releases "Singing Fool" Record

Al Jolson Records Two Song Hits of Latest Vitaphone Picture for Brunswick—Tie-up Possibilities Are Great

At the time Al Jolson completed his latest Vitaphone picture, "The Singing Fool," at the Warner Brothers studio in California, Jack Kapp, manager of the Brunswick recording laboratories in Chicago, was on the Pacific Coast, and he brought Jolson into the recording laboratories in Los Angeles to record for Brunswick two of the hits from that show—"Sonny Boy" and "There's a Rainbow 'Round My Shoulder." This record, which will be released simultaneously with the release of the picture throughout the entire country, gives promise of being the biggest selling record Brunswick has ever introduced. It is said to be by far Jolson's greatest recording and with the "plug" that will be put behind it by Brunswick, in conjunction with the picture "plug"

and the publisher "plug," there is little doubt but that some new sales records will be made on this number.

Mr. Kapp was on the Pacific Coast at the time of the recording, completing a six weeks'



Al Jolson and Jack Kapp

stay in which he visited all of the Western branches of the company in the interest of the recording laboratories.

L. J. Rooney With Fada Sales Force

Lawrence J. Rooney has joined the metropolitan sales force of F. A. D. Andrea, Inc., in the New York district, according to C. M. Sherwood, district sales manager. Mr. Rooney was formerly associated with the Radio Corp. of America in sales promotion activities. Previously he was a Victor dealer in the Washington Heights section of New York City, and is a former president of the Metropolitan Victor Dealers' Association.

Murray Goldberg in New Post

Murray Goldberg, well known in metropolitan radio circles, has joined the sales staff of the Associated Cabinet Manufacturers' Corp., and is representing that organization in the Borough of Manhattan, New York City. Mr. Goldberg was formerly a representative of the Triangle Radio Supply Co., distributor. It has also been announced that Nathan Urban is covering the Brooklyn territory for the Associated Cabinet organization.



Triple Range A. C. Voltmeter

In the Jewell triple range A. C. Voltmeter Pattern No. 77 the radio dealer will find an instrument which has excellent resale value, as it is very convenient in checking and testing in connection with the new A. C. sets and accessories, and can be easily sold to set owners for that purpose.

Besides, it is an ideal addition to the service man's kit of service equipment.

This instrument has a combination range of 0-3-15-150 volts. The scale is silver etched with black characters and the movement is mounted in a metal case on a moulded bakelite base. Although intended for portable use, convenient means are provided for table or wall mounting.

Write for descriptive circular No. 1145.

Jewell Electrical Instrument Co.
1650 Walnut St., Chicago
"28 Years Making Good Instruments"

Cleveland Balkite Dealers' Meeting

Cleveland Products Co., Distributor, Sponsors Dinner Meeting—Interesting Addresses Feature Gathering

Thirty-five franchised Balkite dealers were the guests recently of the Cleveland Products Co., Cleveland, at a dinner and meeting held



H. J. Buehler

in that city, at which the new Balkite radio receivers, made by the Fansteel Products Co., North Chicago, Ill., were shown and demonstrated. H. J. Buehler, president and treasurer of the Cleveland Products Co., presided at the meeting. Addresses were made by Major R. A. Klock, Balkite sales engineer; Charles F. Saenger, of the Balkite Cleveland office; H. R. Van Gunten, of the John H. Dunham Co., Chicago, the organization which is directing the Balkite national advertising campaign now in progress, and representatives of leading Cleveland newspapers.

Radio Wedding at Radio World's Fair

Minilux Speaker Surmounted Wedding Cake Which Had as a Base an Atwater Kent Radio Receiving Set

The first radio wedding held as one of the features of the New York Radio World's Fair



Radio Wedding—Note Le Minilux Speaker was a decided success from every angle. Not only did it attract a huge gathering at Madison Square Garden, but subsequent letters received from radio fans showed that many thousands

listened in to the affair and were interested.

The bride and groom were the recipients of many presents, including two from members of the radio industry. From the accompanying photograph it will be noticed that the wedding cake is surmounted by Le Minilux loud speaker, which was presented to the couple with the compliments of the Minilux Sales Corp., New York. Its artistic appearance lent itself admirably for the purpose. This petite, hand-made, imported speaker had its first public presentation at the New York Show.

The base of the cake is an Atwater Kent receiving set presented with the compliments of the Atwater Kent Mfg. Co., Philadelphia, Pa.

Radiotron Prices Revised

Effective September 29, the suggested list prices of the following Radiotrons were reduced by the Radio Corp. of America: UX-112-A to \$2.75; UX-171-A to \$2.75; UX-226 to \$2.25; UY-227 to \$4; UX-280 to \$4.25 and UX-250 to \$11.50.



Above: Sir George Wilkins, the Arctic aviator and explorer, who may beat Byrd to the South Pole, photographed in his stateroom on board the S.S. "Southern Cross," just before he left New York for Montevideo. He is shown here with portable radio transmitter, powered with Eveready batteries.

QUALITY MERCHANDISE AND PROFITS ARE SYNONYMOUS TERMS

Radio products made by responsible manufacturers enable the dealer to conserve permanent net profits.

Our lines of radio merchandise have been selected on the basis of quality plus responsibility of the manufacturers, and your interests are further safeguarded by our own dependability.

FADA
ALL-AMERICAN MOHAWK-LYRIC
EVEREADY
R. C. A. RADIOTRONS
NEWCOMBE-HAWLEY SPEAKERS
ANSONIA SPEAKERS

"Blackman and Dependability—
One Suggests the Other"

Blackman
WHOLESALE RADIO
DISTRIBUTORS
DISTRIBUTING CO., INC.

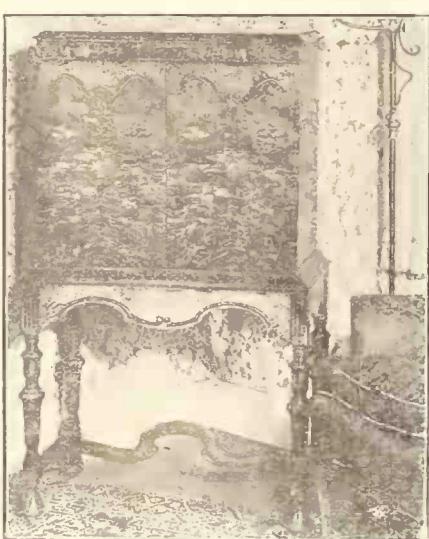
28-30 W. 23rd St., New York, N. Y.

The Newest in Radio



Brunswick Model 3-NC-8

Brunswick-Balke-Collender Co., Chicago, Ill. Model 3-NC-8 Deluxe Panatropo with Radiola. Superheterodyne circuit, two stages of tuned radio frequency amplification, oscillator, first detector, two stages of tuned intermediate radio frequency amplification, second power detector, one stage of audio frequency amplification. Receiver uses nine AC tubes, seven UX-227, one UX-171-A and one UX-



Brunswick Model 5-NC-8

280. Single dial control. Switch for extreme conditions of power-voltage range takes care of variation from 105 to 125 volts. Instrument operates on either 25 to 40 or 50 to 60 cycles on 110-volt alternating current. Pressed steel chassis. Speaker is eight-inch electro-dynamic type, driven by special socket power and rectox unit. Electrical Panatropo equipment includes flexible low-impedance magnetic pickup with potentiometer-type volume control, quiet induction disc motor and automatic stop. Two record reservoirs lined with Burgundy velour. Hardware in high-lighted battleship finish. American walnut cabinet with overlays and hand carvings on doors and legs. Height 50½ inches, width 32 inches, depth 18½ inches. List price, \$700, including tubes.

Brunswick table model radio receiver. Model 5-NO, nine-tube superheterodyne circuit, consisting of two stages of tuned radio-frequency am-



Brunswick Model 5-NO

plication oscillator, first detector, two stages of intermediate frequency amplification, second power detector and one stage of transformer-coupled audio-frequency amplification. Set operates directly from light socket on 50 to 60-cycle 105-125-volt alternating current or on 25 to 40-cycle 105-125-volt alternating current. Tubes include seven UX-227, two UX-171-A and one UX-280. Cabinet finished in American walnut with richly carved escutcheons and overlay. Entire chassis of light, durable, pressed steel. Exterior metal parts in oxidized antique finish. Instrument is 31 inches wide, 11 inches high, 10 inches deep. Single dial control, illuminated tuning dial. Retail price, \$175, less tubes.

Brunswick Model 5-NC-8 console highboy cabinet of American walnut containing same radio receiver as Model 5-NO. Instrument is 29 inches wide, 49½ inches high, 16½ inches

deep. Contains built-in electro-dynamic speaker, 8-inch cone with rectox unit. Local reception may be obtained without antenna. Retail price, \$375, less tubes.



Federal Model F-11

Federal Radio Corp., Buffalo, N. Y. Model F-11 Ortho-sonic receiver, operates on antenna and ground, four stages of tuned radio frequency coupled with detector and two stages of amplification. Each unit is completely shielded, including the seven individual tubes. Chassis is of all-metal construction enclosed in a mahogany cabinet inlaid with vermillion. Obtainable for either battery or all-electric operation.



Balkite Symphonion

Fansteel Products Co., Inc., North Chicago, Ill. Balkite Symphonion Model B-9, nine-tube radio and record reproducing instrument of new type. Sixty-cycle. Converts regular AC current to a frequency of three million cycles, thereby making possible the use of 201-A-type tube circuit with greater range and forcefulness. Uses five 201-A tubes, two 181 tubes, one 210 and one 250. Circuit similar to Balkite Standard AC model receiver. Symphonion is complete with radio receiver, dynamic speaker, electric motor, turntable and electric pick-up. Operation entirely controlled by one switch which changes from radio to phonograph. Cabinet, by Berkey & Gay, is of solid walnut, size approximately 17 inches deep, 27½ inches wide, 49 inches high.

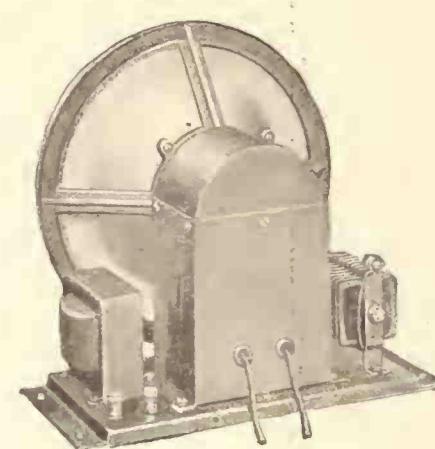
Charles Freshman Co., Inc., New York. Type N receiver chassis, AC operated, housed in various cabinets



Freshman Model N-12 and N-14 ranging from metal case table-type, listing at \$115, to the floor cabinet-type with dynamic speaker at \$195, in mahogany and walnut. Three equal-phase stages of high gain radio-frequency amplification, detector, first



Freshman Model N-11 audio stage and type 250-power tube. Bronze face-plate framing the illuminated selector dial and knob with switch and volume-control knobs on either side. Power supply unit util-



Oxford Speaker Model 23

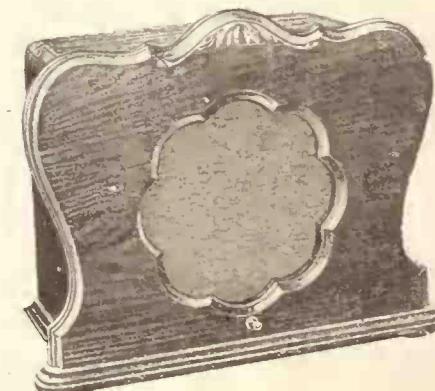
Frank Reichmann (Radio Sales Division, Joy-Kelsey Corp.), Chicago. Model 23, Oxford dynamic speaker, complete with rectifier and step-down transformer, all mounted on pressed steel sub-base. Operates on 110 volts AC. For installation in consoles. Retail price, \$39.50.

Oxford dynamic speaker, Model 25, 18 inches wide, 14 inches high, 9 inches



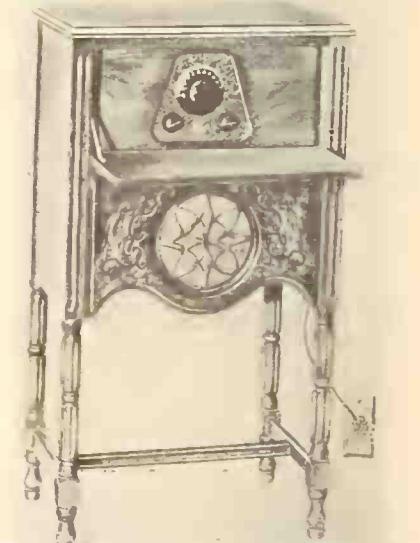
Bush & Lane Model 12-C

receiver using push-pull audio and CX-380 rectifier in the power pack. Neutrodyne circuit uses five stages of audio frequency, two detectors and four tuned condensers. Phonograph equipped with General Electric motor, turntable and magnetic pick-up. Combination instrument employs Bush & Lane dynamic speaker. Doors are finished in Zebrana veneer and cabinet proper is in ultra-modern Gonzola Alyez. Phonograph compartment contains album sections with space for four twelve-record albums with genuine leather backs and duplex binding. Cabinet of Model 25 is of sufficient dimensions to provide especially large baffle. List price, \$48.50.



Oxford Speaker Model 25

deep. Solid walnut front baffle with ornamental carving and silk cloth. Oxford dynamic unit No. 23 is incorporated in Model 25, which operates on 110-volt AC. Furnished complete with step-down transformer, rectifying unit, switch, 12-foot power cord and attachment plug, 12-foot phone cord with socket for plugging set into speaker if desired, so both set and speaker will be controlled from speaker switch. Cabinet of Model 25 is of sufficient dimensions to provide especially large baffle. List price, \$48.50.



Freshman Model Q-16 utilizes the UX-281 half-wave rectifier tube, supplying from 325 to 350 volts for the plate of the 250-tube, as well as the B and C requirements for the entire receiver.

Model Q Chassis, AC operated, known as the Mystery set, utilizing the UX-222 shield-grid tube, in com-



Freshman Model Q-15 combination with the usual UX-226 and UX-227 tubes and UX-171-A power tube. Power supply unit self-contained, using type 280 full-wave rectifier. Table type in metal case, list price, \$69; floor cabinet model with special magnetic speaker, list price, \$129.

Clarostat Mfg. Co., Inc., Brooklyn, N. Y. Scanning disk-driving unit for television purposes with automatic speed control. Provision is made for mounting any scanning disk on the drive shaft. Controls speed from a few revolutions to many hundred. Vernier or delicate adjustments are made possible with a small knob that regulates the contact points.

The Newest in Radio

Robert Findlay Mfg. Co., Brooklyn, N. Y. Manufacturer of metal tables for standard makes of radio receiving sets. New metal table for Philco re-



Findlay Console No. 22 receiving set, known as Findlay Console No. 22, \$20, list price. Finished in walnut and gold. Provision made for Philco speaker to be suspended under the set or placed on lower shelves. New metal consoles for Eveready line. No. 21-1 to accommodate either Eveready No. 1 or Eveready No. 3



Findlay Console No. 21-1 wooden sets. Console 21-2 will accommodate Eveready No. 2 metal set. List price of either number, \$20.

New Findlay metal console table for Zenith. Console No. 20, table only, \$21, list. Console No. 20-A, table complete with RCA 100-A speaker and ornamental grille and housing, \$50, list.



Findlay Console No. 20-A Both models finished in walnut and Spanish brass. Radio bench No. 1310 with jacquard velour in a variety of colors provided in conjunction with the foregoing models, \$8.50, list.



Master Voltage Control Master Engineering Co., Chicago, Ill. Master voltage-control, containing no moving parts, reduces excessive line voltage and protects AC tubes

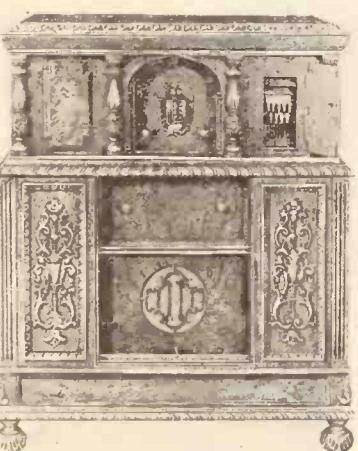
from burning out. Master voltage-control is connected by plugging the AC set into the outlet which corresponds to the maximum line voltage, no voltmeters or tools being required. Dimensions 4 inches long, 1½ inches high 1⅓ inches wide. List price, \$2.50.

Zenith Radio Corp., Chicago. Model 37-A all-electric phonograph combina-



Zenith Model 37-A tion with Zenith automatically tuned radio receiver. Special induction-type phonograph motor with control eliminating extraneous noises. Turntable mounted on jeweled bearings, and uniform speed-control is obtained through special control-knob. Built-in dynamic speaker. Instrument employs eight AC tubes, including rectifier, operating on 110-volt 60-cycle alternating current. Retail price, \$625, without tubes.

Model 40-A radio-phonograph combination, automatically tuned Zenith receiver, dynamic speaker. Concealed loop incorporated within the cabinet is



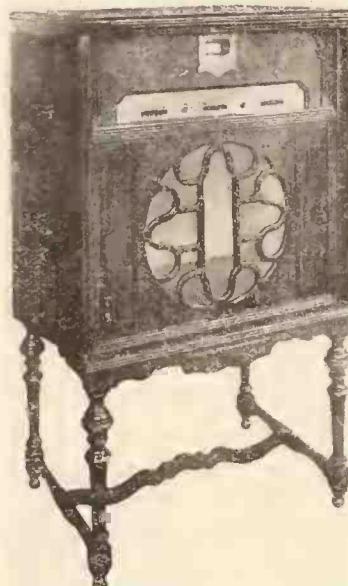
Zenith Model 40-A adjusted for direction by moving an indicator located in the lower part of the cabinet. Italian Renaissance cabinet, built of solid walnut with burl veneers and overlays of Carpathian elm burl. Phonograph equipment same as model 37-A. Chassis is of all-metal construction, doubly shielded with five condensers, die-cast from block tin, mounted on a single shaft. Concealed lever gives access to secret compartment on upper right-hand side of cabinet containing automatic tuning device. Receiver employs (including rectifier) ten AC tubes. Retail price, \$550, less tubes.

Home Broadcaster Brooklyn Metal Stamping Co., Brooklyn, N. Y. B. M. S. Home Broadcaster. Consisting of microphone, long-extension cord, and a tube socket adaptor, designed for home entertainment. With adaptor inserted in detector-tube socket it is possible to cut out the program being received at will, and interject numerous announcements through the loud speaker. Price, \$7.50. Type UX, for sets using four-prong detector tubes; type AC for sets using five-prong detector tubes.

Raytheon Mfg. Co., Cambridge, Mass. Manufacturer of BH and other rectifying tubes, announces new line of

improved vacuum tubes for the usual AC broadcast receiver, to be known, respectively, as the Ray X-226, Ray 227, Ray X-171-A and Ray X-280. It is said these four tubes are the forerunners of what promises to be a complete line of standard AC and battery-type tubes and rectifiers. Raytheon Foto Cells, now available in five types, two spherical and three tubular types.

A. H. Grebe & Co., Inc., New York. Manufacturers of Grebe Synchrophase radio receiving sets. Grebe De Luxe Console, containing a super-power amplifier, Dynamic loud speaker and Synchrophase AC Six. Super-power unit has two 250-type tubes as amplifiers in a push-pull circuit, and two type 281 rectifier tubes. Provided with jack by means of which electrical

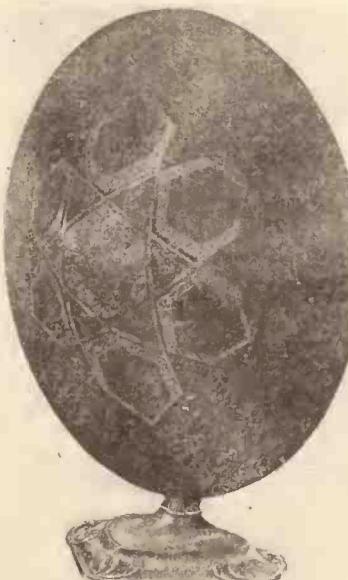


Grebe De Luxe Console reproduction of phonograph music may be had. A special Synchrophase AC Six single-dial six-tube all-electric receiver is included in the DeLuxe ensemble. Cabinet finished in the finest grain walnut with matched burl walnut-paneled doors.

Grebe Synchrophase AC Six, all-electric set, using four type 226 AC tubes, a heater element-detector tube,



Grebe AC Six a 171 power amplifier tube, together with a 280-type rectifier tube. Single-dial control with an illuminated dial drum, graduated in kilocycles. Local distance switch for better local and distance reception. Antenna control



Grebe Speaker Type 20-20 for matching receiver with any normal size of antenna, alternative circuit connections for energizing types of speakers directly from this set, either 25 or 60-cycle frequencies, binocular coils with Grebe straight-line frequency variable condensers.

Grebe Console Table, receiver-type 2249, includes the Grebe Synchrophase AC Six receiver with matched table, containing a built-in compart-

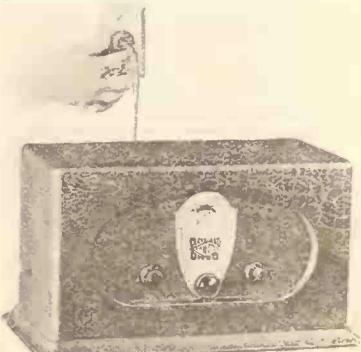


Grebe Console Table Type 2249 ment for Dynamic-type loud speaker. Grebe Natural Speaker, type 20-20. Similar to type 17-50, but larger. Has a motor driving system employing butterfly-armature springs. It is 20 inches in diameter and the cone is formed at a 20-degree angle.

