

# The TALKING MACHINE WORLD

For dealers  
wholesalers  
& manufacturers  
of phonography  
& radio products

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

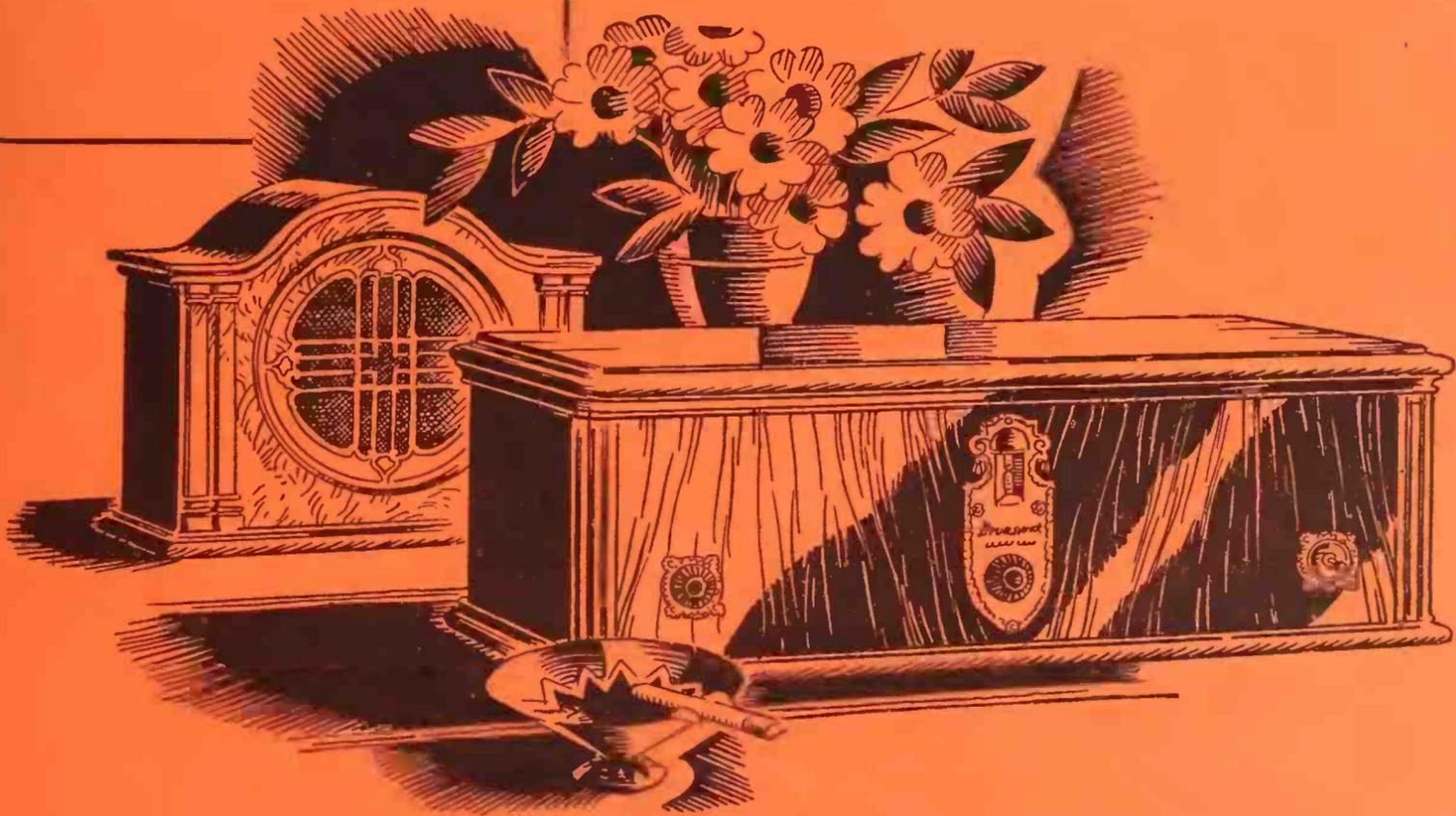
## \$95<sup>00</sup>

Less Tubes

## Brunswick Radio

MODEL 5 KR

(Speaker \$35<sup>00</sup>)



### Truly a Sales opportunity!

# Brunswick

Panatrope • Radio • Records • Panatrope-Radiolas

THE BRUNSWICK-BALKE-COLLENDER CO.

CHICAGO • NEW YORK

# ENDURANCE



All Toman Reproducers are equipped with this special Duraluminum Diaphragm. From four to six times as thick as the ordinary metal diaphragm, this product gives a durability and sturdiness previously unknown. It is hyper-sensitive to the most delicate vibration and faithfully transmits tone values exactly as originally produced.

*Toman Reproducers and Tone-Arms are quality built and priced right. Fully guaranteed to be exactly as represented. Inquiries invited from recognized Manufacturers, Jobbers and Dealers. Samples sent gladly upon request.*

## E. Toman & Company

2621 West 21st Place

CHICAGO, ILL.

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# Get it Better with a Grebe

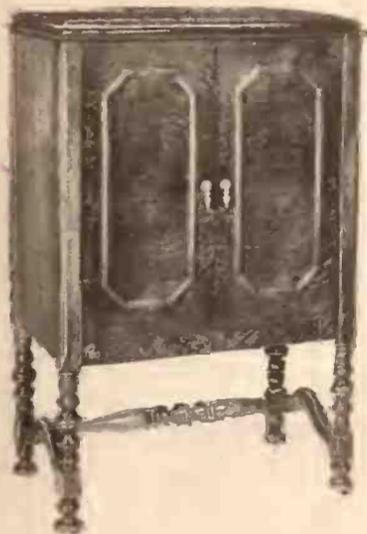
## Built for Permanence

To the consumer the higher price of the Grebe radio carries the assurance of permanent satisfaction that experience has shown is not to be found in hastily constructed "bargains". To the dealer it means permanent good will and a minimum of bothersome servicing.

Every Grebe Synchronphase receiver has been accepted by trade and public as the highest standard of radio excellence—and has remained the standard for years after its introduction.

Send for Booklet TW

A. H. Grebe & Co., Inc.  
109 West 57th Street, New York City  
Factory: Richmond Hill, N. Y.  
Western Branch: 443 South San Pedro Street  
Los Angeles, Calif.  
Makers of quality radio since 1909



Grebe Buckeye Console

This beautiful cabinet has been designed for the Grebe Synchronphase A-C Six or the Synchronphase Seven A-C. It has a speaker compartment which will accommodate either a dynamic or magnetic type speaker. List price (console only) \$62<sup>50</sup>



No. 2249 Table

The trend toward "radio furniture" makes this table with speaker compartment a particularly desirable adjunct to every Grebe home. List price (table only) \$24<sup>50</sup>

# GREBE

SYNCHROPHASE

TRADE MARK REG. U.S. PAT. OFF.