Grebe Buckeye Console for Synchrophase AC Six. Made of selected woods with case of black walnut, doors and inside panels of butt walnut, antique brass hardware and a speaker compartment to accommodate either Dynamic or Magnetic-type loud speaker.

Grebe Power Amplifier Table, designed for use exclusively with AC Six. Contains a super-power amplifier and Dynamic speaker, both of which are identical with those incorporated in the De Luxe model.

Acme Electric & Mfg. Co., Cleveland, O. Acme AC-4 radio receiver, a four-tube set, embodies many dis-



Acme AC-4 Receiver tinctive features. Said to be capable of tremendous volume without distortion, extreme sensitivity and the entire chassis and panel is built in a one-piece rigid steel frame with the



Acme One-Piece Chassis power pack compactly built-in chassis. Uses full-wave rectification and has a low-power consumption. Has illuminated single-dial control. Supplied only in table models in wood cabinets. Is 9½ inches high, 20 inches long and 10 inches deep. Weighs 25 pounds. List price, \$49.50, less tubes.

Acme one-piece chassis and panel (overall length 17½ inches, weight 20 pounds) complete with electric power unit. List price, \$42.50. Both prices quoted are Eastern prices. Western prices are moderately higher.

Ward Leonard Electric Co., Mt. Vernon, N. Y. Vitrohm line-voltage reducer, providing protection for AC tubes against excessive line voltage. Reduces abnormal line voltages of 125 volts or less to a safe value for the operation of all AC sets drawing from 0.4 to 0.6 amperes. List price, \$2.

Vitrohm dual adjustat, a voltage divider designed for use in all current supply units, where adjustment or intermediate voltages is wanted. Two types are available for 200-volt and 400-volt service. Supplies two fixed voltages and up to 32 adjustable voltages. Any of the adjustable values can be made fixed voltages by connecting permanently to the rheostat contact. List price, \$8.50.

(Continued on page 110)

The Newest in Radio

(Continued from page 109)

Cary Cabinet Co., Springfield, Mo. Custom-built base for Kolster radio receivers, models 20 and 21. The general design and lines of this piece of



Cary Cabinet Model—The Bradley furniture blend with the exterior of the receiving set. Is equipped with the Kolster loud speaker and is manufactured of solid American black walnut throughout.

Consolidated Radio Corp., Arborphone Division, Ann Arbor, Mich. Arborphone speaker, 12 inches high, in Gothic cabinet. Has new type of balanced armature unit with cobalt



Arborphone Speaker steel magnets, five times as strong as usual magnets. Cone is made of a special impregnated linen fabric, manufactured in Europe. Veneered walnut cabinet with golden silk on grilles. List price, \$27.50.

Art Specialty Co., Chicago, Ill. Art-Way console table designed for Kellogg radio receiver, height 28 inches, weight approximately 30 pounds. Fin-



Art-Way Console Table ished in brown with gold trim to match receiver. List price, \$12.75.

Art-Way radio console table de-



Art-Way Console Table signed for Apex radio receiver. Height 28 inches, weight 30 pounds, finished in brown with gold trim to match receiver. List price, \$12.75.

Colonial Radio Corp., New York. Manufacturer of Colonial radio receiving sets. Cutting Dynamic power speaker. Consists of a power plant, power amplifier and electro dynamic speaker. Power plant transformer is equipped with automatic voltage regulator for line voltages between 90 and 130. 280 type tubes are used for full wave rectification. Filter system employs a heavy network of chokes and resistors together with condensers of 26 microfarad capacity.

W. C. Fuhri Returns From Extensive Trip

Vice-President and General Manager of Columbia Phonograph Co. Reports Sales Far in Excess of Last Year

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., returned to his desk a few days ago after a trip to Chicago, Milwaukee, Kansas City, St. Louis, Oklahoma City, Dallas, Memphis and Atlanta. Mr. Fuhri visited Columbia branches in many of these cities and also quite a number of Columbia dealers. He states that in every section of the country Columbia sales are running well ahead of 1927, with the dealers keenly enthusiastic regarding current records and the new Vivation and radio products. Columbia is closing the greatest year in its history and Mr. Fuhri states that the dealers as a whole are now looking ahead to 1929 in the belief that next year will even outdistance 1928 figures.

DeForest Audion Tube Prices Revised

Lower list prices for certain Audion tubes on which production costs have been lowered are announced by the DeForest Radio Co., Jersey City, N. J., as follows: Type 412-A, from \$4 to \$3.25; type 426, from \$3 to \$2.75; type 427, from \$6 to \$5; type 471-A, \$4 to \$3.25; type 480, \$6 to \$5 and type 481, \$10 to \$8.50. List prices of other DeForest tubes remained unchanged.

"Production economies affected by the installation of the latest tube-making equipment and methods make these reductions possible," said James W. Garside, president of the company. "However, we are maintaining the same high standards with which we started the production of the new Audions, which are not designed to compete with any other tubes on a cost basis."

Desires to Arrange Agency Connections

William Blogg, managing director of Amplion (Australasia) Limited, the Australian branch of Graham Amplion, Ltd., of England, expects to be in New York from the 17 to 27 of October, inclusive, and announces that he desires to reach manufacturers in the United States who may want to arrange agency connections in the Australian market. Mr. Blogg may be reached in care of the Amplion Corp. of America, 133 West Twenty-first street, New York. He is not only interested in music and radio but also in lines that will be active during the Australian Summer season.

Hold Formal Opening

Bergers, one of the large Cleveland, O., department stores, held the formal opening of their new and enlarged radio department on October 4, 5 and 6. The company is selling Majestic, Atwater Kent, Fada, Stewart Warner, Radiola and Kolster sets.

The Euclid Music Co., 1716 Euclid avenue, Cleveland, O., is now in its new home at this address, having moved from East Ninth.

The Starck Piano Co., Cleveland, O., has enlarged its radio department and is now carrying several nationally advertised lines.

The Stevens "Dynamique"

"The Speaker of the House"

Modernistic in cabinet design.
More than modern in acoustic reproduction.
Operates on 110 volts A. C.
Uses the famous Stevens "Burtx" Diaphragm.

List in Cabinet—\$65
Chassis Only—\$45

STEVENS MFG. CORP.
46-48 East Houston St.
New York City

Big Portable Demand in Detroit Territory

DETROIT, Mich., October 9.—From the way portables are selling in this section, it would indicate that there is a revival in this type of instrument and that the public is cognizant of the fact that present-day portables are far superior in quality to those previously put out. We learned this the other day while talking to Thomas Devine, local branch manager for Columbia Phonograph Co. Mr. Devine showed us that it was actually impossible to keep any of the \$50 portables on hand. "We have been short of No. 162 portables for many months and even right now we haven't a single one in the place," he remarked.

Talking machine and radio dealers throughout Detroit and the principal cities of the State are very much enthused over prospects for sales during the remainder of this year. This they attribute first of all to the general prosperity prevailing throughout the State and the splendid employment situation.

The Detroit Wilks Distributing Co. recently established itself at 4831 John street, to distribute the Sparten Radio, made by the Sparks-Withington Co., of Jackson, Mich.

The Michigan Chandelier Co. is wholesale distributor for Freed-Eisemann radios for the State of Michigan. Offices and warehouse are at 3130 Chene street.

The Balkite radio, which has been extensively advertised lately around this city, is being distributed by the Electrical Specialties Co., with headquarters at 325 State street.

The Bush & Lane Piano Store, in the Woodward Arcade, has taken on a franchise for the complete Victor line of talking machines, combination machines and records. This is the second store in recent months downtown which has added the Victor line—the other store being the Bayley Music House, on Broadway.

Philip S. Urban, proprietor of the Urban Music Store, at 3030 Gratiot avenue, reports a 40 per cent increase in record business so far this year. Mr. Urban specializes in German records, Columbia phonographs and the Columbia-Kolster. Local Columbia dealers report quite an increase lately in the demand for the Columbia Masterworks sets.

Thomas Devine, Detroit branch manager for the Columbia Phonograph Co., reports that the new line of Columbia radio receiving sets is proving a tremendous hit among local dealers. So far only a few samples have been on display—the full line is expected by the 15th of the month and orders will start being filled before the first of November.

Sym Winkle, proprietor of the Song Shop, on Broadway, in the heart of the downtown section, is opening a branch store at the corner of Michigan and Junction avenues, where a complete line of sheet music, small goods and phonographs and records will be handled. Melville Winkle will be in charge of the branch store, assisted by June Nelson.

Raytheon Introduces New Line of AC Tubes

CAMBRIDGE, MASS., October 6.—The Raytheon Mfg. Co., of this city, which has long been closely identified with the production of gaseous rectifiers, which made the "B" eliminator possible, has now announced a new line of improved vacuum tubes for the usual AC broadcast receiver, which are described elsewhere in this issue. The four tubes which are presented at this time are said to be the forerunners of what promises to be a complete line of standard AC and battery type tubes, as well as power tubes and rectifiers.

"We believe that Raytheon research and engineering efforts have made a distinct contribution to the broadcast reception art," states

Fred D. Williams, vice-president of the company. "The outstanding feature of Raytheon vacuum tubes is the unique four-post construction, which reinforces the tube elements in all directions instead of in a single straight line as with the usual design." Mr. Williams also points out additional features of the new Raytheon tubes and states that new machinery of the latest type has been installed in the Raytheon factory which will enable them to sell a quality tube at the usual price.

Approve Stock Increase

Shareholders of Columbia Graphophone, Ltd., London, at the annual meeting approved modification in articles of incorporation and approved an increase in capital stock to £2,800,000 by creating 4,000,000 new common shares of 10 shillings par each to provide for bonus and for general purposes.

Columbia Wholesalers Open New Accounts

BALTIMORE, Md., October 8.—Columbia Wholesalers, Inc., distributors of Columbia Phonograph Co. products, have opened a number of new Columbia accounts during the past few weeks, the most outstanding of which are the four stores of the Paul-Gale-Greenwood Co. operating in the Norfolk and Suffolk sections of Virginia; the two stores of the Steiff Piano Co. in the Baltimore-Washington district, and the Duff-Gore Music Co., of Raleigh, N. C. All of the stores mentioned will carry the complete line of Viva-tonal phonographs, records, radio receivers and combinations.

The Long Island Music Shops, Long Island City, New York, have been incorporated.



Rola Dynamic Table Speaker, Model 30

A WINNER at Every Demonstration

INSTANTLY, unanimously—at every demonstration—radio users have selected the new Rola above all others. At the radio shows in Chicago, San Francisco, Los Angeles, New York, St. Louis and other cities, Rola easily "won the house." Never before had such marvelous realism been heard in radio.

The new Rola Dynamic Power Speakers, equipped with the new Rola D-110 Dynamic Power Unit, give a response approximately twice that of any other dynamic on a given input. From the deepest bass to the highest treble, operating with type 171, 210, or 250 tubes, these new speakers reproduce with marvelous accuracy—attaining a degree of realism never before equalled.

Dealers who have already stocked Rola report the greatest enthusiasm and quick turn-over. In the complete Rola line of Dynamic and Magnetic speakers, dealers find just the 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.....List Price, \$110

Model 30. A dynamic table speaker equipped for light-socket operation.....List Price, \$75

Model 25-D. A radio speaker table with built-in dynamic power unit.....List Price, \$90

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

MANUFACTURERS: The following units are ready for installation in cabinet and console sets. Write for prices.

Model D-180. 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. A dynamic unit with field coil wound

to 1,950 ohms for excitation by 40 to 80 milliamperes of direct current at 75 to 150 volts.

Model M. A magnetic-armature unit combining surpassing performance with ruggedness and dependability, at moderate cost.

Ask your jobber for full details on the 1929 loudspeakers, or write factory for name of Rola jobber nearest you. ~ ~

THE ROLA COMPANY

CLEVELAND
2570 Superior Avenue

OAKLAND, CALIF.
Forty-fifth & Hollis Streets



Columbia Wholesalers, Baltimore, Have Made Remarkable Progress

Celebration of Fifth Anniversary Reveals Impressive Achievements of Columbia, Kolster, Steinite Distributing Firm—Branch Opened in Washington, D. C.

BALTIMORE, MD., October 6.—Columbia Wholesalers, Inc., well-known distributors of Columbia phonographs, records, Kolster and Steinite radio receiving sets and accessories, recently celebrated their fifth anniversary as a factor in the jobbing trade of Maryland, District of

ganization surprised everyone by showing a profit during the first six months in spite of the fact that the Columbia branch had been operating at a loss before that time. It was only natural, of course, that after surviving the tremendous upheaval and cut-price situ-



Leroy L. Andrews

Columbia, Virginia and North Carolina. So remarkable has been the growth of this concern that the story of their expansion and the methods used in its achievement should be of special interest to the trade.

The firm of Columbia Wholesalers, Inc., was organized in March, 1923, taking over the branch of the old Columbia Graphophone Co., which formerly supplied the territory south of Baltimore. This was at the low ebb of the phonograph business and all advisers of the new company were sure the chances of their success were about one in a thousand. Having faith in the name of Columbia and their own ability, plus unbounded energy, the new or-



William H. Swartz

tion of 1923-24 and actually showing a profit, the new firm should make a most impressive showing during the last few years, during which the phonograph industry has staged such a remarkable comeback. From an initial organization of fifteen employees inside and three salesmen, the Columbia Wholesalers now boast of an inside organization of fifty employees, with a sales force of ten men on the road.

Leroy L. Andrews, president of Columbia Wholesalers, Inc., was formerly export representative for the Ford Motor Co. William H. Swartz, vice-president, was formerly assistant manager of the Columbia branch at Baltimore. Paul Steffy and David Jarvis, treasurer and

secretary, have been made officers in the company because of their faithful service.

With the advent of radio a separate department was formed, with a separate inside and outside force, Mr. Andrews directing the radio department while Mr. Swartz presides over the phonograph and record department. This has worked out very satisfactorily and with the advent of combination radio-phonographs the radio service department has been greatly instrumental in furthering the sale of high-priced instruments.

Probably no factor in the success of this firm is responsible for their rapid growth as much as the rigid attention to detail and the strict insistence on the paramount idea of the maximum service to the dealer. Long hours of work during the rush season, every conceivable kind of co-operation and a spirit of friendly helpfulness in the perplexing problems, especially of the radio business, have created a good will which has been expressed in dollars by Columbia dealers.

Broadcasting has been brought into play to a remarkable degree in selling records in the Baltimore territory. Contracts with stations in Baltimore, Washington, Norfolk, Roanoke, Durham and other points give Columbia records a veritable blanket of broadcasting covering the whole territory. It is stated that this has been responsible for at least 50 per cent of the large increase in record sales. Another feature seldom practiced by wholesalers is that of public demonstrations for dealers. In all the metropolitan centers covered by Columbia Wholesalers dealers are urged to notify the company of any gathering or meeting where free music would result in favorable publicity. A Columbia-Kolster or Kolster radio set is immediately dispatched to the scene of action so that in every center of population people talk about the wonderful music they heard at a certain dance, fair, lodge meeting, etc. A most complete outfit of service apparatus and a force of four mechanics insure the radio dealers of as quick a service on repair work and returned goods as it is humanly possible to give.

In order to extend the maximum service to dealers in Washington, D. C., and territory adjacent thereto, a branch of Columbia Wholesalers has been opened at 1619 L street, N. W., with Leroy McDowell in charge. A complete stock of storage and B batteries, Philco parts, speakers, furniture and Kolster and Steinite sets will be carried. Columbia-Kolster combination phonographs will also be carried in stock. A complete service department will take care of all local service calls and repair parts of both Kolster and Steinite sets will be available.

Speaking of the future of their business, the heads of this live concern are tremendously enthusiastic. "We already have what we believe to be the finest merchandise available to the market," said Mr. Andrews. "Believing that the future possibilities of the home entertainment business, with such wonderful developments as Television, for example, just ahead of us, are simply enormous, and with a growing appreciation of the value of fine music in the home, coupled with the tremendous practical utility of the radio receiver, we can see a rosy future with no limit to the scope for activity and development."

Now Bradfield Music Co.

ALTUS, OKLA., October 4.—A. F. Bradfield, of Hobart, has purchased control of the Appleby-Tatum music and radio store on East Commerce street, this city. The establishment will be operated as a branch of two other Bradfield stores in Hobart and Mangum. The name of the concern has been changed to the Bradfield Music Co., and J. P. Madden has been appointed general manager. The company handles pianos, phonographs and radio merchandise and has been very successful in its retail operations.

Quick Profits for Columbia Dealers



Schubert Week—Back to Melody

Now's the time to start cashing in on Schubert Week, November 18th to 25th, the big event of the Schubert Centennial, organized by the Columbia Phonograph Company.

Columbia makes available to its dealers and their customers sixteen Schubert

Masterworks Album Sets, ranging in retail price from \$4.50 to \$12.00. All records may also be sold separately.

Columbia is supplying its dealers free with all sorts of sales building material, in addition to the Company's national advertising. Write us for details. Get your profits now.



Columbia Wholesalers, Inc.
L.L. Andrews — Wm. H. Swartz
Exclusively Wholesale
205 W. Camden St., Baltimore, Md.

Columbia Co. Acquires Pathe Phonograph Interests in France

(Continued from page 32a)

manufacturing facilities and although every factory is working two shifts, we have practically given up hope of meeting the requirements of our trade.

"South American business is exceptionally fine and we are doubling factory facilities at both Rio Janeiro and Buenos Aires. Australia has also been one of the very bright spots in Columbia activity and our sales in that country have proven an agreeable surprise to all of us. In Japan and China Columbia business is increasing rapidly and it is gratifying to note that throughout the world we are making steady progress.

"I was delighted to find upon my return to America that our sales figures in this country during the past few months have attained a material increase over last year and reports from every trade center indicate that Columbia dealers are closing a banner year both in machines and records."

With his usual modesty, Mr. Sterling did not give adequate attention to the remarkable achievements of the Columbia organization the past year, but the report of the annual general meeting of the Columbia Graphophone Co., Ltd., of London, Eng., as published recently indicates the wonderful accomplishments of Columbia during the past twelve months. This report read as follows:

The annual general meeting of Columbia Graphophone Co., Ltd., was held yesterday at Winchester House, Old Broadstreet, E. C., Sir George Croydon Marks, C. B. E., J. P. (Chairman), presided.

The Chairman, in the course of his address, said: "Ladies and Gentlemen,—Once again I am happy to state that our sales and net profits in this country are by far the largest in our history, in addition to which we have begun to receive for the first time income from our foreign investments. Since the previous year our issued capital shows an increase of about £100,000 owing to the extension of our holdings in associated companies, and to the acquisition of new businesses the importance of which is shown on the assets side by an increase of over £600,000 in investments. Our shares having been exchanged at a substantial premium the reserve fund has increased accordingly, and is fully justified on values.

"Steady, and in many cases remarkable, progress has been made in, I think I may say, every direction. As an indication of the conservative policy which is being adopted at the present stage of their developments by our foreign associates, I may say that the German company disclosed a net profit of 1,473,000 marks, out of which it only distributed dividends amounting to just over 1,000,000 marks. In addition this company applied over 2,000,000 marks to various reserves, reducing to the nominal amount of 1 mark the whole of its plant, machinery, patents, matrices, and various other items. Our American company disclosed a profit of \$760,000, out of which it only distributed \$330,000... and this profit also is arrived at on a strictly conservative basis. Moreover, the various subsidiary companies operating in other parts of the world adopted an equally conservative basis before making dividend distributions. You may rest assured, therefore, that the whole structure has now been placed on a sound footing, which will reflect itself in the future and render us as far as possible safe from any fluctuations in trade in any particular part of the world. Last year your board declared two interim dividends, because of the extension of the financial period. In future the directors will consider the payment of one interim dividend per annum as before. This will probably be somewhere in the early part of next year in view of the alteration in the date of the accounting period.

"The progress made by the industry in this country during recent years has, of course, been phenomenal. Records once again have been made in more senses than one in all departments, and our factories are still unable to cope with the orders received, and are being steadily extended. The industry is still comparatively in its infancy in many other parts of the world, and there is every indication of rapidly expanding markets abroad. Your company is now in the happy position of holding a premier place in almost every market, so that with its widely spread interests you can feel satisfied that it is largely independent of any local fluctuations of demand, and that the prospects of steady expansion are excellent.

Sixty Per Cent Dividends

"Many interesting developments are taking place on the technical side, not only within our own ranks, but within the industry as a whole, and you may rest assured that your company is not behind-hand in the various advances which are being achieved and which are doing so much to popularize our products in all parts of the world. The quality of Columbia productions is a matter of great pride with us, and to maintain the spirit of advancement we have just brought out a complete new and improved range of our gramophones, retailing from £3 10s. upwards. Although the season has barely opened, the orders for these new gramophones have been pouring in at a rate indicating that it will be almost impossible to cope with the season's demand. As you will see from the resolutions before you, we are proposing to pay dividends which will bring the total distribution to 60 per cent for the period. We are also asking you to authorize the increase of the company's capital to five million shares of 10s. each, after which we propose to distribute as a bonus to shareholders one share for every share now held. It will not be necessary for me to point out that owing to the methods by which this company's business has been built up, the nominal capital of the company is out of all proportion to the assets which it possesses, and to the actual money sunk in its various undertakings. The proposal before you will do a little towards bringing the capital into line with

the real position, and the balance of the authorized capital, if you agree to our proposals, will be available for the future."

Managing Director's Statement

Louis Sterling (Managing Director) seconded the resolution, referring in detail to the marked progress of the company. There was, he said, no country in the world, in which the company was operating, which did not show increasing sales and products. Although in the past three years, both in Great Britain and all over the world, the company had multiplied its sales several times, necessitating the doubling and trebling of its factories in this country and all over the world, all this had been done without the issue of any additional capital by the company or any of its associated companies.

The resolution was unanimously passed, and special resolutions effecting alteration in the Articles of Association preparatory to the increase of capital, were also agreed to.

Record Demand for Artone Portables

E. R. Manning, sales manager of the Berg A. T. & S. Co., Long Island City, N. Y., reports that the demand for Artone portables is exceeding all records. October, he points out, will probably prove the biggest month in the history of the organization. There is an accumulation of business in all departments and new employes are being added each day in order to fill the demand. The woodworking department has already started on double shift.

In referring to this exceptionally good business, Mr. Manning pointed out, "The demand is strongly for quality portables. This is also noticeable in the other division of our business, luggage. There is apparently always plenty of competition in cheap products, but not so many on the higher-priced end. We have always found it better to specialize on quality merchandise. It has proved better for our own organization and is proving better for the dealer. In numerous cases dealers have reported that they experienced greater success with quality portables. This is in keeping with the trend of the times. The buying public expect almost as good tone quality from the portable as they do from the upright machine, and they are demanding quality portables."

The Merrick Music Shop, Merrick, L. I., N. Y., has been incorporated.

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

Southwest Radio Show Attracted Big Crowds

Fourth Annual Exposition Drew Attendance of 94,896 and Brought Profit of \$15,000 to Local Association

ST. LOUIS, Mo., October 4.—The fourth annual Southwest national radio exposition, which closed in St. Louis on September 22, was the



W. P. Mackle, Executive Secretary, St. Louis Radio Trades Association

greatest radio show this city has ever seen. The attendance was larger than that of any previous year, 94,896 being admitted during the six days. Sixty manufacturers and jobbers had exhibit space in the show building and the total profits of the show this year to the Association will be \$15,000 an increase of nearly \$4,000 over last year. The visiting dealer attendance this year was much larger than that of any previous year.

Eleven hundred dealers registered at the show during the week.

A committee composed of Julian E. Sampson, Walter H. Dyer, A. C. Brandt, Samuel B. Singer, Roy W. Haege, Geo. W. Van Sickle, W. A. Ward, N. E. Hill, Fred A. Wiebe, E. A. Reutter, R. A. Kissell, Franklin McDermott and the show manager, William P. Mackle, all officials of the St. Louis Radio Trades Association, had entire charge of all arrangements for the show. The show was planned and carried out on a budget system very similar to that used in previous shows and the fact that the system showed a small profit before the doors of the show were opened proved that the plan is highly satisfactory.

The entertainment features of the show were unusually well planned. Three local radio stations, KMOX, KSD, WIL, furnished talent and broadcast the program direct from the "Crystal Studio," which was located in the show building.

Rola Centers Sales Offices in Cleveland

Henry Tenny, president of the Rola Co., Oakland, Cal., manufacturer of Rola loud speaker products, has announced the opening of a sales office and an additional assembling plant at Cleveland, O., for the purpose of facilitating deliveries to the mid-West and Eastern trade. The present Chicago and New York offices of the Rola organization are to be merged with the newly organized Cleveland sales headquarters with Leon Golder, present Chicago manager, as Eastern sales manager. Mr. Golder is well known to the radio trade throughout the entire Eastern and Middle Western territory and has a wide knowledge of dealer problems.

The Art Chandelier Co., Park Ridge, Ill., recently opened the Electric Studios at 8 South Park avenue, with a complete line of radio receivers and phonographs.

K. E. Reed in Important New Post

Appointed Assistant to President Lester E. Noble, of Federal Radio Corp., Buffalo, N. Y.—Widely Experienced

Announcement of the appointment of Kenneth E. Reed as assistant to the president of the Federal Radio Corp., Buffalo, N. Y., has been made by Lester E. Noble, president.

Mr. Reed, who has been sales manager of Federal for the past two years, has spent his entire business career in the music and radio industries. For fifteen years prior to joining the Federal organization he was associated with the Victor wholesaling division of M. Steinert & Sons at Boston. He was manager of that department for eight years prior to joining the sales staff of Federal in June, 1926. He served in the field for six months, winning deserved recognition and promotion to the post of special representative and later sales manager.

Congressional Medal for Thomas A. Edison

WASHINGTON, D. C., October 8.—Presentation of a Congressional gold medal to Thomas A. Edison in commemoration of his achievement "in illuminating the path of progress through development and application of his inventions" will be made in the Edison laboratory at West Orange by Secretary Mellon on the evening of October 20, the Treasury Department announced to-day.

Preceding the ceremonies in West Orange a short address will be broadcast by President Coolidge over a nation-wide hook-up of radio stations. After the presentation addresses will be made by other persons who are of national prominence.

The Console Beautiful - by Superior Cabinet Co. Muskegon, Mich.



Model No. 827

THE cabinet pictured is an example of a large distinctive line of radio furniture, noted for their sturdy construction and beautiful period designs in a variety of attractive finishes.

These cabinets are acclaimed by radio distributors as the year's best sellers!

A visit to our showrooms may be profitable to you or a catalog sent to you upon request.

STUDNER BROTHERS, Inc.

National Sales Division

New York
67 West 44th Street

Chicago
28 East Jackson Blvd.



Everybody wonders:
"How can it be done?"

Majestic
is doing it!

GRIGSBY-GRUNOW COMPANY
5801 Dickens Ave. CHICAGO

Chicago Balkite Dealers Attend Dinner Meeting and View Line

Fansteel Products Co. and Inland Electric Distributor, Sponsor Meeting at Which Policies Are Discussed—Balkite Symphonion Demonstrated—Interesting Talks

Balkite dealers from the Chicago territory were the guests of the Fansteel Products Co., Inc., North Chicago, and the Inland Electric Co., Chicago distributors, at a dinner and meeting held September 12 at the Belden Stratford Hotel. After the dinner the guests were entertained by Art Linick, radio artist of station WBBM. T. K. Webster, head of the Ekko Co., Balkite sales representative in the Chicago area, acted as chairman of the meeting and introduced the various speakers.

Ronald Webster, secretary of the Fansteel Products Co., stressed the fact that quality of product and service had been directly responsible for the progress which the Balkite organization has made since it was founded. B. S. Warren, secretary of the Berkey & Gay Furniture Co., Grand Rapids, Mich., gave some interesting statistics regarding his organization. The Berkey & Gay Furniture Co., which manufactures the cabinets in which Balkite receivers are housed, celebrated its seventy-fifth anniversary in January, 1928. Thirty acres of space are utilized in the Grand Rapids plant and in 1927 the factory produced 275,000 pieces of furniture. The Berkey & Gay organization has built up, through forty years of continuous national advertising, both a large trade following and confidence in its products on the part of the public.

Major Klock, of the Fansteel engineering department, addressed the dealers on the design and construction of the Balkite receiver, dwelling on the time and money which had been spent in research work before the receiver had been introduced to the trade.

H. J. Doughty, sales manager of the Balkite organization, described to the dealers the extensive research work which had been undertaken before the Balkite receivers were introduced, and stated that the company had placed on the market the best radio receiver that it could produce, making a large investment in time, labor and money, in preparing the product, and in planning on a long life for the company in the radio field. H. R. Van

Gunter, of the John H. Dunham Co., Balkite advertising counsel, outlined to the dealers the national advertising campaign which is now in progress. National magazines form the "backbone" of the campaign, which is amplified by dealer helps, electric window signs containing the dealer's name, chain broadcast of the Chicago Civic Opera performances and a national newspaper advertising campaign which is already under way. Mr. Van Gunten stated that the Fansteel Products Co. would also match dollar for dollar with the dealer in additional local advertising, splitting the cost of any space which the dealer might wish to use in local mediums.

M. C. Curtis, sales manager of the Inland Electric Co., Balkite distributor of Chicago, outlined the reasons which caused his company to choose the Balkite line and gave the dealers a word picture of how the Balkite radio receivers were being brought before the attention of the Chicago public.

Just before the close of the meeting Major Klock demonstrated and explained the features of the new Balkite Symphonion, an instrument combining the Balkite radio receiver with an electric reproducing phonograph.

Zimbalist Recording for Columbia Co.

Efrem Zimbalist, distinguished violin virtuoso and composer, recently signed a contract to record exclusively for the Columbia Phonograph Co. catalog. It has been many years since recordings have been made of this musician's playing and the Columbia Co. merits congratulations in bringing him back into the recording field. Zimbalist has been ranked with the greatest violinists of the present day and possesses a distinct technique and a complete consciousness of the feelings of the composer. Expectations are for a large demand for these records throughout the country.

Lyon & Healy Add New Sonora Line

A. J. Kendrick, vice-president and general manager of the Sonora Phonograph Co., New York City, has just announced that the complete Sonora line has been taken on by Lyon & Healy, famous Chicago music house, to be carried in all their stores which include a new branch at Evanston, Ill., a new store to be opened at Oak Park, Ill., and the recently purchased Dreher Piano Co., at Cleveland.

Lyon & Healy announced the addition of the new Sonora line during the period of the radio show at the Coliseum with two full-page advertisements, one in the Chicago Examiner of October 7, and one in the Chicago Tribune of October 9.

Seedman Awarding Balkite Franchises

The G. J. Seedman Co., exclusive metropolitan distributor of Balkite radio products manufactured by the Fansteel Products Co., with headquarters in Brooklyn, N. Y., and a branch office in New York City is working out an interesting dealer franchise proposition for the radio trade in the territory covered which includes Long Island, Westchester and Rockland counties in addition to greater New York. The Balkite radio receiver is comparable in radio with the really fine motor car in that industry and as a compliment to the quality of the sets the Fansteel organization has each mounted in a cabinet by Berkey and Gay.

Ad Agencies Combine

The George Batten Co., Inc., and Barton, Durstine & Osborn, Inc., both of New York, have consolidated into one organization. Both organizations are advertising agents for many of the well-known manufacturing organizations in this country, and Barton, Durstine & Osborn, Inc., among their clients includes the Atwater Kent Mfg. Co., Philadelphia, Pa. The name of the new organization is Batten, Barton, Durstine & Osborn, Inc.

Graybar Price Revision

The Graybar Electric Co., New York City, has announced a reduction of \$20 in the list price of two models of Graybar radio receivers. Model 310, formerly listed at \$115, has been reduced to \$95, and model 320, heretofore \$195 is now \$175, less tubes.

To Job Karpen Line

Studner Bros., Inc., manufacturers' representatives, of New York and Chicago, and national sales representatives for the Karpen line of radio furniture made by S. Karpen & Bros., has announced the appointment of McPhilben-Keator, Inc., of Brooklyn and New York, as distributors for the Karpen line.

RCA Branch Office Open

A new branch sales office has been established by the Radio Corp. of America with M. S. Tinsley in charge as Southwestern District sales manager. In addition to the offices large warehouse space has been leased, and shipments will be made directly to dealers in Arkansas, Oklahoma, Texas, New Mexico and the western part of Louisiana.

The Sparks-Withington Co., maker of Sparton radio receivers, reports net profits of \$1,212,606 after Federal tax provisions, equivalent to \$8.03 a share earned on the common stock of the company.

W. R. McAllister Federal Sales Head

New Sales Manager Has Been Associated With Radio and Music Industries For the Past Seventeen Years

W. R. McAllister, who has been associated with the radio and music industries for the past



W. R. McAllister

seventeen years in various capacities, has been appointed sales manager of the Federal Radio Corp., Buffalo, N. Y., to succeed Kenneth E. Reed, who was recently promoted to the post of assistant to the president.

Mr. McAllister joined the Federal Ortho-sonic sales staff in December, 1926, and was made special representative a few months later. He is well known throughout the wholesaling, retailing and manufacturing ends of the music-radio industry. He was formerly associated with the Kohler Industries, and was manager of the piano department of the Erion Piano Co., Buffalo, N. Y.

Columbia Business Booming in Baltimore

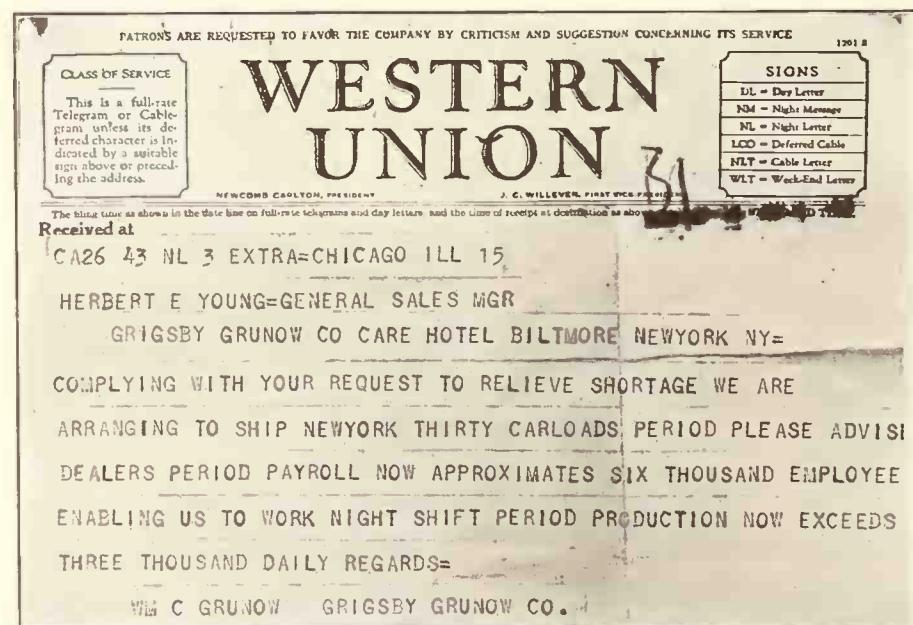
BALTIMORE, MD., October 9.—Columbia Wholesalers, Inc., report a fine volume of business for the past month particularly on radio combinations and electric reproducing Columbia-Kolster models. Sales are considerably ahead of 1927 and the outlook for the balance of the year is bright. The chief trouble at the present time is a shortage of merchandise.

The recent appearance of Paul Whiteman's Orchestra at Carlin's Green Palace, Baltimore's biggest dance hall, afforded local dealers with a splendid opportunity for tie-ups which were effected. Full-page dealer advertisements, window displays, ten-foot signs on trucks and a steam calliope touring the city called attention to the Whiteman concert.

Attractive Victor Brochure

The Victor Talking Machine Co. has issued an attractive brochure illustrating the five new instruments which have been introduced to the trade at the Caravan meetings. Illustrations show each model in a home setting. The instruments are the Automatic Orthophonic Victrola, Automatic Electrola, Automatic Electrola Radiola and Automatic Electrola Radiola.

Majestic Production Over 3000 Daily

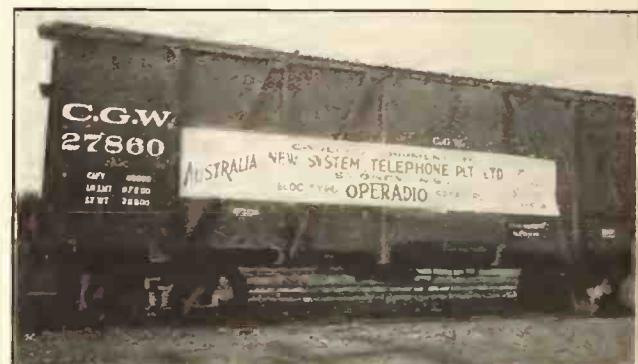


Dealers in New York and the territory adjacent to the metropolis were delighted when they heard of the news contained in the telegram sent to Herbert E. Young, general sales manager, Grigsby - Grunow Co., from the Chicago headquarters, reproduced herewith. The Majestic radio receiver has won an indisputable place for itself in the favor of radio enthusiasts in the East.

Big Foreign Demand for Operadio Speakers

Three Carloads Shipped to New System Telephone Plt., Ltd., Sydney, Australia
—Trade Paper Advertising Pays

Operadio speakers have proved to be decidedly popular in Australia, as is evidenced by the accompanying photograph of a carload ship-



Carload of Operadio Speakers for Australia

ment which was recently made to the New System Telephone Plt., Ltd., Sydney, Australia, and which is one of three carloads shipped to them.

L. W. Bonsib, president of Bonsib, Inc., advertising and sales counselors, Fort Wayne, Ind., in a recent letter to *The Talking Machine World* states that the Operadio officials have commented on the foreign interest which the company's advertising in *The Talking Machine World* has created. Mr. Bonsib adds that as the company is doing no other foreign advertising, the results speak well for the prestige which the trade papers enjoy in foreign countries.

RCA, K-A-O, F.B.O. Uniting Interests

Reports that negotiations are under way for a unification of the interests of the Radio Corp. of America, Keith-Albee-Orpheum Circuit and Film Booking Office, were recently confirmed by Joseph P. Kennedy, president of F. B. O. and chairman of the board of Keith. The tentative plan is reported to provide for a holding company in which the three organizations will have a common interest. It is said that the unification would assure RCA of an outlet for sound film productions made with its Photophone apparatus.

In Important Okeh Post

Kalman Berthold, associated with foreign language record activities for many years, has



Kalman Berthold

been appointed manager of the foreign language record division of the Okeh Phonograph Corp., New York City.

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., has produced a new revolving display stand for phonograph needles.

WE BUY AND SELL FOR CASH

Radio Surplus Material

Wire or mail your inventory and our representative will call

Room 1004

286 Fifth Avenue

New York City

From our CHICAGO HEADQUARTERS

333 North Michigan Ave.

Telephone State 1266

LEONARD P. CANTY

Fall Radio Buying Season Opens in Mid-West at a Lively Pace

Manufacturers of Receivers, Speakers and Accessories Are Experiencing Difficulty in Keeping Pace With Orders—Demand for Combinations on the Increase

CHICAGO, ILL., October 8.—The Fall radio buying season has started in the Middle West at such a tremendous pace that manufacturers of radio receivers, combinations, loud speakers and accessories are experiencing difficulty in keeping pace with orders. Practically all manufacturers have their plants filled to production capacity and are working their factories at top speed in order to cope with the situation. Several manufacturers in the Middle West are operating on both day and night shifts. The public interest in radio, and the consequent purchasing which followed, started at a very early date this year—in fact, earlier than even the most optimistic had hoped, with the result that the demand grew so fast that factory production could not keep pace.

It is interesting to note that this Fall the type and character of the retail establishments handling radio products is far superior to those which featured radio in past years. In radio newspaper advertising one finds a larger percentage of the more conservative music shops, department stores and furniture stores advertising the radio lines which they carry, and a survey of both the loop business district and the neighborhood business sections gives the observer the same impression. This change has taken place through the stabilization of the radio product itself, the improved financial condition of the radio manufacturers, and lastly, the public demand, which is no longer confined to a three-month period in the Fall of the year.

The trade throughout the Middle West cooperated with the Midwest Radio Trade Association in promoting the very successful "National Radio Week" in September, and proof that the idea was successful is furnished by the thousands visiting the various retail establishments handling radio throughout the city. Window displays, newspaper advertising, broadcasting and tie-ups of various sorts served to enliven public interest in radio and bring many prospects into the dealers' stores.

The demand for radio-phonograph combination instruments has been on the increase, and more manufacturers are introducing products of that type with a varying range in price. The price of combination instruments seems to present no obstacle to the dealer for the sale of instruments ranging close to \$1,000, retail price, has been crowding manufacturers' production facilities. Record sales in this area have also increased during the past month, and in most quarters September brought a far larger sales total than any other month of the current year.

Balkite Radio on Display

A complete display of Balkite radio receivers was maintained at the Food and Household Appliance Exposition, held at the Coliseum, in Chicago, September 22 to 29. The exhibit was sponsored by Fansteel Products Co., Inc., North Chicago, Ill., manufacturer of the Balkite line, and the Inland Electric Co., Balkite distributor in the Chicago area. This was the first time that the Balkite organization had exhibited its products at the Food and Household Appliance Exposition, and the results achieved far exceeded expectations. Twice a day, in the afternoon

and evening, a complete vaudeville show was given at the Coliseum, the stage being directly in front of the Balkite exhibit. On this stage

appeared a Balkite Symphion, an instrument combining a Balkite radio receiver and an electric reproducing phonograph, and at certain times during the day the Symphion furnished music for the crowds which thronged the Coliseum. M. C. Curtis, sales manager of the radio division of the Inland Electric Co., was in charge of the exhibit.

Lauds Chicago as Radio Center

Chicago Commerce, a magazine published by the Chicago Association of Commerce, recently carried a long article captioned "Chicago—the (Continued on page 118)

KIMBALL Phonographs

Fall Selling Made Easy
by Genuine Values

What is
Your
Financing
Plan?

The Kimball Flexible
Financing Plan is safe
and thoroughly tested.
Not offered elsewhere.

Ask About It



STYLE 275—Genuine gold-plated reproducer, tone arm and turn-table. 44½ in. High—29 in. Wide—
22½ in. Deep

RELIABILITY and a background of
PRESTIGE bring results

Several Styles; Moderate Prices

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Ave.

Kimball Bldg., Chicago

— "The Best in Music Whenever You Want It" —

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 117)

Nation's Radio Capital." The article appeared on September 15, a few days before "Radio Week," when the industry was focusing the attention of the public upon radio equipment and broadcasting. The survey made by Chicago Commerce showed that the Windy City is a leader in manufacturing, wholesaling and retailing of radio receivers, loud speakers, cabinets and accessories.