## A-C Six

# RADIO

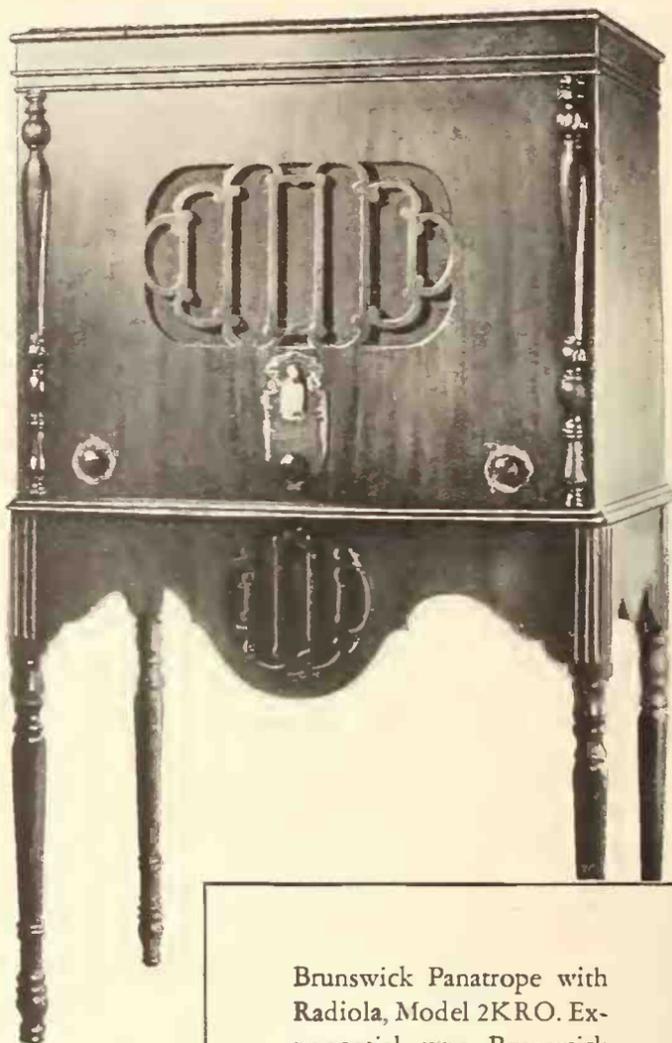


Grebe  
Synchronphase  
A-C Six



*Now a*  
**BRUNSWICK**  
**PANATROPE**  
*with Radiola*

*to list at*  
 \$250<sup>00</sup>  
*Complete*



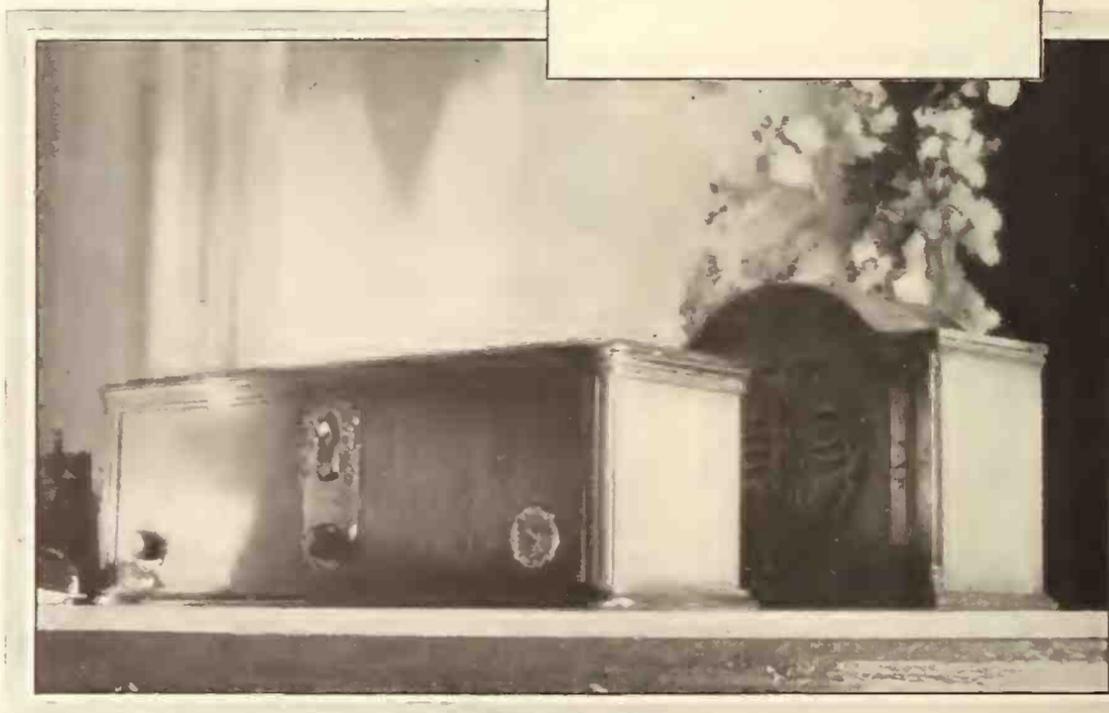
Brunswick Panatropes with Radiola, Model 2KRO. Exponential type Brunswick Panatropes combined with latest Radiola. Light socket operation. Volume control. Every advanced feature. To list at \$250, complete.

**H**ERE is Brunswick's latest and most outstanding musical value; the genuine Brunswick Panatropes with Radiola . . . two instruments in one . . . at a price lower than ever before.

Tone of this instrument is musically perfect. The cabinet one of Brunswick's finest. Every advanced feature, such as complete light socket operation, single dial tuning, etc., is included.

Strengthening, as Model 2KRO does, Brunswick's position in the lower price field, this beautiful instrument gives the Brunswick dealer a rare opportunity for increasing instrument business.

The Brunswick Panatropes with Radiola, Model 2KRO, is being featured in November newspaper advertisements the country over. Be sure you have this fine Brunswick creation on your floor.



Brunswick Radio, Model 5KR. Listing at \$95, less tubes, this receiver is one of the most attractive values in Brunswick's great new line. The matchless tone of this instrument, when Brunswick Model "A" Speaker is used, will sell the instrument. Cabinet work is far beyond the ordinary.

*Brunswick*  
 Panatropes · Radio · Records · Panatropes-Radiolas

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

# The Talking Machine World

Vol. 24. No. 11

New York, November, 1928

Price Twenty-five Cents

## Efficiency in Marketing

**Y**OU can't drive spikes with a tack hammer. Nor can retail business be developed to the highest point of efficiency unless all of the functions of management are properly co-ordinated. All indications point to the best year-end business in the history of the industry. The music-radio dealer to-day has a selection of products that makes it possible to sell only lines suited to his class of patronage. Prices are right. Manufacturers have passed along economies in production to the dealer and the ultimate consumer is the beneficiary. The mark-up on music-radio products remains substantially the same as in the past, and while the majority of retailers have reached the point where costly merchandising errors are no longer entirely consuming profits the net earnings of many dealers remain slim.

### A Few Facts

Analysis discloses the fact that there are a number of reasons for this. Competition reduces individual sales volume of dealers. Price concessions—over-allowance on trade-ins—too much free service—laxity in credit and other factors are gnawing away retail profits like a rat eating through a wall. The whole simmers down to mismanagement, or, rather, inefficient management. One department pays a nice profit and the loss on another section of the business consumes it. What is the answer?

More thorough supervision of each department of the business, with the idea of making all phases of the enterprise profitable, is needed. This means careful buying and energetic selling; elimination of waste and co-ordination of all factors that tend to break down sales resistance and build sales volume—advertising, window displays, direct mail, follow-up, etc. It means more intelligent handling of credit, and more determined effort to secure large down payments and instalments when due. Above all, it means salesmanship of the highest possible efficiency.

"Ten chances to one, when other things are almost equal, orders are lost and won because of superior marketing ability," is the statement of James P. Newcomb & Co., Inc., marketing specialists, in "Direct Reflections." And they hit

the nail on the head. "True marketing efficiency may require the eventual, though gradual, realignment of many selling functions. It may require a complete re-orientation of conception and a remolding of basic policies. But what of it? The result to be obtained is the correct meshing of all selling gears. Marketing efficiency assigns to each selling mechanism its true function—and sees to it that each sales 'machine' performs the work that is rightfully required of it. Sales efficiency is not a thing of hunches, opinions, guesswork, nor rule-of-thumb. Sales efficiency requires research; it requires study; it requires knowledge of a highly specialized nature. Selling efficiency starts with thorough, thoughtful planning of the drive."

### Sales Volume

There is plenty of food for thought in the above paragraph for the retail music-radio dealers who are finding that profits are not up to expectations in spite of good volume of business. Sales volume does not always mean profit. Many a dealer has succeeded in piling up an impressive volume only to find that he spent money in the process instead of earning it. That is not the fault of the product, the discount nor competition. It is, in the last analysis, due to faulty mer-

chandising methods and these are subject to revision and correction. And that is up to the retail merchant.

The time is past when a retail merchant can keep his books in his hat, so to speak, and hire a "clerk." The latter is as obsolete as the former. The best salesman obtainable is none too good to sell the products handled by the music-radio dealer, and accurate cost-finding records are as essential as is a definite, well-planned sales campaign. Briefly, what the retailer must do to successfully get his share of the business is to modernize his methods to the point where they are on a parity with those of his competitors. He must devote himself energetically to the business of merchandising and he must fight for every sale. He must stop all forms of waste to reduce overhead to the minimum so that profits will not be endangered by high sales costs, a problem vital to retail merchandising success.

### Every Dealer Should Read These Articles

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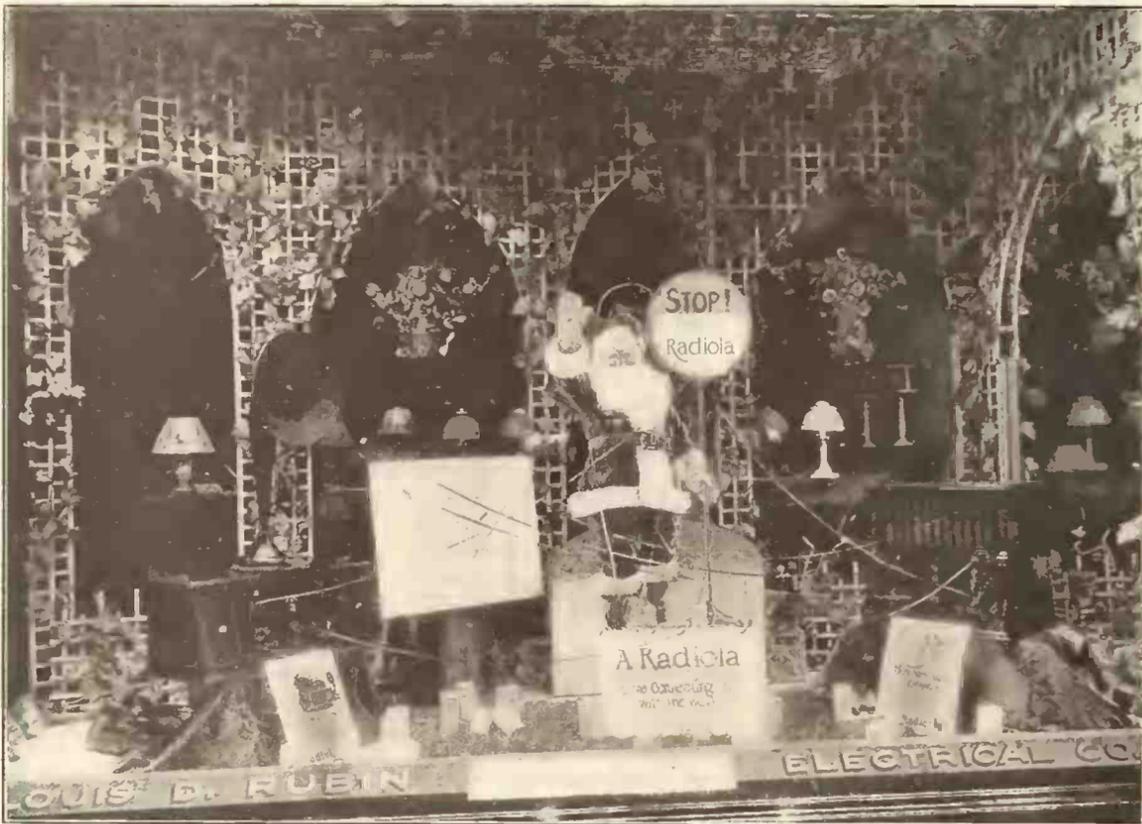
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# GET YOUR SHARE

*of Gift*

## Demand

*Window Displays Will Play  
Big Part in Making Sales  
During the Holidays*



**T**HE holiday gift-buying rush will be history in a little more than a month. The few remaining weeks of the year represent the climax of annual retail business, and competition for the consumers' dollars is at its height. Talking machine and radio dealers are going to get their share of holiday business; in fact, all indications point to a record-breaking sales volume for the retail trade. But the volume of sales recorded by individual dealers when the seasonal rush is over will vary considerably. Past performances prove this.