The article was illustrated by exterior and interior views of the factories of the All-American Mohawk Corp., Temple, Inc., Kellogg Switchboard & Supply Co., Erla Corp. and Zenith Radio Corp., together with photographs of Peter Sampson, head of the Sampson Electric Co., Atwater Kent distributor; Paul B. Klugh, vice-president and general manager of the Zenith organization, and E. N. Rauland, of the All-American Mohawk Corp.

The survey carried statements by the individuals mentioned above and also by W. L. Jacoby, president of the Kellogg Switchboard & Supply Co.; C. H. Callies, advertising manager of Temple, Inc.; Harry Alter, head of the prominent distributing house which bears his name, and Niles Trammell, manager of the Chicago N. B. C. studios.

David Galter Opens New Store

David Galter, proprietor of the Victory Music Shop, recently opened a new store at 3443 Southport avenue. Mike and Herman, radio comedy stars, appeared in person at the opening of the new Victory store, entertaining the crowd, which filled the building and packed the sidewalks outside, with one of their dialogue acts. The throngs outside the store were entertained through amplifiers installed for that purpose.

Plans Exclusive Columbia Shop

C. H. Hoffman, manager of the Herrick Piano Co., Grand Rapids, Mich., is making arrangements for an exclusive Columbia record shop in Grand Rapids, which will carry a complete stock of Columbia Masterworks.

Interesting Issue of "Radio Tayles"

The third issue of "Radio Tayles," published by C. S. Tay, Inc., Bosch distributor, contained a wealth of interesting items regarding the retail trade in Chicago in addition to lead articles on the latest Bosch model, the "C" console equipped with dynamic speaker. A tribute to Matt J. Kennedy, popular Chicago dealer, was also included. In his editorial column C. S. Tay touched on a number of topics, including the Bosch advertising in Chicago newspapers and the need of dealers presenting attractive window displays with frequent changes.

Richardson's New Oak Park Store

The formal opening of O. W. Richardson & Co.'s new Oak Park store, which occurred recently, was an event of great importance. Quite a number of notable people attended, and the local merchants participated in a very broad-minded way. The entire establishment is laid out in a most unique and effective way. On the second floor displays were made of Radiola, Sparton and Majestic radios, and the full Kimball piano and talking machine line. On the same floor in the educational display there was a very fine showing of Berkey & Gay cabinets and furniture.

News Gleanings

The Lincoln Music Shop, 4716 Lincoln avenue, recently added to its sales force in anticipation of a greatly increased volume of radio and phonograph business this Fall.

Sam Schrager, proprietor of the S. & S. Phonograph Co., recently returned from a European trip during which he visited England, Germany, France, Italy and Ireland.

The Harry Reichardt Talking Machine Shop, 6421 South Halsted street, has discontinued its gift department and will confine its efforts in the future exclusively to radio and phonograph merchandise.

E. G. Winnan, formerly associated with the Benson Music Co., has opened an attractive music-radio store, at 5367 West North avenue,

operating under the name Majestic Music Shop.

F. O. Militzer, of the Militzer Music House, Arlington Heights, a Chicago suburb, recently established two branch stores, one at Crystal Lake, Ill., and the other at Addison, Ill.

Visit Columbia Offices

Messrs. Tusch and Rymar, exclusive Columbia dealers at Grand Rapids, Mich., were recent visitors to the Chicago branch of the Columbia Phonograph Co.

R. F. McCain, vice-president of the Lincoln Fixture & Supply Co., Lincoln, Neb., was a recent Chicago visitor to the Columbia Phonograph Co. headquarters. Mr. McCain was in Chicago in the interest of radio and after looking over the new Columbia line expressed keen appreciation for its operation and tone quality. Mr. McCain was also very enthused over the cabinet construction and is placing an additional order with the factory for Fall stock.

Hanson to Open Branch Store

Mr. and Mrs. M. A. Hanson and son, of the M. A. Hanson Co., Sioux Falls, S. D., were recent Chicago visitors to Columbia headquarters. Mr. Hanson is very optimistic regarding the Fall outlook and expects a large increase in business in Sioux Falls. He advised A. J. Heath, district manager of the Columbia Phonograph Co., that he is opening a new store in his city which will carry exclusively the Columbia line of phonograph records, Columbia-Kolster combinations and electrical instruments. The Hansons were passing through Chicago on their way to Waukesha Beach, Wis., where they spent the balance of their vacation.

Zenith Starts Outdoor Display Drive

Extensive National Outdoor Advertising Campaign Inaugurated—Tie-Ups Afforded Dealers and Distributors

Following closely on the heels of the recently staged "National Zenith Automatic Week,"



Attractive New Zenith Billboard

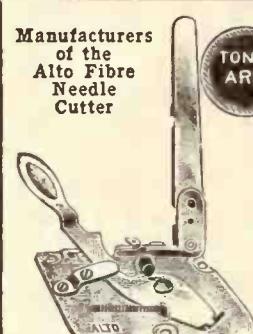
the Zenith Radio Corp., Chicago, entered into an extensive national outdoor display advertising campaign with the General Outdoor Advertising Co. Zenith distributors and dealers throughout the country are participating in the co-operative tie-up offered them, with adequate showings being contracted for daily in the various towns and cities.

Number one of the series of attractive posters is shown above. This will be followed by a striking "Automatic" poster and each succeeding month a new design will be seen on the boards. The posters feature simplicity of design, attractiveness of color combinations and short, snappy copy and should prove an effective sales stimulant.

Accurate! The Alto

Automatic Stop For Phonographs

Manufacturers of the Alto Fibre Needle Cutter



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.

Visit All-American Mohawk Lyric Plant

D. H. Anderson and E. P. Weiss, of the Weiss-Muessel Co., South Bend, Ind., distributor of Lyric receivers, manufactured by the All-American Mohawk Corp., were recent visitors in Chicago at the factory and general offices of the company. While in the city both gentlemen conferred with J. Edwin Taufer, assistant advertising manager regarding the advertising campaign which the Weiss-Muessel Co. will soon launch on Lyric radio receivers throughout the Indiana territory.

Mr. Anderson reports excellent sales in his territory, stating that the new Lyric models are proving as popular as the old Mohawk line. A good volume of sales in the radio-phonograph models is also evident, Mr. Anderson said, and the outlook is bright.

Demand for Majestic Keeps Plant Rushed

The Grigsby-Grunow Co., Chicago, maker of Majestic radio receivers, reports that with its six huge plants working to capacity, producing 3,000 receivers a day, twenty carloads of them, it is still unable to supply the demand. At the present time the company is, as the vaudeville people put it, "booked solid" to the first of the year.

According to Majestic factory officials, each day's production, stood side by side, would reach nearly two miles—from the Cleveland Hotel to the Masonic Temple in Cleveland; from Michigan and Madison streets to Lincoln Park in Chicago; from the Battery up Broadway to Madison Square in New York City.

Placed one on top of the other they would form twenty piles, each one as high as the Woolworth Building. Stood back to back, they would form three solid ranks, each one

as long as the Leviathan. The wire used in Majestic coils each day would reach once around the earth at the equator. The day's production would put a Majestic radio receiver in every home in any city of 15,000 population in the country, and if receivers were produced at this rate every day of the week for the next twenty-five years, there would be only one for every family in the country.

The headquarters of the Radio Manufacturers' Association, Inc., has been moved to larger quarters in the Salmon Tower, 11 West 42nd street, New York, to which building has also been moved the office of the National Association of Broadcasters, Inc.

IN THE MUSICAL MERCHANDISE FIELD

Bruno to Represent Pan-American Line in the Eastern Territory

New York Musical Merchandise Jobber Becomes Exclusive Representative of Line in the Middle Atlantic and New England States on October 1

CHICAGO, ILL., October 3.—Arrangements have been completed between the Pan-American Band Instrument & Case Co., Elkhart, Ind., and C. Bruno & Son, the widely known musical merchandise jobbers of New York, whereby the latter firm becomes the exclusive eastern representative for the entire line manufactured by this well-known band instrument house. The arrangements, which took effect on October 1, were made between R. C. Poyser, representing the Pan-American house and Charles Sonfield, who represented the House of Bruno.

In making the announcement of the new agency, Mr. Poyser stated that the success which the House of Bruno had had with Pan-American instruments since it represented the

line had led to placing the exclusive agency with that house, covering the Middle Atlantic and the New England States. He went on to state that, in co-operation with the Pan-American Band Instrument & Case Co., C. Bruno & Son will immediately launch a campaign with music dealers on organization of school bands and general merchandising.

C. Bruno & Son, in commenting on the new arrangement, expressed extreme gratification on the acquisition of this important franchise, and stated that it will be the aim of the firm to develop and encourage the greater sale of Pan-American musical instruments to the common advantage of the industry.

Instruments Taught in Milwaukee Schools

School Board Arranges for Instruction in Piano, Band and Orchestra Instruments at Ten Cents a Lesson

MILWAUKEE, WIS., October 4.—School music, both through the organization of bands and the organization of classes, is perhaps the greatest factor for the ultimate development of sales by the music dealers, according to a consensus of the trade here.

The piano men, managers of band instrument departments and small goods sections in local music houses, all have expressed the thought that this season will see more work than ever done for the promotion of music business through the schools, and more necessity than ever for such work. Band instrument department men are noting that with the mechanical music used in connection with moving pictures and decreasing the number of theatre orchestras the idea of selling orchestral music for the home is the central thought.

Strong support and co-operation have been accorded to the plan of the Milwaukee school board by which music lessons in piano, violin, and band and orchestral instruments will be given in the graded and high schools of the city at a nominal lesson cost.

Musical instruction in these instruments will be given at ten cents a lesson, or \$2 for a semester course of 20 weeks. Instruction in wind instruments will be given in the Roosevelt Junior High School each Saturday morning; and piano and violin lessons from 3.30 to 5

o'clock in the afternoon any day and at any school where enrolment warrants it.

The requirements for the course, in Milwaukee, are that any child must be at least nine years old before he may enroll. A staff of forty instructors under the direction of Herman F. Smith, director of public school music, will teach the classes.

As soon as any child becomes more than average in proficiency he will be allowed to play in bands and orchestras which will be organized in the schools. During the last semester more than 2,000 boys and girls were enrolled in classes and more are expected during the term just started.

L. I. Hood & Sons have formally opened their new music store in Lawrenceburg, Tenn., which handles phonographs and musical instruments of all kinds.

Band Association Adopts Regulations

Rules Will Follow Closely Those of the Committee on Instrumental Affairs of Supervisors' Conference

In announcing plans for its Fall contests among municipal, fraternal and college bands, the Iowa Band Association has based its rules largely upon those of the Committee on Instrumental Affairs of the Music Supervisors' National Conference for the school band contests it is holding in co-operation with the National Bureau for the Advancement of Music. This was indicated in the leading article in the official bulletin of the Association, the Iowa Music Master, copy of which has just been received by C. M. Tremaine, director of the Bureau and secretary of the committee. The Iowa group has not only adopted the committee's general rules as to prize awards, judging, standard instrumentation, etc., but has also taken much of its music material from the lists of the school band contests under the committee's auspices.

This illustration of the extent of the committee's influence is of special interest because the Iowa Association has a large and active membership of adult bands and has been greatly helped in its development by the permissive band tax legislation in which Iowa was one of the pioneers.

New Quarters in Memphis

MEMPHIS, TENN., October 4.—Saul Bluestein's Melody Music Shop, formerly located at 111 Madison avenue, has moved to 13 South Main street, where a long-term lease has been secured on the second floor of Liggett's drug store. Mr. Bluestein handles sheet music, records and musical instruments and has been located at his previous address seven years.

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.

D. W. May Host to New Jersey Dealers

Approximately 600 Dealers Attended Dinner at Which Announcement That Firm Will Job Crosley-Amrad Line Was Made—Interesting Talks a Feature

Approximately 600 New Jersey radio dealers recently were guests of D. W. May, president of D. W. May, Inc., wholesale distributors, at a dinner at the Hotel Berwick, Newark, N. J. It was announced at this event that D. W. May, Inc., would no longer handle the distribution of Majestic radio, and that arrangements had been concluded whereby the May Co. had be-



New Jersey Dealers Attend D. W. May Banquet

come exclusive Newark distributor for the Crosley-Amrad radio line.

A. B. Ayers, general manager of the Amrad Corp., and Jack Dalton, sales promotion manager of the Crosley Radio Corp., gave short addresses expressing the satisfaction of their organizations with business prospects in the New Jersey territory through the effort of D. W. May, Inc., and their dealer clientele. Among other visitors introduced by D. W. May were William H. Lyon, sales manager of Amrad, William King of Amrad, M. L. Miller, repre-

senting Showers Brothers Co., and S. E. Bryson, representing the Robert Findlay Mfg. Co.

Refreshments and vaudeville entertainment concluded the affair, which continued until the wee small hours of the morning.

Trade News in the Kansas City Area

KANSAS CITY, Mo., October 6.—Prospects for business in the radio and talking machine field in the Kansas City territory until the first of the year are brighter this Fall than at any time during the past three years, according to Harry W. Wert, manager of the W. W. Kimball store in this city. Mr. Wert reported that his store

R. M. Klein Making Extensive Trade Trip

General Manager of F. A. D. Andrea, Inc., Making Tour Including Far Western Territory—One of Periodical Trips

R. M. Klein, general manager of F. A. D. Andrea, Inc., is now on an extensive trip in the interests of Fada Radio, and his tour will include the Far Western group of cities. It was announced that this is one of a periodical number of swings about the country taken by various Fada executives to keep in close touch with conditions from all angles.

Fada engineers recently went out into the field and studied reception and technical conditions in various sections. In addition to reports from resident district sales managers throughout the country, Louis J. Chatten, sales manager, is on the road a great deal of the time giving active co-operation to the distributing organizations.

Milhender Appointed Balkite Distributor

Milhender Electric Supply Co. Sends Letter to Dealers Explaining Reasons Why Firm Represents Balkite Line

The accompanying illustration shows the six-story building of the Milhender Electric Supply Co., Boston, Mass., a large part of which is devoted to radio merchandise and activities. The Milhender organization distributes Balkite radio receivers, made by the Fansteel Products Co., Inc., North Chicago, Ill., in the New England territory, maintaining a branch at Rutland, Vt. When arrangements were concluded to distribute the Balkite line, Joseph L. Milhender, in a letter to dealers, outlined the reasons why his firm had selected that receiver, stating that his organization had experimented with the Balkite product in exhaustive tests in parts of New England where radio reception is poor and had found that the receiver measured up

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.

SALESMAN WANTED—Unusual opportunity for the right man. If you are looking for a permanent opportunity, write us, giving age, experience and references. Address Box 366, Sheridan, Wyo.

SALESMEN—Unusual opportunity high-class experienced radio salesmen to sell on floor. Openings available due to expansion one of Brooklyn's largest radio concerns. Good salary and commission. Write or call M. Udko & Co., Inc., 224 Flatbush Ave., Brooklyn, N. Y.

Patent for Sale

RADIO-SLOT MACHINE—Coin operated radio receiver, meritorious invention, will sell patent outright or upon a royalty basis, tremendous money-making possibility. For details write Joseph Pinto, 1624 South 8th St., Philadelphia, Pa.

Wanted

Radio tube manufacturer with a million-dollar credit rating wants salesmen to cover musical field. Unusual opportunity. Address Box No. 1665, care of Talking Machine World, 420 Lexington Ave., New York, N. Y.

had done a bigger business last month than at any time during the past thirty-six and that he was confident the business would continue on the upgrade throughout the year.

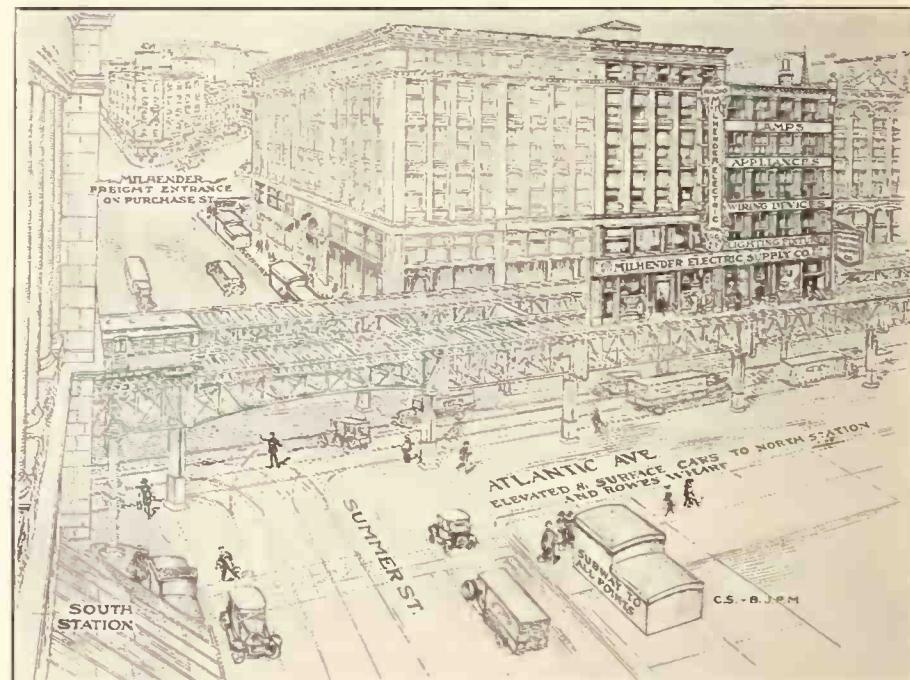
A. W. Bullock, manager of the radio department of the Kimball store, reported radios were selling so fast that it is hard to keep up with the demand. The Kimball store has reduced its radio lines to the Majestic and the Radiola. Mr. Bullock said he had found that the Majestics, ranging in price from \$150 to \$200, were consistently gaining in consumer popularity.

At the J. W. Jenkins' Sons Music Co. the radio, talking machine and record business was growing by leaps and bounds. A great deal of the unusual number of sales, however, were believed due to a contest Jenkins is carrying on in which \$78,385 worth of musical instruments are to be divided among schools and churches in the fourteen towns where Jenkins have stores.

The Jenkins' campaign is novel in itself, as none of the purchasers of the store's goods will receive any of the gifts.

Among the gifts are eighty-two Orthophonic Victrolas. That the contest has stimulated business there can be no doubt. It has created a church and school rivalry that has carried the store over the usual Summer slump and put it well ahead in its Fall business. The Mace-Ryer Co. has opened a retail branch store at 3425 Main street to accommodate its numerous radio patrons.

Kolster radio dealers have launched an intensive campaign in this city in connection with the national advertising campaign on the new Kolster model.



Sketch Showing Milhender's Central Location

to their hopes and expectations. The large Balkite advertising campaign, the console cabinets, made by Berkey & Gay Furniture Co., Grand Rapids, Mich., in which the sets are housed, and other points were brought out in the communication. The new Balkite receivers are displayed in a new studio showroom at the Milhender headquarters.

Incorporation

The Popick Phono-Cycle Co., 437 Clinton avenue, Newark, N. J., has been incorporated to deal in talking machines.

GLEANINGS from the WORLD of MUSIC

Australian Retailer Ties Up With "Wings"

Sutton's Effects Tie-Up With Presentation of Film Through Excellent Window Display—Sales Satisfactory

The manner in which sheet music dealers have taken advantage of the sales making possibilities of effecting tie-ups with the theme songs of feature motion pictures through window displays and other mediums is not confined to dealers in this country, as is evidenced by the accompanying photograph of the excellent window display used by Sutton's, one of the leading music stores of Australia. The display contains several airplane models and photo-



Dealer Tie-up With "Wings"

tographs of the leading characters of the film and pictures of the outstanding scenes of the film.

The musical score of "Wings" is published by the Sam Fox Publishing Co., of Cleveland and New York, and the Australian representative, Sam Fox, Prop., Ltd., reports that sales of the song "Wings" have been most satisfactory since the film's opening there. Incidentally Australians have given the film the same enthusiastic welcome which was accorded it on Broadway. "Wings" is now being presented throughout the United States with sound synchronization, and dealers are taking advantage of local showings to feature the sheet music and records of the theme song.

Place Three Songs in Triangle Catalog

It sometimes takes years for a song writer to achieve recognition and be placed in the "hit" writer-class, but oftentimes when the "break"

comes it is well worth waiting for. J. C. Johnson and Andy Razaf have been writing songs for years, but could never get a publisher to go behind any of their songs with a real campaign. Recently, however, they wrote "Dusky Stevedore," and finally had the good fortune to play it for Joe Davis, head of the Triangle Music Publishing Co., New York City, who wouldn't let them out of the office until they signed on the dotted line. He not only took the song but gave them an advance of \$500 for it, something that he has never done since starting in the business.

To-day the song is one of the best selling numbers on the market, and has been recorded two ways on practically every talking machine record. Since writing "Dusky Stevedore" the boys have turned into the Triangle catalog two more songs which Joe Davis feels will be big hits. They are "Take Your To-morrow and Give Me To-day" and "Guess Who's in Town."

Sam Fox Co. Featuring Four Film Theme Songs

Four theme songs for three photoplays are showing great activity this Fall in the catalog of the Sam Fox Publishing Co., Cleveland and New York. "Little Irish Rose" and "Rose Mary," themes for the motion picture, "Abie's Irish Rose," have taken a new lease on life with the reissue of the photoplay with sound, the Vitaphone version having been added since its original release as a straight picture. "Neapolitan Nights," originally published as a song, has become immensely popular as a theme for "Fazil." These numbers as well as "Paradise," theme of "The Wedding March," were all composed by J. S. Zamecnik, musical director of the Sam Fox concern.

"Yamakraw" Heard Over Big Network

"Yamakraw," the negro rhapsody composed by Jimmy Johnson and issued by Alfred & Co., New York City, was broadcast over WJZ and a network of thirty-eight stations by the Mediterraneans and the Jubilee Singers. The broadcast proved so successful that the same group will repeat it before the end of the season. The Palmolive Hour, of which Walter Haenschen is director, also plans to put "Yamakraw" on the air. Alfred & Co. recently published two new miniature jazz rhapsodies.

Roger Wolfe Kahn's Serenaders will be featured on the road tour of Ziegfeld's "Rio Rita."

Zez Confrey Signs With Berlin Standard

Famous Pianist and Composer Under Exclusive Contract to Irving Berlin Standard Music Corp. for Long Term

It is reported that the Irving Berlin Standard Music Corp., New York City, has just placed under exclusive contract, Zez Confrey, famous pianist, composer and director for a term of years during which time Mr. Confrey will place



Zez Confrey

all his compositions with that organization.

Mr. Confrey will concentrate on novelty orchestra numbers similar to his famous "Kitten on the Keys," which proved one of the biggest novelty hits ever published. His first release on the order of "Jumping Jack," which is the firm's present hit, will be introduced shortly both as a novelty piano solo and in orchestra form, and it will be exploited by the organization in a nationwide campaign.

Mr. Confrey is also working on modern piano instruction books, both for beginners and for the advanced student. A publicity campaign will be waged by the organization in placing Mr. Confrey's works before the public throughout the country.

This news should be of exceptional interest to dealers throughout the country who have enjoyed a substantial sale of Mr. Confrey's former compositions. His style of compositions is most unique and original, which places him in a class by himself amongst America's modern composers.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

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

"JEANNINE" I DREAM OF LILAC TIME

"CHIQUITA"

"QUERIDA"

"IT GOES LIKE THIS" (THAT FUNNY MELODY)

"I'M SORRY SALLY"

"HIGH UP ON A HILL-TOP"

"MY BLACKBIRDS ARE BLUEBIRDS NOW"

"LENORA" THEME SONG OF "TWO LOVERS"

"DOWN WHERE THE SUN GOES DOWN"

"YOU'RE A REAL SWEETHEART"

"LAST NIGHT I DREAMED YOU KISSED ME"

"MAMMA'S GROWN YOUNG, PAPÁS GROWN OLD"

LEO. FEIST, INC.
- 231 W. 40TH ST. -
NEW YORK CITY.

A Line or Two—or a Song or Two—or a Publisher or Two

The following new publications released recently by Leo Feist, Inc., New York City, are listed as class "A," or 20 cents per copy until October 31, after which they enter class "B," or 22 cents per copy: "It Goes Like This" (That Funny Melody), "I'm Sorry Sally," fox-trot ballad by Gus Kahn and Ted Fiorito, and "Lenora," theme song of the film "Two Lovers," inspired by and dedicated to Vilma Banky.

Opened the Show

The first musical selection broadcast from the Radio World's Fair at Madison Square Garden last month after the exposition was officially opened by Thomas A. Edison was "Lady Fingers," Al Piantadosi's piano fantasy, played by Harry Bruer, wizard of the xylophone.

New Ager-Yellen Branch

Ager, Yellen & Bornstein, Inc., have established an office in San Francisco, Cal., with Art Schwartz as manager. Nelson Ingham now represents the firm in Philadelphia. Miss Dagmar Nordstrom and Herbert Claar have joined the staff of the New York headquarters of the company.

New Witmark Issues

New publications recently issued by M. Witmark & Sons, New York City, include "Why Did I Ever Kiss You, Tell Me Why?" by Fred Phillips and Alfred Bryan; "Two Old Tramps" (We'll All Tramp Home), by Philip Seeley and Douglas Holloway; "Twilight Dreams," by Carl Lang, and "Dance of the Paper Dolls," by Johnny Tucker, Joe Schuster and John Siras.

Triangle Song a Hit

One of the biggest selling records in the Okeh record catalog at the present time is "I Ain't Got Nobody and Nobody Cares for Me," recorded by Emmett Miller, who is featured in Dan Fitch's Minstrels, now playing the leading Keith theatres. He recently recorded "Take Your To-morrow and Give Me To-day." Both these numbers are published by the Triangle Music Publishing Co.

New Fox-Trot Ballad

A new fox-trot ballad entitled "The Gateway of Dreams" was recently issued by Chappell-Harms, Inc., New York City, and is proving popular with radio stars. The song was written by J. Will Callahan, co-author of "Smiles," with music by Granville English.

Louis Breau Dead

Louis Breau, well-known song writer, died last month at his home in New York City, as the result of intestinal trouble. Mr. Breau was identified with the professional staff of Bibo, Bloedon & Lang, New York City, until a short time ago. His best-known compositions were "Humming," "I Want My Mammy" and "Cheritza," all big sellers.

Joe Davis Makes Trip

Joe Davis, head of the Triangle Music Publishing Co., made a highly successful two-week business trip last month, visiting the trade in Detroit, Chicago, Kansas City, St. Louis, Buffalo and Montreal. During his stay in each city he broadcast from leading stations featuring the following numbers from the Triangle catalog: "Dusky Stevedore," "Take Your To-morrow and Give Me To-day," "Guess Who's in Town," "You Can't Take My Mem'ries From Me," "Right or Wrong" and "Steamboat."

Piantadosi Issues

Al Piantadosi, music publisher, New York City, recently placed three new publications on the market, and they have been well received by the profession and by dealers. They are "Old Jim Crow" a hot spiritual fox-trot, "My Spanish Cameo" a Spanish "blues" fox-trot, and an instrumental fox-trot and piano solo

"Mousie in the Piano," by Joseph Keden, known as "Keden on the Keys."

Sam Coslow Recording

Sam Coslow, song writer and member of the firm of Spier & Coslow, New York City, is a recent addition to the list of Victor Talking Machine Co. recording artists. He sang "King for a Day" and "You're a Real Sweetheart" for the Victor catalog, and the record which was released early this month has had a good reception from dealers and the public.

Records "My Handy Man"

The Columbia Phonograph Co. recently released a new Ethel Waters recording, which couples two songs from the Triangle Music Publishing Co. catalog, namely, "My Handy Man" and "Guess Who's in Town." Both Joe Davis, head of the Triangle organization, and Columbia officials expect the record to sell close to half a million. Miss Waters featured "My Handy Man" in her program at the Palace recently and is credited with stopping every show with the number.

"New Moon" Score Praised

The metropolitan press with almost perfect unanimity rendered high praise to the musical score of the latest Sigmund Romberg operetta "The New Moon." The score contains a wealth of melodious choral numbers and delightful solos. The music of the production is published by Harms, Inc., by special arrangement with M. Witmark & Sons, with whom Mr. Rosenberg is under a long-term contract.

"Come on, Baby!"

"Come on, Baby!" is the title of a hot fox-trot which Ager, Yellen & Bornstein, Inc., New York City, have accepted for immediate publication from Maceo Pinkard, Archie Gottler and Sidney Clare. This firm has also secured the publication rights to three English hits, "Eastern Dreams," "Sitting on the Stairs" (Counting the Stars) and "Since I Met Mary Jane," all promising hits.

New Donaldson Number

Gus Kahn and Walter Donaldson recently completed a fox-trot titled "She's Wonderful," which is being issued by Donaldson, Douglas & Gumble, Inc., New York City. This team which has been highly successful in the past have written the score for the Eddie Cantor show, "Whoopee," which is scheduled to open in Boston on October 22.

Two New Theme Songs

M. Witmark & Sons, New York City, have published two new theme songs which give every evidence of proving big successes. They are "Woman Disputed, I Love You," the theme of the forthcoming United Artists film "The Woman Disputed," by Edward Grossman and Ted Ward, and "My Heart's Longing for You, Ealine," by Johnny Tucker and Joe Schuster, the theme song of the Gotham picture, "Times Square," now being shown.

New Sherman-Clay Issues

A waltz entitled "Loneliness" and tango fox-trot called "Avalon Town" were released recently by Sherman, Clay & Co., San Francisco, Cal., and will head the firm's catalog this Fall.

Art Gillham Folio Issued

Joe Davis, head of the Triangle Music Publishing Co., New York City, has just issued an Art Gillham, "The Whispering Pianist," folio of sob songs. The folio comprises ten of the songs which Mr. Gillham, record and radio favorite, has recorded for the Columbia Phonograph Co. catalog. It lists at fifty cents.

New Musical Show Scores

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

Song Hits from "HOLD EVERYTHING"
YOU'RE THE CREAM IN MY COFFEE
DON'T HOLD EVERYTHING
TO KNOW YOU IS TO LOVE YOU
TOO GOOD TO BE TRUE

Song Hits from "THREE CHEERS"
POMPANO LA
BECAUSE YOU'RE BEAUTIFUL
MAYBE THIS IS LOVE
TWO BOYS

Song Hits from "JUST A MINUTE"
ANYTHING YOUR HEART DESIRES
HEIGH-HO, CHEERIO
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

Song Hits from "GOOD NEWS"
VARSITY DRAG
BEST THINGS IN LIFE ARE FREE
JUST IMAGINE
GOOD NEWS
LUCKY IN LOVE
HE'S A LADIES' MAN
A GIRL OF THE PI BETA PHI
HAPPY DAYS

De Sylva, Brown & Henderson, Inc.
745 Seventh Ave. New York City

"Song of the Riveter" Issued by Robbins

Young Composer Preparing Several Other Novelties of Similar Character

An impressionistic novelty, called "The Song of the Riveter," is being issued by the Robbins Music Corp., New York. This number, by Arthur Schwartz, a young American just out of college, was brought to the attention of Jack Robbins, head of the Robbins firm, re-



Arthur Schwartz

cently, who was instantly impressed with the novel idea of the piece. "The Song of the Riveter" translates the throbbing beat of the riveting machine into rhythmic melody, and expresses the sensations and mental attitude of the operator of this noisy device, as he sits high above the city streets, astride a steel girder. The composition is novel in that it accurately depicts the monotonous, insistent "putt-a-puh-tutt" of the rivet machine, and at the same time contains a positive melody of the ultra-modern type which the ear can remember. It is thoroughly American in character and is a genuine product of the age we live in.

Arthur Schwartz, the composer, although a newcomer to the contemporary world of music, is a prolific writer and has composed much music in the revue and musical comedy style. One of his scores will be heard on Broadway this Fall, when "Fly High," a musical play, is produced. He is a natural musician, his knowledge being entirely intuitive, and he has never studied theory or the playing of any instrument. "The Song of the Riveter" is one of a series of compositions which Mr. Schwartz is writing to express modern America. The second, now in preparation, is titled "The Harbor."

Sam Fox Co. Releases New Song "Cinnamon Cake"

A new comedy song, called "Cinnamon Cake," has been released recently by the Sam Fox Publishing Co., Cleveland and New York, and is already in big demand by radio artists and vaudeville acts. The song has catchy lyrics, a lilting melody, and a half-dozen extra choruses have been issued with it. Another new Fox release is a piano solo by Clarence Gaskill, called "The Strange Interlude," being a musical impression of the Eugene O'Neil play, "Strange Interlude," now playing in New York.

New Publishing Company

The Fairman Music Publishing Co., New York, has been incorporated with a capital stock of \$10,000 preferred and 100 shares of no par, common. M. Goldstein, of 225 Broadway, is the sole incorporator.

Two Broadway Hits

"Dear, When I Met You" and "A Happy Ending," the two plug songs of the Broadway Music Co., New York City, of which Will Von Tilzer is head, are proving popular with radio entertainers. The first number has been heard recently on the Roxy, Wrigley and Capitol Hours, the writers, Al Von Tilzer and Seymour Brown, featuring it on the latter program.

"A Happy Ending" is likewise heard often on the air with many orchestras featuring it.

"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

"YOU'RE A REAL SWEETHEART"
by IRVING CAESAR & CLIFF FRIEND

"JEANNINE, I DREAM OF LILAC TIME"
featuring COLLEEN MOORE 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

"I TORE UP YOUR PICTURE"
An Old Fashioned Ballad Hit!
When You Said Goodbye by DOLLY MORSE and ANDREW DONNELLY

LONESOME IN THE MOONLIGHT
A Melody Fox Trot Hit! by BENÉE RUSSELL and ABEL BAER

Too BUSY!
It's Cute and Catchy!
by NED MILLER and CHESTER COHN

LEO. FEIST, INC.
231 W. 40TH ST. NEW YORK

The Latest Record Bulletins

Victor Talking Machine Co.

LIST FOR OCTOBER 12

21650	Heartbroken and Lonely.....	Johnny Marvin	10
	Crazy Rhythm (From "Here's Howe"),	Johnny Marvin	10
21654	Revenge—Waltz.....	The Troubadours	10
	Dolores—Waltz.....	The Troubadours	10
21652	Out of the Tempest (Theme Song of the Motion Picture Production, "The Tempest")—Waltz.....	George Olsen and His Music	10
	The First Kiss (Theme Song of the Motion Picture Production, "The First Kiss")—Waltz.....	George Olsen and His Music	10
21643	Flower of Love (Theme Song of Motion Picture Production, "White Shadows in the South Seas")—Fox-trot. Ted Weems and His Orch.	Ted Weems and His Orch.	10
	Lonesome in the Moonlight—Fox-trot, Nat Shilkret and the Victor Orch.	Nat Shilkret and the Victor Orch.	10
21651	'Taint So, Honey, 'Taint So... Willard Robison Deep River Blues.....	Willard Robison	10

LIST FOR OCTOBER 19

21392	Dream House (From "Monkey Business")—Fox-trot.....	Art Hickman and His Orch.	10
	Maybe You'll Be the One Who'll Be the One to Care—Fox-trot. Art Hickman and His Orch.	Art Hickman and His Orch.	10
21670	Baby Doll (You're Just a Great Big)—Fox-trot, Ted Weems and His Orch.	Ted Weems and His Orch.	10
	If You Want the Rainbow (You Must Have the Rain)—Fox-trot... Ted Weems and His Orch.	Ted Weems and His Orch.	10
21667	There's a Rainbow 'Round My Shoulder—Fox-trot.....	All Star Orch.	10
	She Didn't Say "Yes," She Didn't Say "No" (She Only Said "Maybe")—Fox-trot, All Star Orch.	All Star Orch.	10
21666	Ten Little Miles From Town—Pipe Organ, Jesse Crawford	Jesse Crawford	10
	High Hat—Pipe Organ Jesse Crawford	Jesse Crawford	10
21668	The Bride's Lament (A Song of the Sea), Frank Crumit	Frank Crumit	10
	Jack Is Every Inch a Sailor..... Frank Crumit	Frank Crumit	10

LIST FOR OCTOBER 26

INSTRUMENTAL AND VOCAL

35937	Over Here—Medley	Victor Male Chorus	12
	Over There—Medley	Victor Male Chorus	12
21669	Norma—Overture—Part 1 (Bellini),	Victor Symphony Orch.	10
	Norma—Overture—Part 2 (Bellini),	Victor Symphony Orch.	10
35936	Walkure—Magic Fire Scene (Wagner—Trans. L. Brassin)	Julius Schendel	12
	Deux Arabesques (Debussy)..... Julius Schendel	12	
21629	Fugue in D Major—Part 1 (Bach), W. G. Alcock, M. V. O., Mus. Doc.	W. G. Alcock, M. V. O., Mus. Doc.	10
	Fugue in D Major—Part 2 (Bach), W. G. Alcock, M. V. O., Mus. Doc.	W. G. Alcock, M. V. O., Mus. Doc.	10
35933	Metropolis—Part 1 (A Blue Fantasie) (Grofe), Paul Whiteman and His Concert Orch.	Paul Whiteman and His Concert Orch.	12
	Metropolis—Part 2 (A Blue Fantasie) (Grofe), Paul Whiteman and His Concert Orch.	Paul Whiteman and His Concert Orch.	12
35934	Metropolis—Part 3 (A Blue Fantasie) (Grofe), Paul Whiteman and His Concert Orch.	Paul Whiteman and His Concert Orch.	12
	Metropolis—Part 4 (A Blue Fantasie) (Grofe), Paul Whiteman and His Concert Orch.	Paul Whiteman and His Concert Orch.	12
21433	Treasures Untold	Jimmie Rodgers	10
	If Brother Jack Were Here.... Jimmie Rodgers	Jimmie Rodgers	10
21673	Hail! Hail! the Gang's All Here!—Fox-trot, Nat Shilkret and the Victor Orch.	Nat Shilkret and the Victor Orch.	10
	California, Here I Come—Fox-trot, Nat Shilkret and the Victor Orch.	Nat Shilkret and the Victor Orch.	10
21675	In a Bamboo Garden—Fox-trot, Roger Wolfe Kahn and His Orch.	Roger Wolfe Kahn and His Orch.	10
	Anyting You Say—Fox-trot, Roger Wolfe Kahn and His Orch.	Roger Wolfe Kahn and His Orch.	10
21676	Roses of Yesterday—Fox-trot, Waring's Pennsylvanians	Waring's Pennsylvanians	10
	My Window of Dreams—Waltz, Waring's Pennsylvanians	Waring's Pennsylvanians	10
21674	One Step to Heaven—Fox-trot, Henry Busse and His Orch.	Henry Busse and His Orch.	10
	How About It?—Fox-trot, Henry Busse and His Orch.	Henry Busse and His Orch.	10
21678	Paradise—Waltz..... Waring's Pennsylvanians	Waring's Pennsylvanians	10
	Grieving—Waltz, Paul Whiteman and His Orch.	Paul Whiteman and His Orch.	10
21677	Sunbeams—Fox-trot, Johnny Johnson and His Statler Pennsylvanians	Johnny Johnson and His Statler Pennsylvanians	10
	Once in a Lifetime—Fox-trot, Johnny Johnson and His Statler Pennsylvanians	Johnny Johnson and His Statler Pennsylvanians	10

RED SEAL

6848	On Wings of Song (Auf Flugeln des Gesanges) (Mendelssohn-Achron)—Violin. Jascha Heifetz Jota (de Falla); 2. Puck (Grieg-Achron)—Violin..... Jascha Heifetz	12	
1346	Tosca—Vissi d'arte (Love and Music) (Puccini) —In Italian	Maria Jeritza	10
	Cavalleria Rusticana—Voi lo sapete (Well You Know, Good Mother) (Mascagni)—In Italian, Maria Jeritza	Maria Jeritza	10
3050	Standchen—Serenade (Schubert), Hulda Lashanska-Paul Reimers	Hulda Lashanska-Paul Reimers	10
	Still wie die Nacht (Calm as the Night) (Bohm), Hulda Lashanska-Paul Reimers	Hulda Lashanska-Paul Reimers	10
1345	Old Folks at Home (Swanee River) (Foster), Mary Lewis	Mary Lewis	10
	Dixie (Emmett)	Mary Lewis	10
6847	Prelude in D Flat (Raindrop Prelude) (Chopin, Op. 28, No. 15)—Piano, Ignace Jan Paderewski	Ignace Jan Paderewski	12
	Prelude in A Flat Major (Chopin, Op. 28, No. 17)	Ignace Jan Paderewski	12
1347	Angela Mia (My Angel) (Scipio-Rapee-Pollack), Tito Schipa	Tito Schipa	10
	Femmenna 'ngannatoria (Betrayed Woman) (Cutillo-Schipa)—Neapolitan Melody, Tito Schipa	Tito Schipa	10
8103	The King's Henchman—Oh, Caesar, Great Wert Thou! (Millay-Taylor)..... Lawrence Tibbett	Lawrence Tibbett	12
	The King's Henchman—Nay, Maccus, Lay Him Down (Millay-Taylor) Lawrence Tibbett	Lawrence Tibbett	12
1344	The World Is Waiting for the Sunrise (Lockhart-Seitz)	Reinald Werrenrath	10
	Rose in the Bud (Barrow-Foster), Reinald Werrenrath	Reinald Werrenrath	10

Columbia Phono. Co., Inc.