This variance will not be because one dealer has better merchandise than another, but, all other factors being fairly equal, the difference will be in the effectiveness of the retailer's pre-holiday merchandising campaign. The man who plans a well-rounded sales promotion drive and makes a strong bid for public attention and patronage will be compensated. The need for a thorough campaign on the part of the retailer is evident. All merchants, even purveyors of foodstuffs, are in the race for holiday volume and they are spending money to make their windows as attractive as possible. Advertising appropriate to the season fills the newspapers, circulars and other direct mail designed to make the parting of the consumer and his money seem the desirable thing gluts the mails; prices, service, in fact all facilities that the merchant can possibly extend to his patrons, are featured with one idea in mind—to sell merchandise to pre-holiday shoppers.

The part the individual dealer plays in the holiday sales season depends on himself. The retailer has a product that is ideally suited for gift purposes. The beautiful talking machines, combination instruments and radio receiving sets of the present have an allure that is hard to resist. Appearance—music—entertainment provide an unbeatable combination. In addition there are the portable phonographs and smaller musical instruments. The opportunity for exploitation of the most effective kind preceding the holidays is excellent. At no other time of the year is the public in such a receptive mood.

Now is the time to make complete plans for the holiday campaign. Emphasize the suitability of talking machines, records, especially album sets, small musical instruments, radio

receiving sets and accessories as gifts. Sell the public on your line and your store.

There never was a time in the history of the talking machine-radio business when the retail dealer occupied such a strategic position in the merchandising field. The public has been thoroughly sold on the new products—both talking machines and radios. Time payment plan of selling brings even the fairly high-priced instruments within the means of the average individual. Therefore, this holiday season it will not be so much a matter of selling the public on the idea of ownership of a talking machine or radio set as it will be a problem of selling the consumer the idea of making the purchase in your store. Be sure of an ample stock to meet holiday requirements. That there will be a shortage of certain types of the more popular models is certain. While all of the concerns who recently displayed their new 1928-29 lines have entered into production and are making shipments to distributors throughout the country as rapidly as possible, the demand is great and supplying it is a prob-

lem. Therefore, play safe by placing orders sufficiently large to cover the greater demand incident to the holidays.

If the dealer's memory is good he will remember that the holiday business does not by any means cease at midnight on December 24. For the past few years the amount of sales closed for a period extending to six weeks after Christmas was amazing. This is caused in a large measure by the fact that many business and industrial institutions reward their employes by the granting of a bonus as an expression of appreciation and good will for the Christmastide. In most cases this money is given too late to be spent prior to the arrival of Christmas, and finds its way to the cash registers of merchants some time before the end of the year or during January. So do not relax your selling efforts until the Christmas season is becoming but a dim memory. And not too much then.

The Christmas Club savings funds will be distributed soon and the volume will be great. Have you made real efforts to secure your share of this sum spent for gifts?



The illustrations on this page show two examples of window displays of music-radio dealers to attract the Christmas shopping trade. No matter what other sales efforts are being expended in the holiday campaign the window display must be given a prominent place, for an attractive eye-arresting presentation is unequalled in snaring the elusive dollar bill.

# Brunswick offers

## Al Jolson's "Sonny Boy" from "The Singing Fool"

*The fastest-selling  
record of the year*

SELLING by thousands even before the New York opening of the great Vitaphone picture, Al Jolson's Brunswick Records of songs from "The Singing Fool" have unquestionably become the OUTSTANDING SALES OPPORTUNITY in the record business.

Brunswick is giving these Jolson records a tremendous advertising boost. How much you, as an individual Brunswick dealer, will profit from the nation-wide popularity of this exclusive Brunswick feature, you alone must decide. It is within your power to sell this record by the thousands instead of by the hundreds. Get behind these Brunswick Jolson masterpieces and push them to their limitless limit!

"Sonny Boy"—"There's a Rainbow 'Round My Shoulder" 4033

*Other hits from  
the same picture*

"Golden Gate" . . . 3775

"I'm Sitting on Top of the World" . . . 3014

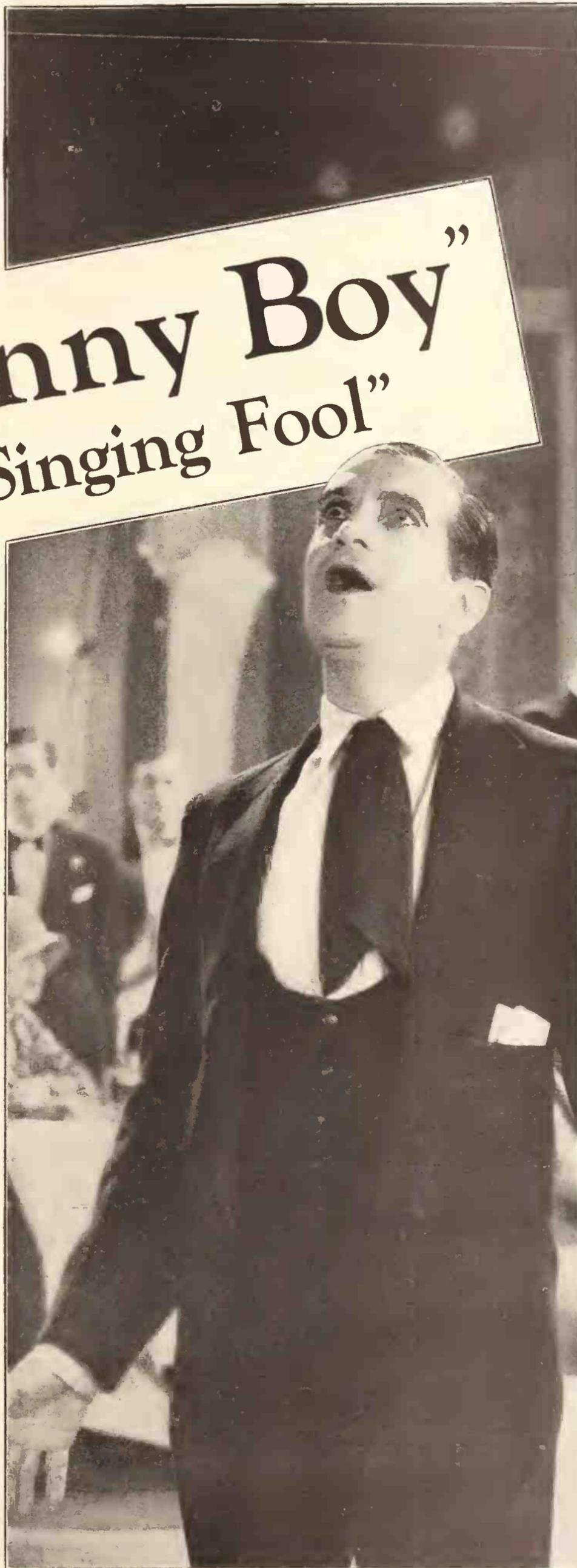
# Brunswick

Panatropes · Radio · Records · Panatropo-Radiolas

THE BRUNSWICK-BALKE-COLLENDER CO.

Chicago · New York · Toronto

Branches in All Principal Cities



# RECORD SELLING

T. A. Coyne, of Rosenbaum's, Pittsburgh,  
Regards Location as the Big Sales Factor

By George E. Kelly

WE often hear about things being "without rhyme or reason," and while there is reason enough back of the "record" sales made by T. A. Coyne, manager of the talking machine department of the Rosenbaum Department Store Co., of Pittsburgh, strange to say, along with a lot of other things there is a rhyme.

We all know that the poet wrote something to the effect that "stone walls do not a prison make, nor iron bars a cage." But Mr. Coyne has changed it about to express one of the fundamental principles as a result of which he has built his department to the enviable degree of selling never only one record to a customer, but always two or more. And here is the rhyme:

"Location does not business make.  
O, what a lot of tommyrot;  
It may not make the business  
But it sure does help a lot."

He qualifies his rhyme, however, with this addition:

"Location is not everything, although I have proved to my own satisfaction that, at least in a department store, location is one of the most vital factors governing the success of a talk-

ing machine section. I have also had it proved just as conclusively that this is not equally true of every department, and that a talking machine section in a large store requires a highly specialized form of management and a location which, to suit its purposes, can be nothing other than exact. Our location coincides with our other merchandising policies and methods because it answers the tests by which I determine a proper location and because while evolving those tests through experience I arrived at the proper location by means of the trial and error method."

Perfect teamwork which he has instilled into his sales people is responsible for the fact that Mr. Coyne's talking machine department has attained to practically maximum efficiency in salesmanship. That teamwork was taught them for the proper fulfillment of four purposes:

1. To take full advantage of an ideal location and sell each customer. To sell something and as much as possible.

2. To sell a goodly stock of records with talking machines. A well-balanced supply without a preponderance of "hits" but with a quantity of the classics, old favorites and "popular," psychologically chosen to call for replenishing.

3. Never to sell one record while there is the possibility of selling two or more. In short, always to sell "two or more" records.

4. To see that the customers come back. Local and suburban customers, mail-order and other out-of-town customers. To make them "come back for more."

Briefly, as he describes it, Mr. Coyne's talking machine department operates in this way:

"We have many mail-order customers," says Mr. Coyne. "We have built up an extensive mailing list by attending to their wants when they visit our department on periodic trips to the city, and when they purchased their talking

machines from us. We have built the list by giving unstinted service, expert and understanding service from sales people who have been in the department for seven years, and who, by studying the customers' wants until they have come to know their minds practically as well as they themselves, have built a bond of sympathetic business relationship which hovers somewhere between friendship and purely business.

"Added to the thoroughness with which our sales people handle the routine side of the

soever, and after taking a number of records into a booth, should we notice that they fail to play them through and are giving other obvious signs of not being pleased or satisfied we regard it as a rare opportunity. We have found that when in such a mood a customer is particularly susceptible to being shown. We proceed to show them by taking a number of our most approved selections, other than the ones we have noted the customer to have taken in the booth, and play them for the subject, pointing

out their good points and otherwise endeavoring to sell them. Our sales people, of course, ask permission to enter the booth to do this and it has never been denied them by the customer. This keeps few sales from being lost in this way and aids in building a greater volume of business and to keep the motto of 'two or more' in eminent regard and to increase the sales average of each clerk.