CELEBRITY SERIES

160-M	Moment Musicaire (Schubert-Godowsky)—Piano Solo	Leff Pouishnoff	10
	Caprice in G Major (Paderewski)—Piano Solo	Leff Pouishnoff	10
159-M	Annie Laurie (Scott-Douglas)—Baritone Solo, The Little Irish Girl (Lohr-Teschermacher)—Baritone Solo	Fraser Gange	10
	Baritone Solo	Fraser Gange	10
157-M	Pavane Pour Une Infante Defunte—Parts 1 and 2 (Ravel)—Piano Solos..... Myra Hess	10	
	Naoum Blinder	10	
158-M	Perpetuum Mobile (Novacek)—Violin Solo, Wiegenlied (Schubert-Elman)—Violin Solo, Cbant Negre (Kramer)—Violin Solo,	Naoum Blinder	10
	Sascha Jacobsen	10	
161-M	From the Canebrake (Gardner)—Violin Solo, Cesare Formichi	Sascha Jacobsen	10

SACRED MUSIC

1519-D	In the Garden—Tenor Solo. William McEwan	10	
	When They Ring the Golden Bells—Tenor Solo	William McEwan	10

STANDARD AND INSTRUMENTAL MUSIC

50090-D	Impromptu (Tor Aulin)—Violin Solo, Ave Maria (Schubert-Wilhelmi)—Violin Solo, Tosca: Te Deum (Puccini)—Baritone Solo, with Chorus..... Cesare Formichi	12
50087-D	Tosca: Te Deum (Puccini)—Baritone Solo, with Chorus..... Cesare Formichi	12
	Thais: Oasis and Finale, 3rd Act (Massenet) Vocal Duet, Cesare Formichi and Grace Holst	12
50086-D	Damnation of Faust: Dance of the Sylphs (Berlioz) Sir Hamilton Harty and Halle Orch.	12
	Damnation of Faust: Rakoczy March (Berlioz) .. Sir Hamilton Harty and Halle Orch.	12
50088-D	The Londonderry Air (An Irish Air) (arr. by Frank Bridge).... London String Quartet Andante from Quartet in G Minor (Debussy: Op. 10)	12
50089-D	Danse Orientale (Rimsky-Korsakov and Kreisler)—Violin Solo..... Arthur Catterall Cavatina (Raff; Op. 85, No. 3)—Violin Solo, Arthur Catterall	12

POPULAR INSTRUMENTAL MUSIC

1537-D	The Cat and the Dog—Banjo Solo, Harry Reser	10
	Fair and Warmer—Banjo Solo.. Harry Reser	10
1552-D	Why Do I Love You? (From "Show Boat")—Piano Solo..... Constance Mering	10
	So Dear—Piano Solo..... Constance Mering	10
1499-D	The Sidewalks of New York (Vocal Refrain)—Accordion Solo..... Johnnie Sylvester	10

FOREIGN NOVELTY MUSIC

38000-F	Virgins of the Sun...Orquesta Tipica Incaica	10
	Wben the Indian Cries, Orquesta Tipica Incaica	10
38001-F	Pas D'Espagne—Waltz, Russian National Balalaika Orch.	10
	Down the Mother Volga, Russian National Balalaika Orch.	10
	DANCE MUSIC	10
1553-D	Roses of Yesterday—Fox-trot, Paul Whiteman and His Orch.	10
	Blue Night (Vocal Refrain)—Fox-trot, Paul Whiteman and His Orch.	10
1525-D	Jungle Blues—Fox-trot, Ted Lewis and His Band	10
	A Jazz Holiday (Vocal Refrain)—Fox-trot, Ted Lewis and His Band	10
1521-D	Blue Shadows (From "Earl Carroll Vanities") (Vocal Refrain)—Fox-trot, Leo Reisman and His Orch.	10
	Raquel (From "Earl Carroll Vanities") (Vocal Refrain)—Waltz, Leo Reisman and His Orch.	10
1550-D	'Round Evening (Vocal Refrain)—Fox-trot, Jan Garber and His Orch.	10
	Sonny Boy (Vocal Refrain)—Fox-trot, Jan Garber and His Orch.	10
1538-D	Lady Whippoorwill (From "Cross My Heart") (Vocal Refrain)—Fox-trot, Ben Selvin and His Orch.	10
	Right Out of Heaven (From "Cross My Heart") (Vocal Refrain)—Fox-trot, Ben Selvin and His Orch.	10
1531-D	Ten Little Miles From Town (Vocal Refrain)	10

THE LATEST RECORD BULLETINS—(Continued from page 124)

Rosen—Violin Solo, with Pianoforte by Richard Wilens Max Rosen
 Valse, Opus. 64 No. 2 (Chopin)—Transcribed by Bronislaw Huberman—Violin Solo, with Pianoforte by Richard Wilens Max Rosen
 Album No. 12—in 6 parts—3 records—Symphony Orchestra
 Symphony No. 8, B Minor (Unfinished), (Schubert),
 The Cleveland Orch. (Nikolai Sokoloff, Conductor)
 Record 50150—Part 1—1st Movement—Allegro Moderato
 Part 2—1st Movement—Allegro Moderato
 Record 50151—Part 3—1st Movement—Allegro Moderato
 Part 4—2nd Movement—Andante con moto
 Record 50152—Part 5—2nd Movement—Andante con moto
 Part 6—2nd Movement—Andante con moto

LIST FOR NOVEMBER 1

259 The Preacher Got Drunk and Laid His Bible Down The Tennessee Ramblers
 Medley of Mountain Songs (Hop Out Ladies—Marching Through Georgia—Little Brown Jug) The Tennessee Ramblers
 260 Times Am Gettin' Hard Blues (Bernard)—Vocal Duet, with Guitar Wiggins Brothers
 My Grandpappy's Gun (Bernard-Robinson)—Vocal with Guitar Seth Wiggins
 4049 All of the Time (Woods)—Fox-trot, with Vocal Trio Colonial Club Orch.
 Flower of Love (Dreyer-Ruby-Axt-Mendoza) (Theme Song of the Motion Picture "White Shadows of the South Seas")—Fox-trot, with Vocal Chorus by Jack Parker Colonial Club Orch.
 4053 Moonlight Madness (Then You Were Gone) (Davis-Coots) (A Meyer Davis Unit)—Fox-trot, with Vocal Chorus by Francis Luther, Arrowhead Inn Orch.
 Broken Hearted Baby (Stept-Cooper) (A Meyer Davis Unit)—Fox-trot, with Vocal Chorus by Eddy Thomas Arrowhead Inn Orch.
 4055 In the Garden (Miles)—Vocal Duet, with Guitar, Mandolin, Violin and Piano, Lester McFarland and Robert A. Gardner
 Sweet Hour of Prayer—Vocal Duet, with Guitar and Mandolin McFarland and Gardner
 4056 Nola (Arndt)—Piano Duet, Phil Ohman and Victor Arden
 The Glow Worm (Lincke)—Piano Duet, Phil Ohman and Victor Arden
 15145 Ave Maria (Schubert)—Soprano (In German), Violin Obligato by Max Rosen, Piano by Fredric Persson Elisabeth Rethberg
 The Nut Tree (Der Nussbaum) (Mosen-Schumann)—Soprano (In German), Piano by Dan Lieberfeld Elisabeth Rethberg
 57015 Gold and Silver (Oro y Plata) (Franz Lehár)—Waltz—International Instrum.—Municipal Band Millicent (Frank W. McKee)—Waltz—International Instrum. Municipal Band

LIST FOR NOVEMBER 8

261 Though Your Sins Be as Scarlet (Crosby-Doane)—Vocal, with Piano Maury Pearson
 What Will You Do With Jesus? (Norton-Stebbins)—Vocal with Piano Maury Pearson
 262 Do You Still Remember? (Robison)—Vocal Duet, with Orch. and Whistling Effect, Francis Luther-Carson Robison
 I Tore Up Your Picture When You Said Good-bye (But I Put It Together Again) (Morse-Donnelly)—Vocal Duet, with Orch. and Whistling Effect, Francis Luther-Carson Robison
 4048 Cinderella Blues (Spencer-Wiedeoff)—Fox-trot, Jesse Stafford and His Orch. (Formerly Herb Wiedeoff's Orch.)
 Shine (Mack-Brown-Dabney)—Fox-trot, Jesse Stafford and His Orch. (Formerly Herb Wiedeoff's Orch.)
 4050 There's a Rainbow 'Round My Shoulder (From "The Singing Fool") (Jolson-Dreyer-Rose)—Fox-trot, with Vocal Chorus by Steve Bowers, Tom Gerunovich and His Roof Garden Orch.
 My Gal Sal (Dresser)—Fox-trot, Tom Gerunovich and His Roof Garden Orch.
 4052 Do You Still Remember? (Robison)—Vocal Duet, with Orch. and Whistling Effects, Francis Luther-Carson Robison
 I Tore Up Your Picture When You Said Good-bye (But I Put It Together Again) (Morse-Donnelly)—Vocal Duet, with Orch. and Whistling Effects, Francis Luther-Carson Robison
 4057 Sweet Kalua Lady (Ball-Porter)—Hawaiian Instrumental Trio Hanapi Trio
 Lei Lani (Wreath of Heaven) (Heagney)—Hawaiian Instrumental Trio Hanapi Trio
 15168 At Dawning (I Love You) (Eberhart-Cadman)—Baritone, with Orch. John Charles Thomas
 In the Gloaming (Orred-Harrison)—Baritone, with Orch. John Charles Thomas

Edison Disc Records

DANCE RECORDS

52371 Out of the Dawn—Fox-trot, with Vocal Chorus by Roy Rogers The McAlpineers
 I'm on the Crest of a Wave (From "George White's Scandals")—Fox-trot ... The McAlpineers
 52372 Laugh, Clown, Laugh—Waltz, with Vocal Chorus by Happy Jack.... Jack Stillman's Orch. There'll Never Be Another You—Waltz, with Vocal Chorus by Happy Jack.Jack Stillman's Orch.
 52378 You're a Real Sweetheart—Fox-trot, with Vocal Chorus by Tommy Weir, Duke Yellman and His Orch.
 Once in a Lifetime (From Earl Carroll's "Vanities"—Seventh Edition)—Fox-trot, with Vocal Chorus by Tommy Weir, Duke Yellman and His Orch.
 52381 Blue Shadows (From Earl Carroll's "Vanities"—Seventh Edition)—Fox-trot, Duke Yellman and His Orch.
 Imagination—Fox-trot—Winegar's Penn. Boys—Vocal Chorus by Bert Dixon, Duke Yellman and His Orch.
 52383 Ten Little Miles From Town—Fox-trot, with Vocal Chorus by Happy Jack, Oreste and His Queensland Orch.
 Anything You Say! — Fox-trot, with Vocal Chorus by Happy Jack, Oreste and His Queensland Orch.
 52385 Memories of France—Waltz, with Singing, Jeanne I Dream of Lilac Time—Waltz, with Singing The McAlpineers

INSTRUMENTAL RECORDS

52355 Le Cygne (The Swan) (Saint-Saëns)—Cello

Solo, with Josef Adler at the Piano, Cornelius Van Vliet
 Tarantelle (Popper, Op. 33)—Cello Solo, with Josef Adler at the Piano.... Cornelius Van Vliet
 52370 Hills Quadrille—J. F. Burckhardt at the piano, John Baltzell (Champion Old-Time Fiddler)
 Soldiers' Joy Hornpipe—Calls by S. C. Shults; with J. F. Burckhardt at the Piano, John Baltzell (Champion Old-Time Fiddler)

52373 Laugh, Clown, Laugh, Henrietta Kamern on the Moller Organ at Loew's Rio Theatre
 Just Like a Melody Out of the Sky, Henrietta Kamern on the Moller Organ at Loew's Rio Theatre

52376 Girl of My Dreams, Henrietta Kamern on the Moller Organ at Loew's Rio Theatre
 Come Back, Chiquita, Henrietta Kamern on the Moller Organ at Loew's Rio Theatre

52382 On the Shores of Honolulu (Lukens-Noble), Palakiko's Hawaiian Orch.
 Sleepy Honolulu Town (Earl-Fiorito-Warren), Palakiko's Hawaiian Orch.

52396 Serenade From "Les Millions d'Arlequin" (Drigo), La Petite Concert Ensemble (Dir. A. Drasein)
 Dreams of Love (Nocturne) (Liszt), La Petite Concert Ensemble (Dir. A. Drasein)

80896 Nocturne in F Sharp Major (Chopin, Op. 15, No. 2)—Piano Solo E. Robert Schmitz
 Valse in C Sharp Minor (Chopin, Op. 64, No. 2)—Piano Solo E. Robert Schmitz

80897 Reverie (Op. 22, No. 3) (Vieuxtemps)—Violin Solo, with Raymond Bauman at the Piano, Carl Flesch

Hejre Kati (Scenes de la Csarda) (Op. 32, No. 4) (Hubay)—Violin Solo, with Raymond Bauman at the Piano Carl Flesch

80898 Trio No. 1, in B Flat—Part 1—First Movement—Allegro moderato (Schubert, Op. 99)—Piano, Violin and 'Cello.... The New York Trio

Trio No. 1, in B Flat—Part 2—First Movement—Allegro moderato, continued (Schubert, Op. 99)—Piano, Violin and 'Cello.... The New York Trio

80899 Trio No. 1, in B Flat—Part 3—First Movement—Allegro moderato, concluded (Schubert, Op. 99)—Piano, Violin and 'Cello.... The New York Trio

Trio No. 1, in B Flat—Part 4—Second Movement—Andante un poco mosso (Schubert, Op. 99)—Piano, Violin and 'Cello.... The New York Trio

80900 Trio No. 1, in B Flat—Part 5—Second Movement—Andante un poco mosso, concluded (Schubert, Op. 99)—Piano, Violin and 'Cello, The New York Trio

Trio No. 1, in B Flat—Part 6—Third Movement—Scherzo-Allegro (Schubert, Op. 99)—Piano, Violin and 'Cello.... The New York Trio

80901 Trio No. 1, in B Flat—Part 7—Fourth Movement—Rondo-Allegro vivace (Schubert, Op. 99)—Piano, Violin and 'Cello.... The New York Trio

Trio No. 1, in B Flat—Part 8—Fourth Movement—Rondo-Allegro vivace, concluded (Schubert, Op. 99)—Piano, Violin and 'Cello, The New York Trio

SONGS

52361 Sweet Sue, Just You—Will Donaldson at the Piano J. Donald Parker
 You're Drifting Away From Me—Will Donaldson at the Piano J. Donald Parker

52368 In My Bouquet of Memories—Tenor... Paul Largay
 My Window of Dreams—Tenor..... Paul Largay

52369 The Old Maid and the Burglar, E. V. Stoneman and His Dixie Mountaineers
 There'll Come a Time, E. V. Stoneman and His Dixie Mountaineers

52374 Come Back, Chiquita, Vaughn de Leath (The Radio Girl)
 Is It Gonna Be Long?, Vaughn de Leath (The Radio Girl)

52375 Just Like a Melody Out of the Sky.... Jerry White Because My Baby Don't Mean Maybe Now, Jerry White

52377 Butcher's Boy Frank Luther and His Pards
 Barbara Allen Frank Luther and His Pards

52379 Remember Me to Mary (If She Still Remembers Me) Dick Robertson
 Ten Little Miles From Town..... Dick Robertson

52384 The Bum Song Eddie Kirk
 Hallelujah! I'm a Bum..... Eddie Kirk

52387 Swance Blue-Jay ...Frank Wallace and His Guitar

Drowsy Moonlight'.. Frank Wallace and His Guitar
 52388 I Can't Give You Anything But Love (From "Blackbirds of 1928")—Muriel Pollock at the Piano Vaughn de Leath (The Radio Girl)

Nobody But Baby (de Leath)—Two Pianos, Vaughn de Leath (The Radio Girl)

52398 Saviour Again to Thy Dear Name! (Ellerton-Hopkins) Metropolitan Quartet

Take Time to Be Holy (Longstaff-Stebbins)—Female Voices Excelsis Trio

Edison Blue Amberol

5556 Cherie Chilly Pom Pom Pee, The Radio Franks (Bessinger-Fain)

5558 The West Plains Explosion, Vernon Dalhart and Company

5568 Happy Go Lucky Lane, Vaughn de Leath (The Radio Girl)

5569 My Pet—Fox-trot, with Vocal Chorus, Tom Timothy and His Frivolity Club Orch.

5570 Love Is a Ticklish Thing..... Willard Hodgin

5571 Blue Yodel Frank Wallace and His Guitar

5572 The Little Green Valley, Frank Luther and Carson Robison and Company

5573 Just Like a Melody Out of the Sky—Fox-trot, with Vocal Chorus,

B. A. Rolfe and His Palais d'Or Orch.

5575 Come Back, Chiquita—Waltz, with Incidental Singing... B. A. Rolfe and His Palais d'Or Orch.

5576 Take Time to Be Holy—Sacred Song; Female Voices Excelsis Trio

5577 The St. Louis Blues—Fox-trot, B. A. Rolfe and His Palais d'Or Orch.

5578 Where Is My Rose of Waikiki, Waikiki Hawaiian Orch.

5580 The Clock and the Banjo—Banjo Solo.Harry Reser

5582 The Emmett Quadrille—Calls by S. C. Shults, John Baltzell (Champion Old Time Fiddler)

5584 Back in Your Own Back Yard..... Walter Scanlan

Okeh Records

LIST FOR SEPTEMBER 25

DANCE MUSIC

41091 Why? (Do I Love You Like I Do) (Gold-Hays-Rockwell)—Fox-trot, with Vocal Refrain, Billy Hays and His Orch.

There's Something Spanish in Your Eyes (Caesar-Friend)—Fox-trot, with Vocal Duet Refrain Ted Wallace and His Orch.

41100 Dusky Stevedore (Johnson)—Fox-trot, Frankie Trumbauer and His Orch. Bless You! Sister (Dubin-Robinson)—Fox-trot,

The Royal Music Makers (Joe Green, Dir.) Jeannine I Dream of Lilac Time (Gilbert-Shilkret)—Waltz, with Vocal Refrain, The Royal Music Makers (Joe Green, Dir.)

VOCAL RECORDS

41103 Chiquita (Gilbert-Wayne)—Vocal, with Orch., Seger Ellis Out of the Dawn (Donaldson)—Vocal, with Orch. Seger Ellis

41104 You're a Real Sweetheart (Caesar-Friend)—Vocal, with Piano Irene Williams My Different Kind of Man (Palmer-Williams) —Vocal, with Piano Irene Williams

HAWAIIAN MUSIC

41090 A Song to Hawaii (Redding)—Vocal, with Yodeling, Guitars and Ukulele Accomp., Prince Lei Lani Sleep, Baby, Sleep (Handley)—Vocal, with Yodeling, Guitars and Ukulele Accomp., Prince Lei Lani

INSTRUMENTAL MUSIC

41102 Chile Blues (Rogers)—Instrumental, The Three Jacks Spanish Shawl (Meyers-McLrose-Schoebel)—Instrumental, with Vocal Refrain.. The Three Jacks

45251 Lenox (Wesley 1750—Edson 1785)—Vocal, with Piano..... Charles Butts' Sacred Harp Singers Murillo's Lesson—Vocal, with Piano, Charles Butts' Sacred Harp Singers

45252 I Would See Jesus (Breedlove 1867)—Vocal, with Piano .. Charles Butts' Sacred Harp Singers The Promised Land (Stennet 1787—Durham 1840)—Vocal, with Piano, Charles Butts' Sacred Harp Singers

45253 Do You Still Remember? (Robison)—Vocal Duet, with Instrumental Black Brothers I Tore Up Your Picture When You Said Good-bye (But I've Put It Together Again) (Morse-Donnelly)—Vocal, with Instrumental, Black Brothers

RACE RECORDS

8609 Sugar Foot Strut (Pierce-Myers-Schwab)—Fox-trot Louis Armstrong and His Hot Five A Monday Date (Hines)—Fox-trot, Louis Armstrong and His Hot Five

8610 Ground Hog Blues (Bentley)—Vocal, with Piano Gladys Bentley Worried Blues (Bentley)—Vocal, with Piano, Gladys Bentley

8611 Helena Blues—Vocal, with Guitar, "Mooch" Richardson Blues—Part II—Vocal, with Guitar, "Mooch" Richardson

LIST FOR OCTOBER 5

DANCE MUSIC

41110 Mamma's, Grown Young Papa's Grown Old (Weston-Lee-Weston)—Fox-trot, with Vocal Refrain..... The Goofus Five and Their Orch. Right or Wrong (Gillespie-Sizemore)—Fox-trot, with Vocal Refrain, The Goofus Five and Their Orch.

41111 I Still Have You in My Dreams (Pomar)—Waltz, with Vocal Refrain, Harry Pomar and His Hotel Ansley Orch. Rainy Days (Pomar)—Fox-trot, with Vocal Refrain, Harry Pomar and His Hotel Ansley Orch.