"Our department is located on the store's balcony to which an entrance and stairs lead directly from the street. This obviates for the customer the necessity of having to enter the

store when crowded. The talking machine department was at one time located on the ninth floor and was later moved to the balcony, where business was observed to improve considerably under the co-ordination of location and methods. Necessity later compelled it to be moved to the fourth floor for a time, but there business in no way was able to compare with the immediate pick-up we experienced when a few months ago we moved the entire department down to the balcony again."

The average small store dealer has not the opportunity of experimenting with the location of his department that befell the Rosenbaum section located in a large department store, nevertheless he should study his store layout and decide whether or not his record section is situated to best attract customers who have entered the store to purchase some other commodity. And the other rules also hold good.

motions throughout every department of the business—tribute to his ability.

Six years ago Mr. Hart left Pope & Eckhardt and took a position with the Rit Products Co. in the sales division. His duties included market survey and direction of sales, and by means of methods which he introduced, the company was able to increase distribution, and bring about greater sales efficiency through the proper routing of the salesmen over their territories, and the strategic location of the best sales outlets throughout these territories.

Mr. Hart thus comes to the Grigsby-Grunow sales offices with a broad and successful sales and merchandising experience behind him

The Saevke-Laass Radio Co., Inc., Wauwatosa, Wis., was recently incorporated with a capital stock of \$5,000 to deal in radio equipment, musical instruments, etc.

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**T**HE talking machine department of Rosenbaum's store has occupied space on several different floors and the location has had a decided effect on sales of records. Other factors entering into the sale of records include the psychology of choosing a well-balanced selection of recordings to sell with a machine, records specially chosen to call for replenishing, strive to sell two or more recordings to each customer and to hold customers and make them regular buyers. A mail-order record business is possible and profitable.

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business, stock and all the rest, making an unimpeachable familiarity with their jobs, we use form letters. The letters we use at certain periods tell little 'stories.' They are cheerful and filled with human interest and not allegedly friendly humbug. That is why we have received so satisfactory a response.

"We ask the recipients, in the letters, if they would not like to have Uncle Sam deliver them two selections for their approval for about two days. The letters are directed to all those who are numbered on our up-to-date mailing list, customers who have purchased from the department. The response is profitable and the percentage of those who are either moved to reply in the affirmative or to come into the city to examine these and other selections is appreciably large.

"When a customer does come in in response to one of the letters, or for any reason what-

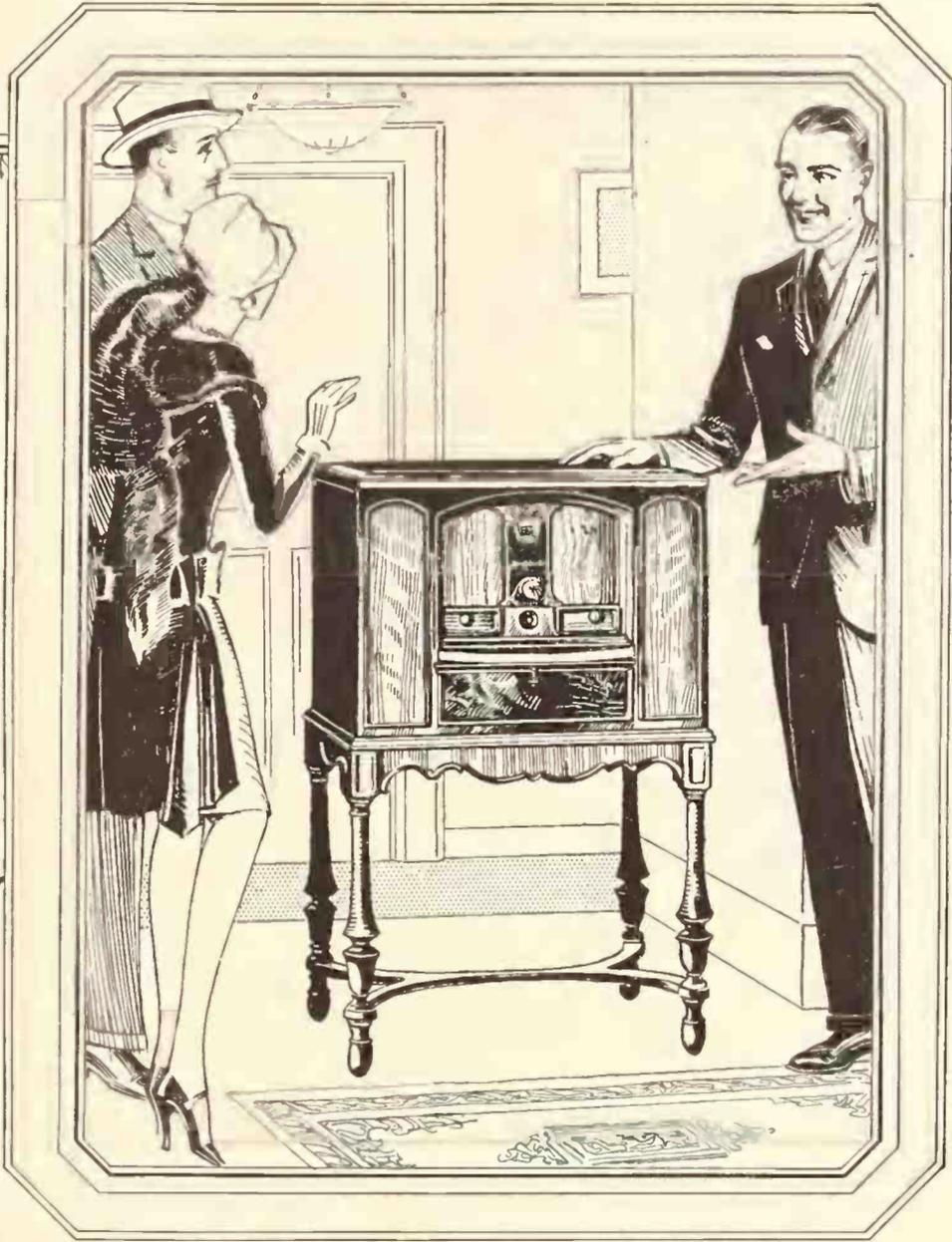
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## Frank P. Hart Joins Grigsby-Grunow Staff

Appointed Assistant to General Sales Manager Herbert E. Young—Has Broad Merchandising Experience

Frank P. Hart, for many years a well-known figure in sales work throughout the Middle West, has joined the staff of Grigsby-Grunow Co., maker of Majestic All-Electric radio receivers, as assistant to General Sales Manager Herbert E. Young.

About 1904 Mr. Hart began his business career in Chicago as a messenger boy for the firm of Pope & Eckhardt, Chicago Board of Trade operators. In his sixteen years' connection with the firm he enjoyed a number of pro-



*Why, I thought a Stromberg-Carlson cost much more!*

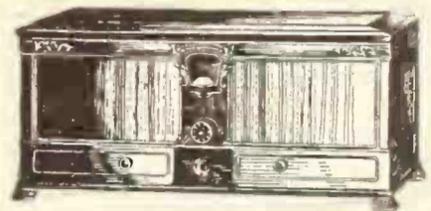
After the charm of Stromberg-Carlson tone has captivated your customers' ears; after the grace and rich beauty of the cabinet has won their admiration—then to find out that Stromberg-Carlson quality can be had at so low a price is the finest sales psychology.

The new Nos. 636 and 635 Receivers bring the Stromberg-Carlson line within reach of the average family. They vastly increase the opportunity for sales among the thousands who already know that "There is nothing finer than a Stromberg-Carlson."

*Stromberg-Carlson models for A.C. and D.C. areas range in price from \$185 to \$1205 East of Rockies.*

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

*Hear the Stromberg-Carlson Sextet over the NBC and 22 associated stations.*



No. 635 Stromberg-Carlson Treasure Chest. Operates on A.C. Tubes in 50-60 cycle areas. Uses 5 UY-227 A.C., one UX-171-A Output and one UX-280 R.C.A. Tubes. Price, less tubes and Speaker . . . . \$185.

No. 636. Art Console. Shown in main illustration. Same operating unit. Price, less tubes and Speaker . . . . \$245.

Prices quoted are East of Rockies

# Stromberg-Carlson

*Makers of voice transmission and voice reception apparatus for more than 30 years*

# Performance

Tone Quality, Selectivity,  
Distance and Reliability Are  
the Essentials of Radio Sets

## Sells RADIO Sets

By L. C. Lincoln

Advertising Manager, F. A. D. Andrea, Inc.



L. C. Lincoln

**T**HE big question no longer is "Shall I buy a radio?" but "What radio shall I buy?" It is no longer necessary for manufacturers to create the desire, for most everyone wants a radio. But the buyer of a radio to-day is beginning to realize that after seven or eight years there should be one or more outstanding names with a record of satisfactory performance and superlative quality.

We have arrived at the stage where the consumer can turn away from a mass of unsupported claims and pay heed to both past and present performance of any particular radio set as a guide in making his decision. Ever since the advent of broadcasting manufacturers of receiving sets have run a frantic race to reach the point where their products would faithfully reproduce what was broadcast. Some spared neither effort nor expense to reach perfection. Others developed price products which were good dollar-for-dollar value, but limited in quality of tone and satisfactory performance. But regardless of the difference in results and difference in price there was very little difference in the claims made by the manufacturers of each individual make.

The consumer has naturally come to believe that most of the difference in radio sets is just the difference in price, and it has been no easy matter to convince him otherwise, since improvements have come so thick and fast that each year's product was almost obsolete before the public knew about it, and past performance was lost sight of in the face of extravagant claims for the improved products. But now radio receivers have reached the point where they are stabilized, and the future will develop gradual refinements rather than radical improvements.

The all-electric set of to-day, using the AC-227 type heater element tubes, push-pull amplifier and a super-dynamic speaker, leaves little to improve, and manufacturers of sets, provided their basis is correct design and close attention to details and inspection, will soon find their products receiving deserved universal recognition by the public. It is no easy matter for the manufacturer of such sets to describe them, for all the adjectives that would adequately do so have been used up by the manufacturers of sets of lesser merit. But if it were possible for everyone interested in the purchase of a quality receiver to take a trip through various factories and see just how the sets are made it would not be difficult to establish what goes into the making of a real job. Let us assume for a moment that such trips were feasible in

a sufficiently large number of cases. Then let us see what the visitor would find out as to quality manufacture, as against speed production. After which let's analyze the essentials of a good radio receiver.

### Countless Manufacturing Processes

By what essentials are radio receivers rightly judged? Four, namely: tone quality, selectivity, distance and reliability. This, in spite of various surveys and statements to the contrary that bring in various matters, is more or less beside the point. Now a visitor would have no difficulty in observing that, in the striving for quality, something was being built into the apparatus beyond the mere assembling of the parts. Whether he knew anything about radio or not he would be amazed at the countless manufacturing processes necessary in the building of a radio receiver and doubtless surprised, too, at the great size of some of the machinery required for turning out the various parts used in the assembly. He would get his greatest surprise if he kept count of the number of tests made during the turning out of a single quality receiver at moderate price. A set I have in mind passes 419 tests by inspectors, plus dozens of visual inspections before it bears the factory stamp of approval. Of these there are 262 tests before assembly, 154 after assembly and three final tests, including the air test. When the purchaser turns on the set in his home that is the 420th test.

All these tests are carefully planned and nothing is taken for granted. Quality materials are bought, tested before fabrication and again

after fabrication. Special equipment is used for measuring resistances and voltages. There is no guesswork. Every step is measured and re-measured. An ever alert, ever watchful corps of engineers and inspectors insure precision manufacture of all the parts of the product.

### What Is Built Into Quality Sets?

If it were possible for the buyer to go into the plants and make his own comparisons, and if he understood all the processes or had them explained, this would be a good method of selling him—in other words, placing him in a position to judge good radio manufacture. To translate the meticulous accuracy and painstaking care of production with the proper design as the foundation to the ultimate prospect is not such a simple proposition, however. Fortunately, as in the saying "What goes up must come down," there is a similar truth in "what goes into the manufacture must come out."

These built-in essentials I have already mentioned. By explaining why the various tests, why the various inspections build in the essentials of good radio performance, we arrive at a standard by which radio may be judged.

It becomes the duty of the manufacturer of quality apparatus to explain what constitutes superb tone quality, what brings about extreme selectivity in a radio receiver, the how and why of great distance performance and just what is meant by absolute reliability when the term is applied to radio performance. Discussions of these subjects are as interesting to-day and form as great, or greater, advertising and sales topics as they did some time ago.

## Predicts 11,032,855 Sets in Use by 1929

Frank A. Arnold, Director of Development, National Broadcasting Co., Addresses League of Advertising Women

Frank A. Arnold, director of development, National Broadcasting Co., predicts that by the first of the year there will be 11,032,855 radio receiving sets in use in the United States. The occasion of the forecast was the League of Advertising Women's monthly dinner at the Advertising Club recently. He also quoted \$2,092,000,000 as the money outlay for sets, parts and accessories during the last seven years ended December 31, 1927.

"A survey of radio broadcasting has recently been prepared for the National Broadcasting Co. by Daniel Starch, of Cambridge, Mass.," said Mr. Arnold. "This survey covers the territory east of the Rocky Mountains, and was obtained by individual canvassers, 17,099 families being visited, and from this group scientifically located by cross sections of the country, were obtained for the first time basic facts and figures of the radio industry.

"It is now a known fact that 9,023,366 families east of the Rocky Mountains own and operate radio receiving sets. Of this group New England has the largest percentage, namely, 43.85; Middle Atlantic States next with 43.75, followed by the Middle West, east of

the Mississippi, 38.96; west of the Mississippi, 36.33, while the South Atlantic and South Central are 23.95 and 20.60, respectively. The weighted average of the entire group is 34.59, or a little over one-third of the families east of the Rocky Mountains. Using the same basis of computation, we now know that including the Pacific Coast there are 9,640,348 families owning radio receiving sets, which, figured on a basis of 4.3 members to a family, gives a total radio audience of 41,453,496."

Other speakers were Louis A. Whitten, director of radio broadcasting, Hanff-Metzger Advertising Agency, whose subject was "Radio Advertising From the Show Angle," and George J. Podyen, director of radio programs, Batten, Barton, Durstine & Osborn, Inc., who spoke on "Choosing Radio Copy."

## F. W. Watts Joins the Dubilier Corp.

The Dubilier Condenser Corp., New York City, announces an important addition to its sales organization in the person of Frank W. Watts, who has been appointed sales manager of the Industrial Division. This branch of the Dubilier activities includes power-factor correction equipment, lightning protection devices, interference prevention equipment, spark suppressors, carrier-current condensers and other products that are outside the radio receiving set and accessory field.

**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 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  
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Voltage Regulator Tube
- RADIOTRON UV-876  
Ballast Tube
- RADIOTRON UV-886  
Ballast Tube

The standard by  
which other vacuum  
tubes are rated

Look for this mark  
on every Radiotron

"Made by the makers of the Radiola,"  
RCA Radiotrons are the vacuum tubes  
used by many leading manufacturers to  
equip radio instruments of the finest per-  
formance. The RCA mark on the tubes  
of a receiving set or a dynamic speaker  
is the first test of the dependability of  
the product.

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

This is No. 11 of the 12  
color pages selling RCA  
Radiotrons to the con-  
sumer in leading magazines  
in 1928. It is part of a  
nation-wide campaign on  
Radiotrons.

Why be an experimental station  
for substitutes when you can make  
more money selling the real article?  
Remember that your customer is  
the final judge of tube quality.  
He registers his judgment by com-  
ing back to you for more tubes—  
or by going elsewhere. You can-  
not afford to experiment with *him*.



RADIO CORPORATION OF AMERICA    NEW YORK    CHICAGO    SAN FRANCISCO

# RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

# RCA Radiolas

*always first in public favor*



RCA RADIOLA 52—Cabinet model of the new RCA Super-Heterodyne. The enclosed Electro-Dynamic speaker is an improved model of the incomparable RCA repro-ducer. Superior fidelity of reproduction over the entire musical range.  
\$375 (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)



RCA RADIOLA 64—De luxe cabinet model of new RCA Super-Heterodyne, with improved RCA Electro-Dynamic Speaker. Incorporates new features never before used. Automatic volume control.  
\$550 (less Radiotrons)



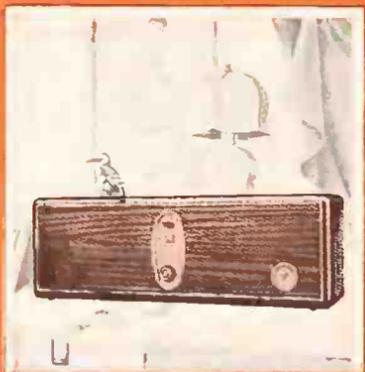
RCA RADIOLA 60A—Custom built cabinet model of the famous RCA Super-Heterodyne with RCA Loudspeaker. At the new price this is an unusual value in fine radio receivers. Operates directly from the house current.  
\$285 (with Radiotrons)



RCA RADIOLA 60—The famous RCA Super-Heterodyne, now with the new 2,4,6 tubes, for simplified house-current operation. Remarkably faithful reproduction. Ideal for congested broadcasting areas—highly sensitive for places remote from broadcast stations. \$175 (less Radiotrons)



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



RCA RADIOLA 18—Most popular type of Radiola ever built. A finely designed receiver of broad range and capacity for simplified A.C. lighting-current operation.  
\$95 (less Radiotrons)

# RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

# RCA Announces Radiola 41



This will be another "best seller" in high-quality cabinet sets. Its chief features are:

1. RCA tuned radio frequency—6 tubes and rectifier—providing an output of great undistorted volume.
2. RCA alternating-current or direct-current operation from lighting circuit.
3. RCA Electro-Dynamic Speaker, with extra large baffle board—reproducing voice and music with all the full and mellow richness of the original.

\$215 (less Radiotrons).

*This sign marks the leading*



*dealer in every community.*

RADIO CORPORATION OF AMERICA  
NEW YORK CHICAGO  
SAN FRANCISCO

# RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Wise  
dealers  
always  
use  
RCA  
Speakers  
to  
demonstrate  
quality  
radio sets



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



RCA ELECTRO-DYNAMIC SPEAKER 106—The incomparable reproducing instrument of the type used in the new cabinet Radiolas now available as a separate unit. Operates from A. C. house-current. A beautiful piece of furniture as well as a reproducer of amazing range and tone. . . . \$88

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

## Elmer Parks, A. K. Dealer, "Hunts" Sales

Baltimore Dealer Places as Many Sets as Possible in Homes for Demonstration—Closes Sales the Next Day

While there are dealers over the country who are regarding radio in much the same light as they regarded bacon or beans or boots, while



Elmer Parks

they are sitting back waiting for the manufacturer's advertising and sales promotion to do the major part of the selling job, in short, treating radio as a commodity instead of a specialty, no such idea is cramping the style of Elmer Parks, of Baltimore, trading as the Radio Sales Corp. Parks is an old-time specialty salesman who long ago learned that if you are going to sell goods you have got to see people. He refuses to be an order-taking dealer just as he would have received no kick out of being an order-taking salesman during his days on the road over a period of years.

Parks' idea of radio merchandising is based on hunting. A picture of a gun, no matter how handsome it may be, won't bring down a bear, or even a squirrel. When you go hunting you want real guns and real ammunition. And Parks has a whole truckload of it; a truckload of Atwater Kent sets. He places as many sets as possible each day for an overnight demonstration in the home. The next day he visits the homes and works to close his sales.

Does the plan work? Ask Parks. During his first ten days in the field he personally sold twenty-nine sets of one type or another, and he has been going along merrily ever since. Parks regards his telephone as an invaluable business asset—a selling asset. A young lady sits at the instrument all day calling home after home in the local trade area, using a well-prepared, standardized inquiry canvass. She develops many good leads which are later closed.

The Radio Sales Corp. is just struggling out of the one-man stage, and in spite of the fact that a prophet is not without honor save in his own country, there are folks down Baltimore way who will concede that Parks is getting ready to do big things in a big way.