41112 On the Night We Did the Boom Boom by the Sea (Rose-MacDonald-Monaco)—Fox-trot, with Vocal Refrain, Fred "Sugar" Hall and His Sugar Babies Butternut ('Neath the Beautiful Butternut Tree) (Woods)—Fox-trot, with Vocal Refrain, Fred "Sugar" Hall and His Sugar Babies

VOCAL RECORD

41114 If You Don't Love Me (Yellen-Ager)—Vocal, with Orch. William Dutton Jeannine I Dream of Lilac Time (Gilbert-Shilkret)—Vocal, with Orch. William Dutton

45254 Wreck of the Chicago-New Orleans Special No. 3 (Williams)—Vocal, with Instrumental Trio, Bud Blue A Blind Mother's Prayer (Davis-Williams)—Vocal, with Instrumental Trio..... Bud Blue

45255 Kneel at the Cross—Vocal Quartet, with Piano, Fortner Family Mixed Quartet S sometime You Will Pray—Vocal Quartet, with Piano Fortner Family Mixed Quartet

45256 Come Be My Rainbow—Instrumental, Scottsdale String Band Share 'Em—Instrumental, with Calls, Scottsdale String Band

RACE RECORDS

8612 How Long—How Long Blues—Vocal, with Piano and Guitar Gladys Bentley Moanful Wailin' Blues (Louis)—Vocal, with Piano and Guitar Gladys Bentley

8613 Lady Love (Dominique)—One-step, Chicago Footwarmers Brown Bottom Bess—Fox-trot. Chicago Footwarmers

8614 I Ain't Scared of You (Morton)—Vocal Duet, with Piano Butterbeans and Susie Fast Fadin' Papa (Williams)—Vocal Duet, with Piano Butterbeans and Susie

EUROPEAN RECORDINGS (Ode

THE LATEST RECORD BULLETINS—(Continued from page 125)

LIST FOR OCTOBER 15
DANCE MUSIC

- 41113 Vaniteaser (From 7th Edition "Earl Carroll Vanities") (Jones-Cleary) — Fox-trot, with Vocal Refrain.. The Goofus Five and Their Orch. All of the Time (Woods) — Fox-trot, with Vocal Refrain The Goofus Five and Their Orch.
 41115 Down Hearted Blues (Austin) — Clarinet, with Piano; Guitar by Ed. Lang..... Boyd Senter Original Stack o' Lee Blues — Fox-trot, with Guitar by Ed. Lang,
 Boyd Senter and His Senterpedes
 41116 Ah! Sweet Mystery of Life (From "Naughty Marietta") (Herbert) — Waltz,
 Joe Green and His Marimba Band
 Kiss Me Again (From "Mlle. Modiste") (Herbert) — Waltz... Joe Green and His Marimba Band

VOCAL RECORD

- 41118 Nagasaki (Dixon-Warren) — Vocal Duet, with Piano Ed. Smalle-Dick Robertson (Drizzle, Drizzle, the Party's a Fizzle) Oh! What a Night to Love (Herbert-Koppel-Ellis) — Vocal Duet, with Piano, Ed. Smalle-Dick Robertson

INSTRUMENTAL RECORD

- 41117 Because My Baby Don't Mean "Maybe" Now! (Donaldson) — Piano Solo Rube Bloom I Can't Give You Anything But Love (From "Blackbirds of 1928") (McHugh) — Piano Solo, Rube Bloom

OLD TIME TUNE RECORDS

- 45257 Dixie Shadows (Williams) — Yodel Solo, with Violin and Guitar George White Treasure Untold (Cozzens) — Yodel Solo, with Violin and Guitar George White
 45258 Back in My Home Town — Singing, with Guitar Accomp. Frank Hutchison The Miner's Blues — Singing, with Guitar Accomp. Frank Hutchison
 45259 Ain't No Bugs on Me — Instrumental, with Singing Fiddlin' John Carson The Burglar and the Old Maid — Instrumental, with Singing Fiddlin' John Carson

RACE RECORDS

- 8615 Organ Grinder Blues (Williams) — Vocal, with Clarence Williams' Blue Five.... Victoria Spivey My Handy Man (Razaf) — Vocal, with Clarence Williams' Blue Five..... Victoria Spivey
 8616 The God That Did Not Answer (Blakey) — Sermon, with Singing, Rev. Johnny Blakey and Congregation Christ Conquered the Devil (Blakey) — Sermon, with Singing, Rev. Johnny Blakey and Congregation
 8617 Organ Grinder Blues (Williams) — Fox-trot, Clarence Williams' Orch. I'm Busy and You Can't Come In (Williams) — Fox-trot..... Clarence Williams' Orch.

Vocalion Records

LIST FOR OCTOBER 1

- POPULAR VOCAL AND INSTRUMENTAL
 15714 My Angel (Angela Mia) (Rapee-Pollack) (Theme Song of the Motion Picture "Street Angel") — Tenor, with Orch..... Les Backer That's Just My Way of Forgetting You (DeSylva-Brown-Henderson) — Tenor, with Piano and Violins Les Backer
 15715 Ready for the River (Kahn-Moret) — Comedienne, with Orch Mary Williams Wonderful You (Lewis-Charles) — Comedienne, with Orch Mary Williams
 15716 When You're Smiling (Fisher-Goodwin-Shay) — Fox-trot, with Vocal Chorus by Harry Maxfield Louisiana Rhythm Kings Dusky Stevedore (Razaf-Johnson) — Fox-trot, with Vocal Chorus by Harry Maxfield, Louisiana Rhythm Kings
 15717 My Angel (Angela Mia) (Rapee-Pollack) (Theme Song of the Motion Picture "Street Angel") — Waltz, with Vocal Chorus by Harry Maxfield... Leon Bloom and His United Artists Orch. Don't Wait Until the Lights Are Low (Johnson-Lombardo) — Fox-trot, with Vocal Chorus by Harry Maxfield, Leon Bloom and His United Artists Orch.
 15178 You Tell Me Your Dream (I'll Tell You Mine) (Daniels-Kahn) — Tenor, with Orch..... Les Backer King for a Day (Fiorito-Lewis-Young) — Tenor, with Orch Les Backer

RACE RECORDS

- 1200 Tennessee Blues (Carr) — Vocal, with Piano and Guitar Leroy Carr Broken Spoke Blues (Carr) — Vocal, with Piano and Guitar Leroy Carr
 1201 Shall Not a Dog Move His Tongue — Sermons, with Sanctified Singing, Rev. D. C. Rice and Congregation The Wise and the Foolish Virgins — Sermons, with Sanctified Singing,

- Rev. D. C. Rice and Congregation
 1202 Frisco Blues (Miller) — Comedienne, with Piano, Guitar and Mandolin Luella Miller Brick House Blues (Miller) — Comedienne, with Piano, Guitar and Mandolin Luella Miller

- 1203 Devilish Blues (Williams-Johnson) — Voice, with Yodeling and Piano..... Stovepipe Johnson Green Grass (Williams-Johnson) — Voice, with Piano Stovepipe Johnson
 1204 Endurance Stomp (Fernandez) — Fox-trot, Junie C. Cobb and His Grains of Corn Yearning and Blue (Smith) — Fox-trot, Junie C. Cobb and His Grains of Corn

- OLD SOUTHERN TUNES
 5235 Les Backer's Yodeling Blues (Williams) — Singing and Yodeling, with Piano and Guitar, Les Backer Downhearted Yodel Blues (Hunter-Austin) — Singing and Yodeling, with Orch. Accomp., Les Backer

- 5240 Jerusalem Mourn, W. Caplinger's Cumberland Mountain Entertainers She'll Be Comin' 'Round the Mountain, The Hill Billies

- 5241 The Hallelujah Side (Entwistle) — Voice, with Guitar J. L. McGhee-Frank Welling God's Love Song (Sacred Song) (Wellings) — Steel Guitar and Guitar, J. L. McGhee-Frank Welling

- 5242 Oh, My Darling Clementine (Martrose), F. Thompson and His Home Towners, with J. Tilson The Old Cabin Home, F. Thompson and His Home Towners, with J. Tilson

Domino Records

DANCE RECORDS

- 4193 That's What Puts the "Sweet" in Home, Sweet Home — Fox-trot.... Ernie Golden and His Orch. Here's That Party Now in Person — Fox-trot, The Rounders
 4194 The Prune Song — Fox-trot, Ernie Golden and His Orch. I Never Kissed a Baby Like You — Fox-trot, Ernie Golden and His Orch.
 4195 Evening Star (Help Me Find My Man) — Fox-trot Lou Gold and His Orch. Half Way to Heaven — Fox-trot, Lou Gold and His Orch.
 4196 Jeannine (I Dream of Lilac Time) — Waltz, Dixie Marimba Players Someday, Somewhere (We'll Meet Again) — Waltz Dixie Marimba Players
 4197 Roses of Yesterday — Fox-trot. Imperial Dance Orch. Flower of Love — Fox-trot, Ernie Golden and His Orch.
 4198 I'm Sorry, Sally — Fox-trot, Ernie Golden and His Orch. Talkin' to Myself — Fox-trot The Rounders
 4199 Sonny Boy — Fox-trot The Rounders All of the Time — Fox-trot, Ernie Golden and His Orch.
 4200 Memories of France — Waltz. Dixie Marimba Players I Wonder If You Care? — Waltz, Hollywood Dance Orch.
 4201 Dusky Stevedore — Fox-trot, Joe Candullo and His Orch. When Sweet Susie Goes Steppin' By — Fox-trot, Joe Candullo and His Orch.
 4202 Just Another Night — Waltz. Hollywood Dance Orch. Neapolitan Night — Waltz, Adrian Schubert's Salon Orch.

VOCAL RECORDS

- 4203 Jeannine (I Dream of Lilac Time) — Baritone Solo, with Orch. Accomp. Rodman Lewis Roses of Yesterday — Tenor Solo, with Orch. Accomp. Irving Kaufman
 4204 Just a Night for Meditation — Male Duet, with Novelty Accomp. The Radio Imps Somebody Else's Arms — Tenor Solo, with Orch. Accomp. Irving Kaufman
 4205 Ten Little Miles From Town — Male Duet, with Novelty Accomp. The Radio Imps Anything You Say — Male Duet, with Piano Accomp. Billy Jones-Ernest Hare
 0260 Down in the Hills — Male Duet, with Novelty Accomp. Carson J. Robison-Francis Luther Do You Still Remember? — Male Duet, with Novelty Accomp. Carson J. Robison-Francis Luther
 0261 If Brother Jack Were Here — Voice, with Guitar, Frankie Wallace and His Guitar Treasure Untold — Voice, with Novelty Accomp., Frankie Wallace

Regal Records

DANCE RECORDS

- 8629 Evening Star (Help Me Find My Man) — Fox-trot Lou Gold and His Orch. Half Way to Heaven — Fox-trot, Lou Gold and His Orch.
 8630 Roses of Yesterday — Fox-trot. Imperial Dance Orch. Flower of Love — Fox-trot, Ernie Golden and His Orch.
 8631 The Prune Song — Fox-trot, Ernie Golden and His Orch. I Never Kissed a Baby Like You — Fox-trot, Ernie Golden and His Orch.
 8632 Jeannine (I Dream of Lilac Time) — Waltz, Dixie Marimba Players Someday, Somewhere (We'll Meet Again) — Waltz Dixie Marimba Players
 8633 Sonny Boy — Fox-trot The Rounders All of the Time — Fox-trot, Ernie Golden and His Orch.
 8634 I'm Sorry, Sally — Fox-trot, Ernie Golden and His Orch. Talkin' to Myself — Fox-trot The Rounders
 8635 Memories of France — Waltz. Dixie Marimba Players I Wonder If You Care? — Waltz, Hollywood Dance Orch.
 8636 That's What Puts the "Sweet" in Home, Sweet Home — Fox-trot.... Ernie Golden and His Orch. Here's That Party Now in Person — Fox-trot, The Rounders
 8637 Dusky Stevedore — Fox-trot, Joe Candullo and His Orch. When Sweet Susie Goes Steppin' By — Fox-trot, Joe Candullo and His Orch.
 8638 Just Another Night — Waltz. Hollywood Dance Orch. Neapolitan Nights — Waltz, Adrian Schubert's Salon Orch.

VOCAL RECORDS

- 8639 Just a Night for Meditation — Male Duet, with Novelty Accomp. The Radio Imps Somebody Else's Arms — Tenor Solo, with Orch. Accomp. Irving Kaufman
 8640 Jeannine (I Dream of Lilac Time) — Baritone Solo, with Orch. Accomp. Rodman Lewis Roses of Yesterday — Tenor Solo, with Orch. Accomp. Irving Kaufman
 8641 Ten Little Miles From Town — Male Duet, with Novelty Accomp. The Radio Imps Anything You Say — Male Duet, with Piano Accomp. Billy Jones-Ernest Hare
 8643 Down in the Hills — Male Duet, with Novelty Accomp. Carson J. Robison-Francis Luther Do You Still Remember? — Male Duet, with Novelty Accomp. Carson J. Robison-Francis Luther
 8644 Hawaiian Bluebird — Hawaiian Trio, with Vocal Chorus Kula's Hawaiians I'm Going Back to Waikiki — Hawaiian Trio, with Vocal Chorus Kula's Hawaiians
 8645 What's You Gonna Do When the World's on Fire — Quartet Dixie Jubilee Singers I Ain't Gonna Study War No More — Quartet, Dixie Jubilee Singers

Banner Records

DANCE RECORDS

- 7212 I'm Sorry, Sally — Fox-trot, Ernie Golden and His Orch. See My Tennessee — Fox-trot.... Missouri Jazz Band
 7213 Evening Star (Help Me Find My Man) — Fox-trot Lou Gold and His Orch. Nobody Knows — Fox-trot.... Hollywood Dance Orch.
 7214 Roses of Yesterday — Fox-trot, Hollywood Dance Orch. It All Was Too Good to Be True — Fox-trot, Hollywood Dance Orch.
 7215 Memories of France — Waltz — Royal Marimba Players The Rose You Gave to Me — Waltz, Majestic Dance Orch.
 7216 All of the Time — Fox-trot, Ernie Golden and His Orch. Someone Left Me Mighty Lonesome — Fox-trot, Missouri Jazz Band
 7217 I Never Kissed a Baby Like You — Fox-trot, Ernie Golden and His Orch. What-cha-call 'Em Blues — Fox-trot, Joe Candullo and His Orch.
 7218 Half Way to Heaven — Fox-trot, Lou Gold and His Orch. When Sweet Susie Goes Steppin' By — Fox-trot, Joe Candullo and His Orch.
 7219 Jeannine (I Dream of Lilac Time) — Waltz, Royal Marimba Band The Big Things in Life to Me — Waltz, Majestic Dance Orch.
 7220 Here's That Party Now in Person — Fox-trot, Campus Boys Dusky Stevedore — Fox-trot, Joe Candullo and His Orch.
 7221 That's What Puts the "Sweet" in Home, Sweet Home — Fox-trot Ernie Golden and His Orch. I Love to Ride a Camel — Fox-trot, Missouri Jazz Band
 7222 Neapolitan Nights — Waltz, Adrian Schubert's Salon Orch. I Always Knew — Waltz, Nathan Glantz and His Orch.
 7223 The Prune Song — Fox-trot, Ernie Golden and His Orch. They Don't Come Better Than Betty — Fox-trot, Imaoerl Dance Orch.
 7224 Someday, Somewhere (We'll Meet Again) — Waltz Royal Marimba Band Where the Bluebird Builds Its Nest — Waltz, Nathan Glantz and His Orch.
 7225 Sonny Boy — Fox-trot Campus Boys So Lonely — Fox-trot.... Hollywood Dance Orch.
 7226 Flower of Love — Fox-trot, Ernie Golden and His Orch. Talkin' to Myself — Fox-trot Campus Boys
 7227 Just Another Night — Waltz.... Imperial Dance Orch. Any Way — Waltz.... Nathan Glantz and His Orch.

VOCAL RECORDS

- 7228 Roses of Yesterday — Tenor Solo, with Orch. Accomp. George Beaver There Is No Tomorrow (So Love Me Today) — Tenor Solo, with Orch. Accomp.... George Beaver
 7229 Just a Night for Meditation — Male Duet, with Novelty Accomp. The Radio Imps Just a Kiss in the Moonlight — Baritone Solo, with Orch. Accomp. Ralph Haines
 7230 Anything You Say — Male Duet, with Piano Accomp. Billy Jones-Ernest Hare Mail Man Blues — Male Duet, with Novelty Accomp. Chick-Andy
 7231 Jeannine (I Dream of Lilac Time) — Baritone Solo, with Orch. Accomp. Ralph Haines So Lonely — Baritone Solo, with Orch. Accomp., Ralph Haines
 7232 Ten Little Miles From Town — Male Duet, with Novelty Accomp. The Radio Imps Georgia Lullaby — Baritone Solo, with Orch. Accomp. Ralph Haines
 7233 Do You Still Remember? — Male Duet, with Novelty Accomp. Carson J. Robison-Francis Luther If Brother Jack Were Here — Voice, with Guitar, Frankie Wallace and His Guitar
 7234 Down in the Hills — Male Duet, with Novelty Accomp. Carson J. Robison-Francis Luther Treasure Untold — Voice, with Novelty Accomp., Frankie Wallace
 7235 I'm Going Back to Waikiki — Hawaiian Trio, with Vocal Chorus Kula's Hawaiians Naomi of Aloha Land — Hawaiian Trio, with Vocal Chorus Kula's Hawaiians
 7236 Hawaiian Blue Skies — Steel Guitar Solo. Roy Smeck Hawaii and Mother — Hawaiian Trio, with Vocal Chorus Kula's Hawaiians
 7237 Give Me That Old Time Religion — Mixed Quartet Dixie Jubilee Singers I Ain't Gonna Study War No More — Mixed Quartet Dixie Jubilee Singers

Harmony Records

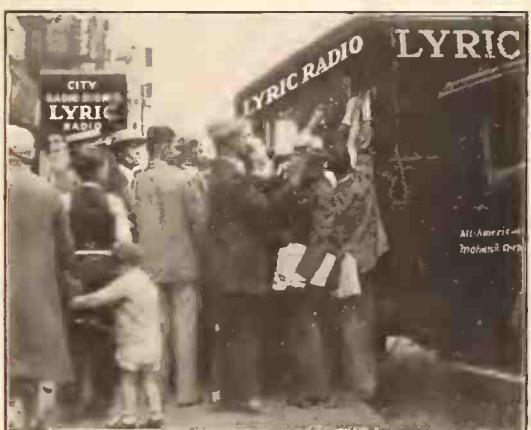
DANCE RECORDS

- 737-H Sonny Boy (From "The Singing Fool") — Fox-trot, with Vocal Chorus by Arthur Seelig, Ernie Golden and His Orch. 10 Neapolitan Nights (From "Fazil") — Fox-trot, with Vocal Chorus by Arthur Seelig, Ernie Golden and His Orch. 10
 723-H High Up on a Hill Top — Fox-trot, with Vocal Chorus by Jim Andrews, Arthur Ross and His Westerners 10 Take Your To-morrow (And Give Me To-day) — Fox-trot, with Vocal Chorus by Jim Andrews, Arthur Ross and His Westerners 10
 735-H Woman Disputed I Love You (From "The Woman Disputed") — Waltz, with Vocal Chorus by Tommy Weir... The Harmonians 10 I'm Sorry Sally — Fox-trot, with Vocal Chorus by Tommy Weir The Harmonians 10
 736-H Beggars of Life (From "Beggars of Life") — Waltz, with Vocal Chorus by Irving Kaufman Bar Harbor Society Orch. 10 Loved You Then as I Love You Now (From "Dancing Daughters") — Waltz, with Vocal Chorus by Arthur Fields, Ernie Golden and His Orch. 10
 733-H Twelve o'Clock Waltz — Waltz, with Vocal Chorus by Irving Kaufman, Bar Harbor Society Orch. 10 (I Like What She Likes—She Likes What I Like) Ev'rything We Like We Like Alike — Fox-trot, with Vocal Chorus by Irving Kaufman Lou Gold and His Orch. 10
 732-H Roses of Yesterday — Fox-trot, with Vocal Chorus by Robert Wood, Barney Trimble and His Oklahomans 10

Come On, Baby!—Fox-trot, with Vocal Chorus by Jim Andrews..Lou Gold and His Orch.	10
738-H Etiquette Blues—Fox-trot, with Vocal Chorus by Lester Cortes,	10
Jerome Conrad and His Orch.	10
When Sweet Susie Goes Steppin' By—Fox-trot, by Lester Cortes,	10
Jerome Conrad and His Orch.	10
728-H Salamading the Rajah (From "Cross My Heart")—Fox-trot, with Vocal Chorus by Robert WoodMusical Comedy Orch.	10
Dream Sweetheart (From "Cross My Heart")—Fox-trot, with Vocal Chorus by Robert WoodMusical Comedy Orch.	10
739-H The Prune Song—Fox-trot, with Vocal Chorus by Si Higgins,	10
Si Higgins and His Sodbusters	10
Bless You! Sister—Fox-trot, with Vocal Chorus by Si Higgins,	10
Si Higgins and His Sodbusters	10
718-H Revenge (From "Revenge")—Waltz, with Vocal Chorus by John Lawrence,	10
Bar Harbor Society Orch.	10
Dolores—Waltz, with Vocal Chorus by John Lawrence.....Bar Harbor Society Orch.	10
724-H Right Out of Heaven (From "Cross My Heart")—Fox-trot, with Vocal Chorus by Stephen Ward,	10
Rudy Valee and His Yale Collegians	10
Lady Whippoorwill (From "Cross My Heart")—Fox-trot, with Vocal Chorus by George Morrow,	10
Rudy Valee and His Yale Collegians	10
725-H Japanese Mammy — Fox-trot, with Vocal Chorus by Robert Wood,	10
Chuck Campbell and His Orch.	10
Grieving—Waltz, with Vocal Chorus by Marvin Young..Chuck Campbell and His Orch.	10
720-H Out of the Tempest (From "Tempest")—Waltz, with Vocal Chorus by John Lawrence.....Bar Harbor Society Orch.	10
Heartbroken and Lonely—Fox-trot, with Vocal Chorus by Irving Kaufman,	10
The Harmonians	10
719-H Vaniteaser (From "Earl Carroll Vanities")—Fox-trot, with Vocal Chorus by Ernest Hare ..Golden Gate Orch.	10
All of the Time—Fox-trot, with Vocal Chorus by Ernest Hare.....Golden Gate Orch.	10
726-H To Know You Is to Love You (From "Hold Everything!")—Fox-trot, with Vocal Chorus by Lester Cortes,	10
Barney Trimble and His Oklahomans	10
'Round Evening—Fox-trot, with Vocal Chorus by Robert Wood,	10
Barney Trimble and His Oklahomans	10
727-H Chiquita—Waltz, with Vocal Chorus by Gay Ellis.....Frank Ferera's Hawaiian Trio	10
Maui Girl—Waltz, with Vocal Chorus by Gay Ellis.....Frank Ferera's Hawaiian Trio	10
VOCAL RECORDS	10
722-H The Girl Who Broke My Heart—Vocal, Tommy Weir	10
Old Fashioned Locket—Vocal...Tommy Weir	10
734-H High Up on a Hill-top—Vocal.....Gay Ellis	10
That's Just My Way of Forgetting You—Vocal	10
730-H Roses of Yesterday—Vocal.....Clyde Dunn	10
Someday, Somewhere (We'll Meet Again) (From "The Red Dance")—Vocal,	10
Clyde Dunn	10
729-H A Warning to Boys—VocalMack Allen	10
A Warning to Girls—VocalMack Allen	10
721-H Mother Was a Lady (If Jack Were Only Here)—Vocal	10
Treasure Untold—VocalMack Allen	10
717-H Ten Little Miles From Town—Vocal, Fred Water	10
There'll Never Be Another You—Vocal, Fred Water	10
ORGAN RECORDS	10
731-H Jeannine I Dream of Lilac Time—Organ Solo, with Vocal Chorus by Sidney James,	10
Carol Wynn	10
Beloved—Organ Solo, with Vocal Chorus by Sidney James	10
Carol Wynn	10