## Thos. A. Edison Honored

Thomas A. Edison, in his role of inventor, was one of the seven pioneers of American industry honored by nearly 2,000 men and women at a reception and dinner at the Hotel Astor, New York, on the evening of October 24. The other pioneers honored on the same occasion were Henry Ford, for the automobile

industry; Orville Wright, aviation; Charles M. Schwab, iron and steel; Julius Rosenwald, merchandising; George Eastman, photography, and Harvey S. Firestone, rubber.

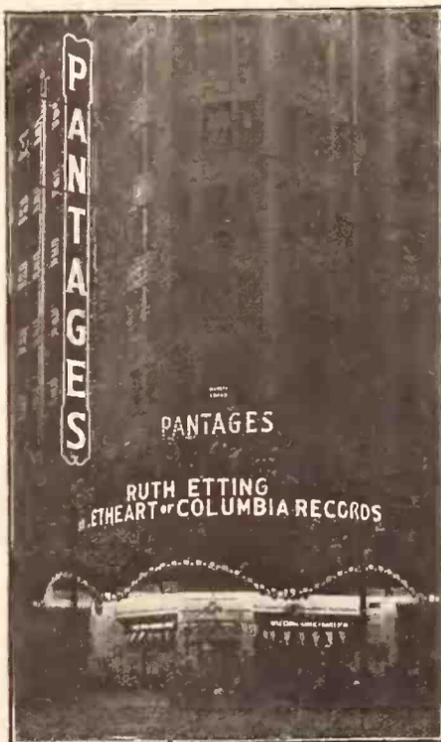
The seven pioneers were introduced by Dr. Nicholas Murray Butler, of Columbia University, with a brief reference to the accomplishments of each. Following the introductions Charles M. Schwab spoke for the pioneers and outlined some of the things American industry had accomplished. He took occasion, too, to pay a special tribute to Mr. Edison, writing for him on a card, "You are the best-beloved man in America and you deserve it." There were a number of other speakers, all of them prominent in some particular line of industry.

## Ruth Etting Hailed in Vaudeville Tour

"Sweetheart of Columbia Records" Accorded Effective Billing in Pacific Coast Tour—Afforded Dealer Tie-up

The recent vaudeville tour of the Pacific Coast theatres made by Ruth Etting, exclusive Columbia recording artist, who has won the title of "Sweetheart of Columbia Records," afforded Columbia retail dealers with an excellent opportunity of stimulating sales of this clever artist's recordings. The accompanying photograph gives an indication of the billing which Miss Etting received on her triumphant tour and shows the ease with which dealers could tie up with her appearances.

Miss Etting is widely popular in Chicago, where she was formerly a star night club entertainer, and even more popular in New York City, where she was featured as a principal in the recent Ziegfeld "Follies." Her vaudeville tour, covering a large territory, has added to



How Columbia Artist Was Featured her following and should result in a decided increase in the sale of her already popular Columbia recordings.

## Gramophone Co. Statement

Gramophone Co., Ltd., London, reports for the year ended June 30, 1928, net profit of £1,104,098, after debenture sinking fund, interest, etc., comparing with £752,216 in the preceding year. After payment of 5 per cent preference dividend, amounting to £5,000, balance was £1,099,098, against £747,216 in the preceding year. Stock outstanding consists of 100,000 shares (par £1) of 5 per cent preference, 750,000 shares (par £1) of ordinary and 850,000 shares (par £1, of which 12s. is paid) of ordinary B.

## J. D. Mugford Joins Sonora Phono. Co.

Appointed Director of Publicity—Widely Experienced in This Country and in England—Well Known to Trade

Continuing its policy of building a strong organization to back the work of its representatives in the field the Sonora Phonograph Co. recently appointed J. D. Mugford as director



J. D. Mugford

of publicity. Mr. Mugford has had a long and varied experience both in England and this country, and in addition to his work as a journalist, is well known to radio and concert audiences, on both sides of the Atlantic.

## Chamber Fights the Freight Rate Boost

Chamber States Proposed Rates Are Too High—Members of Traffic Committee Also Opposed to the Plan

The Eastern railroads' plan to double the freight rates on phonographs electrically amplified was opposed by the Music Industries Chamber of Commerce in a brief presented by Alfred L. Smith, general manager, before the Consolidated Classification Committee in New York on Wednesday, October 17. The Chamber stated that the double first-class L. C. L. rate, which will result if the proposed rates are permitted to go into effect, are impossibly high from a commercial standpoint and that it would compel phonographs electrically amplified to bear a freight cost considerably higher and all out of proportion to that on similar competing products sold by music stores.

The following members of the Chamber Traffic Committee also appeared and argued at some length on their respective viewpoints: L. R. Ahern, Columbia Phonograph Co.; W. Hildebrand, Thomas A. Edison, Inc., and L. P. Siddons, Brunswick-Balke-Collender Co. Norman H. Lawton, of the Victor Talking Machine Co., also a member of the Traffic Committee, appeared before the Classification Committee at the meeting that was held in Chicago the following week.

## D. W. May, Inc., Expanding

D. W. May, Inc., Crosley-Amrad distributor, of Newark, N. J., and the May Home Utilities, an independent subsidiary, will shortly be housed under one roof when the alterations to the May headquarters at 380 Central avenue, Newark, enlarging the quarters, are completed.

# \$250<sup>00</sup>

## CASH PRIZES !

First Prize . . . . . \$150.00  
 Second Prize . . . . . 50.00  
 5 Prizes, each . . . . . 10.00

### AUDAK *wants* Chromatic

**N**OT "just another pick-up." The AUDAK Company, famous for the quality of its talking machine reproducers, could have brought out that sort of pick-up a long time ago . . . when they first began to appear. But AUDAK, makers of a line of Reproducers which are the absolute standard in their field, has waited till now to announce a Pick-up . . . because not till now have we felt that we had a product which would measure up to the wonderful reputation and performance of our Reproducers.

Merely reproducing and amplifying sound is not music, and therefore this is not enough for a pick-up to accomplish. We held off until we had perfected an instrument which would preserve the harmonics, the chromatic shadings, the very realism of the music. Now we have what we sought . . . and we want a name for it.

This new AUDAK Pick-up is a fit running mate to AUDACHROME and the other fine AUDAK Reproducers. It reproduces voice and music with all the vital accessories so essential to real music (but which are missed or blurred by ordinary pick-ups). It makes the transformation from mechanical to electrical frequencies, with a faithfulness never before achieved. These are some of the ideas that may be embodied or suggested in the new name.

#### RULES

Contest open to all in the music-radio trades, except those connected directly with the Audak Company.

In the event of two or more persons submitting an identical winning name, each will receive the stipulated prize.

Judges will be three impartial executives, only one in the employ of this company.

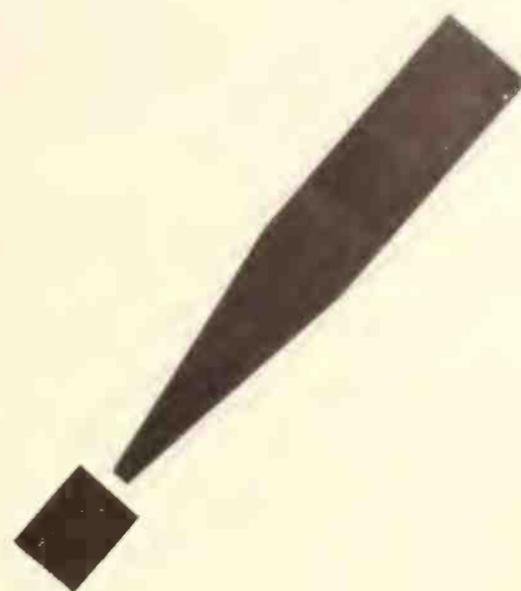
Submit as many names as you wish. All suggestions must be received before midnight, December 24th, 1928. Mail them to the Company.

## The AUDAK

565 Fifth Avenue,

"Creators of High Grade Electrical and

## a name for its great new Electric PICK-UP

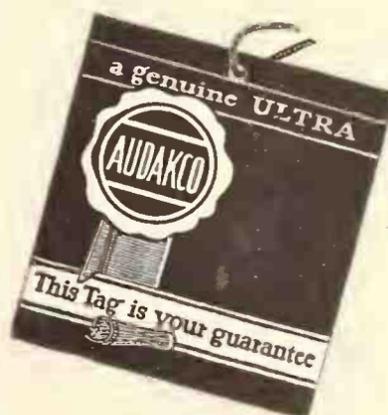


THE quality of AUDAK's new Pick-up will equal that of the famous line of AUDAK Reproducers . . . and we do not know how to sum up its excellence in fewer words. The music trade is well informed on the acoustical merits and sales power of this great family . . . the standard by which others are judged and valued.

And here is the new Pick-up . . . every bit as fine as AUDACHROME and the other sterling AUDAK Reproducers. A delicately adjusted instrument that will do yeoman service on the radios of your customers. A sales aid, indeed . . . like AUDACHROME, again . . . since it is only necessary for folks to HEAR the new AUDAK Pick-up in action, for them to want to own it. A very important achievement is this, and one for which trade and public have waited.

**ACCEPT NO IMITATIONS**

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



<i>Revised Prices on</i>	
<b>AUDAK REPRODUCERS</b>	
<b>Audachrome . . . List</b>	<b>\$12.50</b>
<b>Polyphase</b>	<b>“ \$8.50</b>
<b>Singlephase</b>	<b>“ \$6.50</b>
<b>Revelation</b>	<b>“ \$5.50</b>

Be Sure to See  
and Hear the New,  
Tremendously Improved  
**SINGLEPHASE ULTRA (-phonic)**  
Reduced From \$8.50  
to \$6.50 List

# COMPANY

**New York**

*Acoustical Apparatus Since 1915”*

# Radio Days Boost Sales

Co-operative Action of Association Members Builds Interest in Radio Sets

By W. B. Stoddard

"PUT your radio where it can be seen and heard constantly if you want it to be successful," said M. A. Bonney, manager of the radio department of the Roat Music Store, Battle Creek, Mich. On a pleasant afternoon in September, there was stationed at the front of the store, where it could be heard by all the passing throngs, a radio set which was broadcasting orchestra music and concert selections continuously. Overhead were gay flying pennants announcing "Radio Days."

"These Radio Days," said Mr. Bonney, "were the result of a conference of the members of the local Radio Dealers' Association, and were designed to take the place of the Fall Radio Show. It was felt that if the public could be gotten into the various studios where radio sets and cabinets were sold, and where their operation could be explained under the most favorable circumstances, much better results in a business way could be obtained than by placing them all together in a big auditorium, where there were countless other things to distract the attention of those in attendance. The co-operation of one of the local papers was, accordingly, secured, and it was agreed that for a series of four afternoons and evenings all of the members of our Association would tune in on the local station controlled by the newspaper. Special artists were secured for the four nights, and announcements were sent out

that for two hours each afternoon and evening the programs broadcast by station WKBP could be heard in any of the salesrooms of members of the Radio Dealers' Association. The advertising expenses of this campaign, consisting of newspaper announcements, pennants, stickers, etc., were borne by the Association, and in addition most of the firms ran individual ads, playing up their own particular type of radio. Also the newspaper gave us several columns of news publicity each day, and aroused the interest of the public to a high pitch.

"Of course, we had our windows dressed especially for the occasion, featuring several types of radio, and inviting the public to come in and hear the programs of the local and imported artists. The event was a big success, and every evening, in particular, groups of radio fans could be found wandering from store to store, comparing the receptivity of the different sets, which were all tuned in on the same local broadcasting station.

"During this series of Radio Days we had one fact brought very forcibly to our attention. Interest is now centered almost exclusively in the all-electric sets with everything attached to the light socket except the aerial and ground. These all-electric sets were strong on the market last year, but this season they have put the battery into eclipse.

"We carry the Radiola, Atwater Kent and

Sparton, and find that each has its staunch adherents. Many feel the same loyalty as they would for their favorite automobile. We made a great effort to obtain complete lines of each of the various types of sets we carry, and we were unusually successful for the period of the year, as many manufacturers are far behind with their orders.

"We service all machines free for a period of thirty days, after which regular charges are made. This allows a legitimate profit, which is not the case where free calls are made for an indefinite period."

While the evening entertainment in the radio department of the Roat store was confined to the program offered by the Battle Creek station the programs in the afternoon, by the radio stationed out front, embraced offerings broadcast from a number of stations at a distance, thus giving the auditor a chance to observe how readily distant points could be tuned in.

"There is no doubt that Radio Days—and particularly Radio Nights, when the public can compare the different sets broadcasting the same program—are more satisfactory both to the dealer and the public than the former plan of crowding everyone into a hall," said Mr. Bonney. "I have met and talked with more people, and found more real interest in radio manifested than during any previous radio event, and there is no doubt of the benefit derived."

One handle handles it  
**Outing**  
TRADE MARK

Master of Movable Music

## FLYER

### New 1929 Model



Other Outing Portables at  
\$12. \$15. \$17.50 \$20. \$25.  
Five Styles — Five Prices

Quality Portable

Modern

Exclusive

Up-to-date

Remarkable Value

IT WILL PAY YOU TO LOOK AT THIS  
NEW WONDER MACHINE

Write direct or ask your jobber

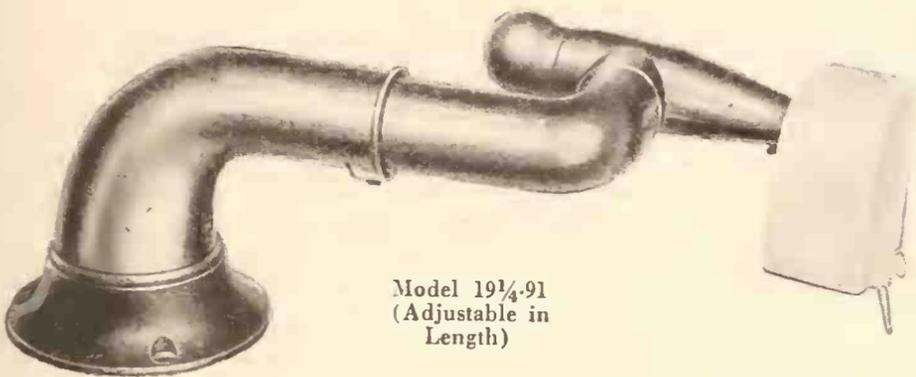
**NEW YORK ALBUM & CARD CO., Inc.**

Established 1907

64-68 Wooster Street, New York

WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS · REPRODUCERS

# Counter Balance Pick-Up Arms



Model 19 1/4-91  
(Adjustable in Length)

The Model 19 1/4-91 has the exclusive Oro-Tone feature of being adjustable in length. Variations that may occur when mounting the arm in the machine are easily corrected.

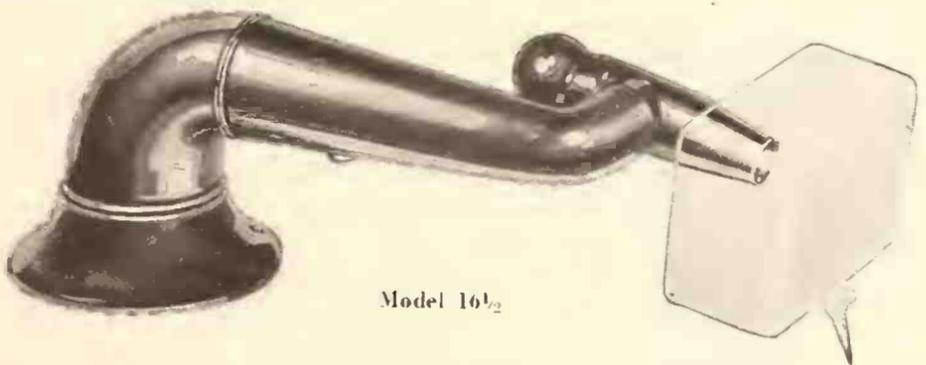
DESIGNED specifically for electric pick-ups, these new Oro-Tone Counter Balance Arms are constructed to properly distribute the weight of the pick-up and to exactly meet all the requirements of mounting

and playing position. Of attractive proportion and finish, they add greatly to the eye value of even the finest machine.

The new model 19 1/4-91 is mechanically correct in every respect. Adjustable in length, it enables one to correct any variations which may take place when mounting and bringing the needle into proper position. This permits its use on machines of various sizes and enables the manufacturer to carry but one arm for his different models. A pivot bearing assures a free and easy swing across the record without resistance.

The Model 16 1/2 is especially well adapted for use in the larger cabinet machines. Like the 19 1/4-91, it is designed for use with pick-ups which require mounting against the back of the pick-up case.

Cast of selected metal alloys, and built entirely in the Oro-Tone plant, these exclusive Oro-Tone products have guaranteed quality. Samples gladly sent upon request to Manufacturers, Jobbers and Dealers. Wire or write for catalog No. 15 which gives complete description. The Oro-Tone Model 19 1/4-88C is designed to fit pick-ups with side mounted bracket.



Model 16 1/2

The Model 16 1/2 is the correct arm for use in the larger cabinet machines. Note, here also, the special Counter Balance feature.

## The Oro-Tone Co.

1000-1010

QUALITY FIRST

GEORGE ST.

CHICAGO, ILL.

## Nashville Radio Show Draws Record Crowd

More Than 25,000 People Visited the Exhibits of Twenty Dealers and Distributors—Program Broadcast

More than 25,000 people visited the exhibits of twenty dealers and distributors at the Nashville Banner's second annual radio show which was held at the Hippodrome Building, recently. On the last night of the show more than 15,000 people crowded into the big building, the largest crowd to witness a like exhibit in Nashville since the introduction of radio as a household appliance. It not only drew the large crowds, but was considered by the exhibitors as the most successful show of its kind ever

held here. One of the finest entertainment programs ever offered the Nashville public was arranged for the occasion. The entire entertainment program was broadcast over Nashville's three 5,000-watt broadcasting stations.

Prizes for the best displays in the show were awarded. The first prize was won by Cain-Sloan Co., dealers for Kolster, Majestic and Freshman radios. Second prize was awarded to Jones Pharmacy, dealers for Atwater Kent and Crosley machines, and third prize, Radio Shop, for RCA, Federal and Atwater Kent.

### Eveready Batteries in North

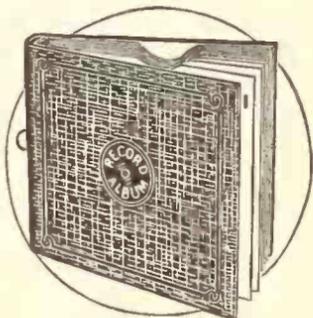
Eveready radio "B" batteries are being used by the Arctic expedition organized by the Northwest and Yukon branch of the Canadian Department of the Interior.

## Trend Is Toward Higher-Priced Sets

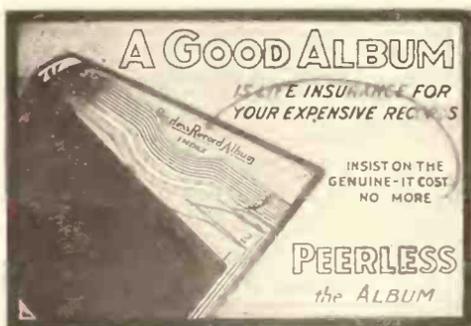
The public acceptance of higher-priced radio sets is one of the most significant developments in radio during the past few months, according to Lester E. Noble, president of the Federal Radio Corp., Buffalo, N. Y., and vice-president of the Radio Manufacturers' Association. Mr. Noble pointed out that this represents whole-hearted public confidence in radio quality.

"In the case of the Federal Ortho-sonic line," said Mr. Noble, "more than half of our orders call for receivers listing above \$400. Having survived the preliminary stages of novelty and pure luxury, radio is fast entering the group of home necessities and can never become commonplace."