Publicity for Lyric Radio During Show

The scene in the photograph took place in New York during the Radio World's Fair last



Some Effective Lyric Publicity

month, when the Lyric radio truck owned and operated by the All-American Mohawk Corp., Chicago, made a tour of the city demonstrating the new Lyric models manufactured by this company. Free demonstrations were given in the street, causing a tremendous interest in the Lyric line of receivers. Thousands of people heard and saw the Lyric sets every day and souvenirs with the compliments of the All-American Mohawk Corp. were passed out to the crowds. The Lyric truck, an expensive automobile elaborately equipped and fitted with a number of the Lyric models, is about to be-

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

They're Off — Profit's Ahead! An Editorial	3	Modern Methods Are Needed	32b
The Gift Idea Builds Portable Sales.	4	New Field for Record Selling	32b
Five-Point Plan Sells Radios.....	6	RMA Directors and Committees Discuss Important Trade Topics....	32d
Collect by Mail.....	8-9	Sayre M. Ramsdell Sees 1928 as Biggest Year in Radio History	40
Latest Phonograph and Radio Patients	9	Money-Making Suggestions for Ambitious Merchants.....	41
The Independent Merchant Must Utilize Most Modern Methods...	12	Profit-Winning Sales Wrinkles.....	42
Salesmanship Wins Portable Volume	16	Estimates Eleven Million Radio Set Owners Will Replace Receivers..	48
Out-of-the-Rut Selling.....	17	Music Business Future Assured, Roberts Tells Dealers' Convention	56
Radio Service for Dealers Is Profitable	20	Automatics—a New Field for Profit	66-68
Tie-up and Profit.....	24	Fall Radio Trade Shows Smash Records	73
Changed Location Boosted Thos. Goggan & Bros.' Record Sales..	28-30	Seven Years of Progress Is Crosley Achievement	103
Last Minute News of the Trade...	32a-32d	The Newest in Radio	108-110
The Big Replacement Market.....	32b	In the Musical Merchandise Field...	119
Profiting From the "Sale" of Credit	32b	Gleanings From the World of Music	121-123
High Tribute to a Trade Leader....	32b	Latest Record Bulletins.....	124-127
Eliminating Radio Service Abuse...	32b		
Radio Show Comes Into Its Own...	32b		
Presenting Facts on Television.....	32b		

CORRESPONDENCE FROM LEADING CITIES

Kansas City, 64—Milwaukee, 65—Cincinnati, 65—Toledo, 72—Buffalo, 76—Boston, 78-80—Philadelphia, 82-86—Minneapolis and St. Paul, 88—Richmond, 88—Cleveland, 90—Los Angeles, 98—St. Louis, 102—Pittsburgh, 104—Detroit, 105—Baltimore, 112—Chicago, 117-118.

gin a tour of the country, demonstrating the Lyric set in public, on the streets of various cities—excellent publicity for dealers.

Plans Completed for Quaker City Show

Philadelphia's annual radio show will open Monday, October 22, in the 108th Field Artillery Armory, Broad street and Susquehanna avenue, it was announced by Ira Goding, managing director of the exposition. The show will continue for six days, closing Saturday night, October 27. Many of the country's leading manufacturers of radio receiving sets and accessories will exhibit their products at the show through local distributors. The show, from present indications, is expected to be the most complete ever held in Philadelphia. Entertainment will be furnished daily by radio artists of both local and national prominence. Among the receiving sets which will be exhibited are Atwater Kent, Zenith, Kolster, Marti, Kellogg, Fada, Freed-Eisemann, Eveready, Mohawk, Edison, Stewart-Warner, A. C. Dayton, Federal, Colonial, Steinert, Balkite, LaSalle, Philco, Crosley, Sparton, Shamrock and Pierce-Airo.

Jazz Cover for "Sound Facts"

Sound Facts, the monthly house organ of the Plaza Music Co., New York City, has dressed its front cover this month with a modernistic illustration of jazz from "Blues," an anthology edited by W. C. Handy and published by Albert and Charles Boni. William Haynes Topping, purchasing agent of Landay Bros., New York, has contributed an interesting article entitled "The Password Is Work."

Byrd Takes O'Neil Speaker

The O'Neil Mfg. Corp., West New York, N. J., has announced that an O'Neil speaker is now on its way to the South Pole. The O'Neil Model LS 19 is part of the radio equipment of the Antarctic Expedition under Commander Byrd. E. J. Clark, of the O'Neil Corp., states that the Model LS 19 was selected for its fidelity and tonal values and its ability to receive the most sensitive stations under the most unfavorable climatic conditions.

The O'Neil Mfg. Co. has produced a new dynamic speaker in cabinet form and at a popular price, which will be described in next month's issue of *The Talking Machine World*.

Dealers Visit A. K. Plant

A convention was held and factory visitation made by Atwater Kent dealers from Kentucky, West Virginia and Ohio, at the Pennsylvania Hotel, Philadelphia, Friday, September 28. Dealers served by the Columbus Ignition Co., Columbus, O.; B. W. Smith Corp., Cincinnati; Flat Top Auto Supply Co., Bluefield, W. Va.; Van Zandt Leftwich Auto Supply Co., Huntington, W. Va., and the Sutcliffe Co., Louisville, Ky., were present some 279 strong.

Harry Acton Returns

Harry W. Acton, of the Brilliantone Steel Needle Co., New York, just returned from a trip through the Middle West in the interest of the Brilliantone line of needles. Mr. Acton reported excellent conditions throughout the country. Demand for the Brilliantone line continues excellent, and the outlook for the Fall-Winter season is good.

INDEX TO ADVERTISERS

A

All-American Mohawk Radio Corp	67
Allen-Hough Mfg. Co.....Insert facing page	40
Alto Mfg. Co.	118
American Bosch Magneto Co. Insert between pages 32-D and 33	
American Felt Co.	68
American Mica Works	66
Anchor-Lite Appliance Co. .Insert between pages 16 and 17	
Andrea, Inc., F. A. D.	75
Apex Electric Mfg. Co.	97
Arcturus Radio Co.	56
Atlas Plywood Corp.	44
Atlas Sales Co.	88
Atwater Kent Mfg. Co.	63
Audak Co.10, 11 and insert between pages 64 and 65	

B

Bacon Banjo Co.	119
Baxter Mfg. Co.Insert between pages 64 and 65	
Beckwith Co., Geo. C. .Insert between pages 56 and 57	
Berg Auto Truck & Specialty Co.	85
Berkey & Gay Furniture Co. 39 and insert between pages 16 and 17	
Berlin, Inc., Irving	121
Biebls Auto Products Co..Insert between pages 16 and 17	
Blackman Distributing Co.	107
Bodine Elec. Co.....	36
Boudette Mfg. Co.	33
Bright Star Battery Co.	91
Brooklyn Metal Stamping Corp.	50
Bruno & Son, Inc., C.....	119
Brunswick-Balke-Collender Co.Front Cover	2-5
Buckeye Mfg. Co.	64
Bush & Lane Piano Co.	90

C

Capehart Auto. Pboro. Co.	99
Carlisle Radio Co.Insert between pages 16 and 17	
Carryola Co. of America..Insert between pages 32-D and 33	
Cary Cabinet Corp.	87
Case Elec. Corp.	58
Caswell Mfg. Co.Insert between pages 64 and 65	
Caswell-Runyan Co.Insert between pages 32 and 32a	
CeCo Mfg. Co.	37
Claremont Waste Mfg. Co.	30
Classified Ads	120
Cleveland Products Co....Insert between pages 16 and 17	
Cleveland Talking Machine Co. Insert between pages 56 and 57	
Columbia Phonograph Co., Inc....Insert facing page	24
Columbia Wholesalers, Inc.28, 112	

D

De Sylva, Brown & Henderson	123
Ditson & Co., Chas. H.	78
Ditson & Co., Oliver	78

E

Edison, Inc., Thos. A.Back Cover	
Electrad, Inc.	52
Electric Lamp & Supply Co. Insert between pages 16 and 17	
Electrical Specialties Co. .Insert between pages 16 and 17	
Empire Pboro. Parts Co.Inside Back Cover	
Excel Pphonograph Mfg. Co.	40
Excello Products Co.	74

F

Fansteel Products Co., Inc....Insert facing page	16
Federal Radio Corp.	61
Feist, Leo., Inc.122, 123	
Fineb, Van Slyck & McConville Insert between pages 16 and 17	
Findlay Mfg. Co., Robert. Insert between pages 56 and 57	
Fischer Co., J. A.....Insert facing page	32
Freed-Eisemann Radio Corp....Insert facing page	33
Freshman Co., Cbas.18, 19	
Frost Co.Insert between pages 64 and 65	

G

Geller Ward Hasner Hdw. Co.	
General Elec. Co.	83
General Industries Co. 51, 59 and insert between pages 64 and 65	
Golden Sun Co.	93, 95
Gordon Co., L. S.	105
Graybar Elec. Co.	53
Grebe & Co., A. H.	1
Grey Gull Records, Inc.	81

H

Harper Printing Co....Insert between pages 64 and 65	
Harrisburg Standard Elec. Corp. Insert between pages 56 and 57	
Hinners & Co., F. A.	72
Horenstein & Sons, C. .Insert between pages 16 and 17	
Hubbell, H. L.	113

I

Ideal Radio Cabinet Mfg. Co.	100
Ignition Service & Supply Co. Insert between pages 56 and 57	
Illsley, Doubleday & Co.	72
Inland Electric Co.....Insert between pages 16 and 17	
International Mica Co.	46
J	
Jensen Radio Mfg. Co.....Insert facing page	41
Jewell Elec. Inst. Co.	106
Jewel Pbonoparts Co.	60
Joske Bros. Co.	88

K

Kent Co., F. C.Insert between pages 64 and 65	
Kimball Co., W. W.	117
Kolster Radio Corp.	26, 27
Kruse-Connell Co.....Insert between pages 56 and 57	
L	
Lifton Mfg. Co.	101
Lorentzen, H. K.Insert between pages 64 and 65	

M

Magnavox Co.	31
Markel Electric Products Co.	45
Matthews, F. W.	66
Maxson Co., John S....Insert between pages 16 and 17	
Milhender Electric Supply Co. Insert between pages 16 and 17	
Minilux Sales Co.....Insert between pages 32 and 32a	

N

National Publishing Co.	32
Newcombe-Hawley Mfg. Co.	77
New York Album & Card Co.	21
Northern Maine Plywood Co.	96
Northwestern Cooperage & Lumber Co.	89

O

Okeh Phonograph Corp. 46, Insert between pages 48 and 49 and Insert	
between pages 64 and 65	
O'Neil Mfg. Co.....Insert facing page	73
Operadio Mfg. Co.	43
Oro-Tone Co.	13

P

Pacent Elec. Co.	34, 35
Peckham Mfg. Co.	66
Peerless Album Co.	14
Peerless Electric Supply Co.....Insert facing page	17

Penn Pboro. Co.	86
Perryman Elec. Co.	69
Pbiladelphiia Badge Co.	86
Philadelphia Victor Distributors	84
Pierson Co.	70
Plaza Music Co.....Insert between pages 32 and 32a	
Plymouth Furn. Co.	102
Polk, James K., Inc.Insert facing page	64
Pollack, Welker, Ltd.	49
Premier Elec. Co.	57

R

Radio Corp. of America.....Insert facing page	8
Radio Trade-In Book Co.	98
Raytheon Mfg. Co.	48
Red Cross	92
Red Lion Cabinet Co.	79
Rene Mfg. Co.	72
Rochester Elec. Supply Co...Insert between pages 56 and 57	
Rola Co.	111
Roosevelt Co., W. A.....Insert between pages 56 and 57	

S

Sandar Corp.	47
Sebimmel Electric Co....Insert between pages 16 and 17	
Sebuster Electric Co....Insert between pages 56 and 57	
Seedman Co., G. J.....Insert between pages 16 and 17	
Showers Bros.....Insert between pages 56 and 57	
Silman Distributing Co.	104
Slagle Radio Corp.	21
Sonora Phono. Co., Inc.....54, 55	
Spinney Co., P. H.....Insert between pages 56 and 57	
Splitdorf Radio Corp.	41
Standard Battery Elec. Co...Insert between pages 56 and 57	
Star Macbine & Nov. Co.	72
Sterling Mfg. Co.....Insert between pages 72 and 73	
Stevens Mfg. Corp.	110
Stewart-Warner Speedometer Corp. Insert facing page 32-D	
Stromberg-Carlson Telephone Mfg. Co.....	7
Studner Brothers, Inc.....	114
Superior Cabinet Co.	114
Superior Cabinet Corp.	32C
Superior Phono. Parts Co.....Insert facing page	65
Supreme Instruments Corp.	62
Symponic Sales Co.	17

T

Televocal Corp.	42
Temple, Inc.	71
Tborens, Inc.	30
Toman & Co., E.	
Inside front cover and in insert between pages 64 and 65	
Trilling & Montague	84
Turner-Lippe Co., Inc.....Insert between pages 16 and 17	

U

Udell Works	80
United Air Cleaner Co....Insert between pages 32 and 32a	
Utah Radio Products Co.	29

V

Van Veen & Co.	38
Victor Talking Machine Co.	22, 23

W

Wable & Co., Albert.....Insert between pages 56 and 57	
Wall-Kane Needle Mfg. Co.	16
Webster Elec. Co.....Insert facing page	72
Weston Elec. Inst. Corp.	25
Weymann & Son, H. A.	82
Wilbur Products Co., Inc...Insert between pages 64 and 65	
Wilkening, Inc.....Insert between pages 56 and 57	

Z

Zenith Radio Corp.	15
-------------------------	----

• EMPIRE •



No. 12
Tone Arm

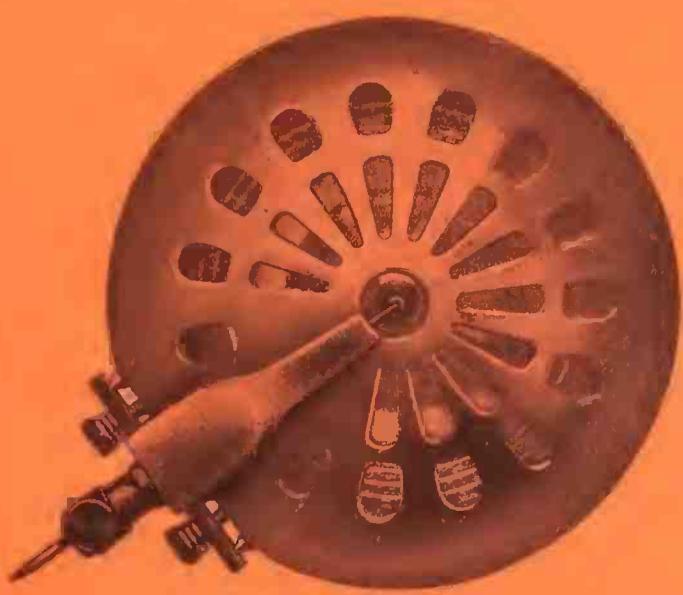
An old established firm cannot maintain its premier position simply on the strength of its reputation.

THE EMPIRE PHONO PARTS COMPANY

keeps its place as paramount manufacturer of tone arms and reproducers because it keeps pace with modern progress, always improving, always advancing. This firm represents modern thought in this industry at its best.



No. 5
Reproducer



Premier

Write for
Quotations on
Your
Requirements

There is an
Empire Tone Arm
to fit every type
phonograph

THE EMPIRE PHONO PARTS COMPANY

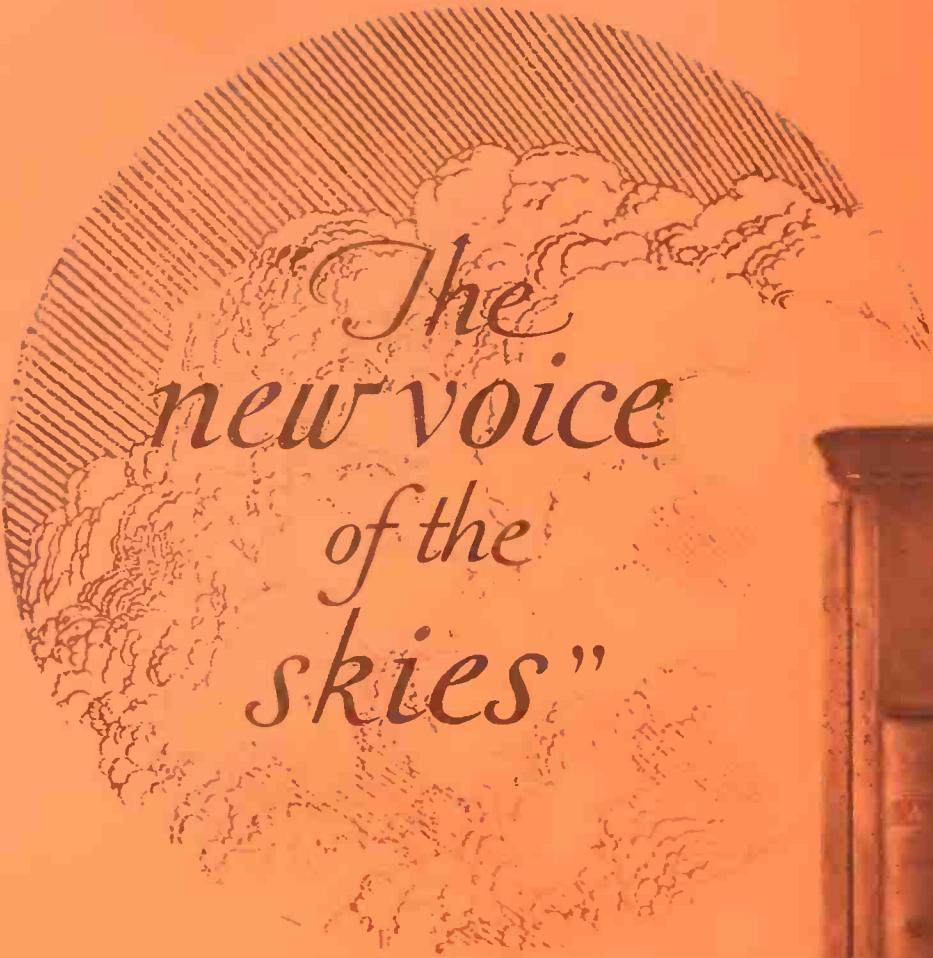
W. J. McNAMARA, President

Established 1914

10316 Madison Avenue

Cleveland, Ohio

Mexican Branch Office—Radio Fonografica Mexicana, S. A., Balderas 110, Mexico D. F., Mexico



**The EDISON RADIO
and RADIO-PHONOGRAPH
combinations....**

At the Radio World's Fair in New York—the great Madison Square Garden was a maze of brilliant exhibits. Three vast floors crowded with the latest developments in Radio.

Yet the crowds sought out the Edison Exhibit! Climbed a flight of 27 stairs to get to it! Crushed and milled around it day and night! The show interest centered there.

And interest turned to buying! Dealers signed up! Consumers pressed us with orders! Eloquent proof that expectations were amply fulfilled.

Why not have this interest in the Edison Radio bring buying prospects to your store. Why not let the beauty of Edison Cabinets and the perfection of Edison performance make sales for you. Why not tie up to the greatest name in all industry—Edison.

THOMAS A. EDISON, INC., ORANGE, N. J.



Model C-2—Radio with Electric Phonograph

Generally conceded the most beautiful moderate-priced combination at the show.

Completely electrified. Contains, in addition to the Edison Radio, an Edison electrically amplified phonograph, electrically driven. Has the only electric pickup that plays all types of records—both hill-and-dale and needle-type. The cabinet of blended walnut finish, with ornamental panels of burl maple, fits pleasingly into any interior and harmonizes with other furniture.

Price, including Dynamic Speaker,
less tubes: \$495.

Write us or the nearest jobber
for dealer discounts.

TRADE MARK
Thomas A. Edison

Edison Phonograph Distributing Co.

ATLANTA
155 So. Forsyth St.

DENVER
1636 Lawrence St.

ORANGE, N. J.

BOSTON
96 South St.

KANSAS CITY
1215 McGee St.

PITTSBURGH
909 Penn Ave.

CHICAGO
3130 So. Michigan Ave.

MINNEAPOLIS
608 First Ave. N.

RICHMOND
1204 East Main St.

DALLAS
500 Elm St.

NEW ORLEANS
128 Chartres St.

SAN FRANCISCO
1267 Mission St.

CLEVELAND: B. W. Smith, Inc., 2019 Euclid Ave.
OGDEN: Proudfoot Sporting Goods Co., 2327 Grant Ave.

PHILADELPHIA: Girard Phonograph Co., Broad and Wallace Sts.
ST. LOUIS: Silverstone Music Co., 1114 Olive St.