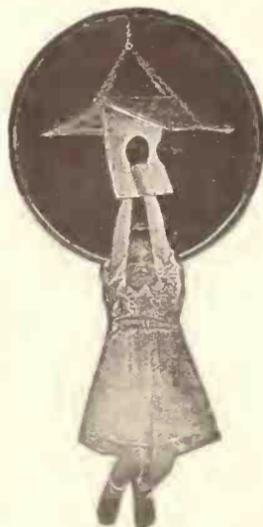
# PEERLESS LEADERSHIP



ART MISSION ALBUMS  
Attractively Bound  
Stamped in Gold



A Postal will bring this sign to you.  
WRITE



Peerless quality is uniform and dependable. There are no two ways about it.

Peerless Albums and Peerless Record Carrying Cases have achieved leadership because of their superiority and because they pioneer with original album ideas. They hold their superiority through their high quality, and large production makes possible their popular prices.



### Peerless Champion

The only portable equipped with a Double Spring Motor listing at \$20.

This TRX Two-Spring Motor was formerly used in a nationally advertised machine listing at \$35 and \$50.

Plays three records with one winding.

Highly decorated record box in colors.

Full-sized piano hinge.

S-shaped, throw-back tonearm and Add-A-Tone reproducer.

Covered with heavy DuPont fabrikoid with contrasting border effects.

Write for sample and prices

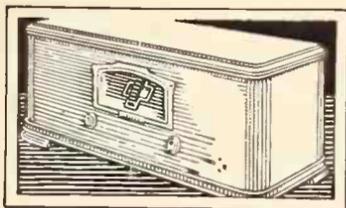
## PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK



# R EFINEMENT 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.

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

\$175.00 to \$450.00

Less tubes

C A B I N E T S  
B Y  
Berkey & Gay



Engineering refinement—that sums up Balkite 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 reception 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-priced 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 Company, Inc., North Chicago, Illinois.

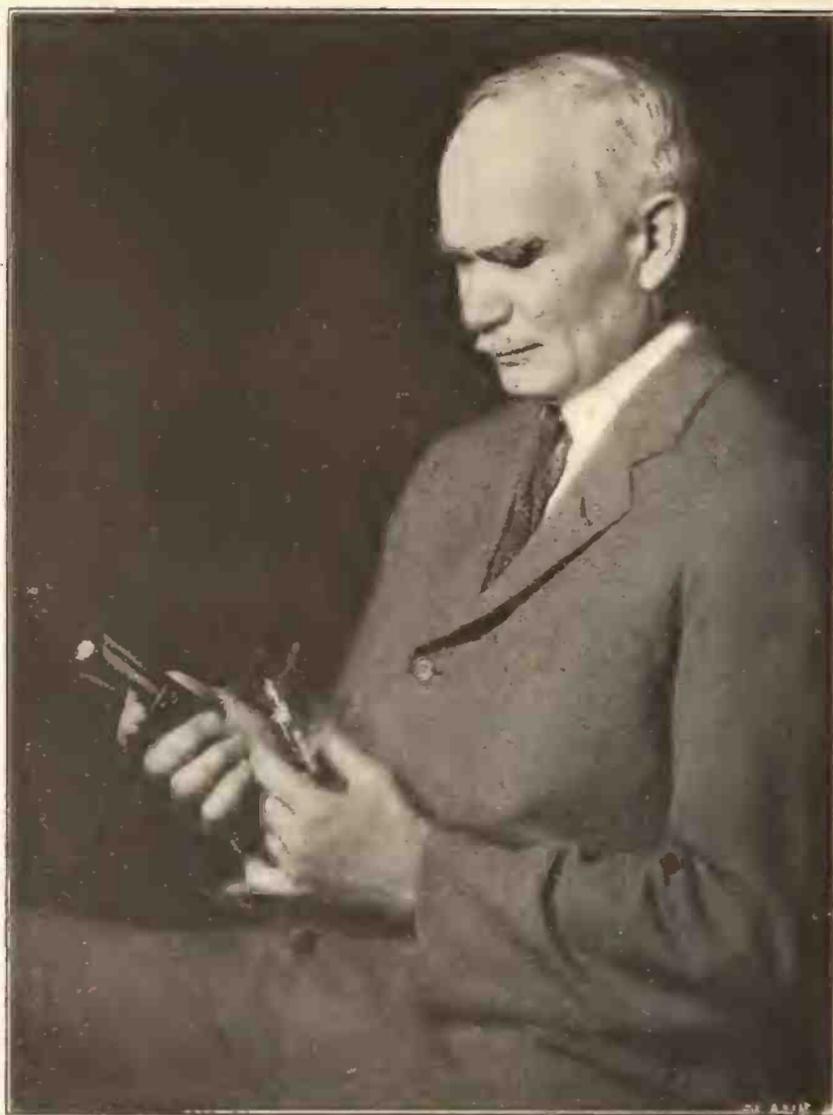
FANSTEEL

# Balkite Radio

# Vital Factor in Radio's Progress

“Vacuum Tube Presents a Limitless Field for Research”

By *Dr. Lee De Forest*  
Director of Research, DeForest Radio Co.



Dr. Lee De Forest

It is my conviction that the broadcast art has reached that crucial stage of its development when it must concern itself with refinement rather than with innovation. With the basic principles now firmly established, we can well afford to pause in our search for the new and startling, and rather apply ourselves whole-heartedly to the task of refining and perfecting the mass of ideas, principles and practical data already at our disposal. It is not to be inferred that we know all there is to be known about the principles of broadcasting; indeed, we should always be on the lookout for new and better principles. Nevertheless, I believe that both the radio industry and the great radio audience will best be served if, during the next few years, we devote our energies to the hitherto neglected details of the art and to the improvement of our existing equipment.

#### Limitless Field for Development

Let us consider the vacuum tube field, with which I am necessarily most familiar. Although I invented the original audion or three-element vacuum tube as long ago as 1906, it was not until quite recently that we began to give its details the attention they justly deserved. And even in the preliminary work we discovered that, simple and efficient though the present vacuum tube is, it still presents a virtually limitless field for research and development. For example, we found that both the life and the performance of the individual tube depend upon the degree of vacuum attained. Yet, in spite of this, manufacturers, forced to sell in a ruthlessly competitive market, habitually slight their pumping and sealing operations to a point where the vacuum is seriously impaired. Some of the cheaper vacuum tubes offered to the public either start out with insufficient vacuum, or soon become “gassy” due to the gases given off by the metal parts, and to the absence of an active chemical clean-up or “getter.”

Let us study this vacuum matter for just a moment, since it is the heart of the vacuum tube and, for that matter, of broadcast reception. When you sell a vacuum tube you are selling precisely that—a vacuum. The goodness of the vacuum tube depends upon the goodness of the vacuum, fundamentally, although there are other requirements to be met, discussed further on.

Engineers speak of the degree of vacuum in terms of “microns.” A micron is an infinitesimally low pressure; to be precise, it is but one one-millionth part of the accepted atmospheric

pressure which is approximately 15 pounds per square inch. The “perfect” vacuum would, of course, be represented by zero microns, a theoretical ideal not achieved in actual practice. The average incandescent lamp, for example, has a vacuum or degree of exhaust of about 150 microns, while that of the average vacuum tube, subjected to a pumping process of 72 seconds duration, is 90 microns. The pressure in the vacuum tube, however, is still further reduced by the action of the magnesium “getter,” or chemical clean-up, to about 3 microns. It is therefore obvious that the getter is depended upon to do most of the work of evacuation; and if, as is ordinarily the case in producing tubes at a competitive price, too great a demand is made upon the getter, it becomes chemically inactive and is unable to clean up such gas as may be given off by the metal parts during the actual operation of the tube. This is the cause of a gassy tube, which is noisy, erratic in operation, and cannot handle sufficient plate voltage for proper amplification.

In our efforts to produce a better vacuum tube we have increased our pumping process to 300 seconds. It will be noted that this reduces our production on a given exhausting and sealing machine to one-quarter that of manufacturers who pump for only seventy-two seconds. However, we attain a vacuum of about fifteen microns. The getter is depended upon to reduce the pressure to one micron or less, and because of the minimum amount of gas and water vapor remaining in the tube after the prolonged pumping there is a sufficient quantity of active getter remaining in the tube throughout life for gas clean-up.

#### The Quest of the Vacuum

The quest of the best possible vacuum has also led into elaborate and expensive degasification processes for treating the metal parts prior to assembly. Metal, from the vacuum-tube viewpoint, is really a sponge, soaked with air and water vapor. In order to drive out the air and water vapor we heat the metal parts, such as grids and plates, to incandescence in a furnace with a hydrogen atmosphere. The metal sponges are now soaked with hydrogen, which is an inactive gas. The degasified parts—degasified in the sense of active gases—can be handled for a day or two without becoming clogged up with troublesome gases once more. Since they are assembled into tubes within a

few hours, they remain properly degasified. Even at the time of exhausting the metal parts of the tube are heated to incandescence by means of high-frequency or bombardment coils, so as to drive out the last trace of water vapor and gas, if possible, just prior to sealing off the tube. It is at this particular time that the getter is flashed by the heat, and combines with whatever gas may be present while in magnesium vapor form, only to be condensed on the inner walls of the bulb as it cools off, resulting in the characteristic silver lining.

#### Importance of Materials

Filaments have presented an array of problems capable of engrossing the attention of chemists and engineers for years to come. Many manufacturers purchase their filament and cathode materials in the open market. The inevitable result of this policy is a wide variation in the characteristics of the completed tubes, which variation, unfortunately, cannot be detected until the tubes are finished and tested. Accordingly, we have established a chemical laboratory of our own, in charge of a recognized filament specialist, for the purpose of making filaments and cathodes or AC heaters for our own use. This work goes back to the essential ingredients, chemically pure, which are weighed on delicate chemist's scales and mixed in laboratory mixing drums. Since little enough material is required for the individual filament the work takes the form of a delicate laboratory process. In fact, a pound of oxide coating material is sufficient for thousands of tubes. Nevertheless this process requires more care than if tons of material were being handled.

The mechanical construction of vacuum tubes has shown itself to be in need of much improvement. Regardless of how carefully and how accurately the elements of a tube may be spaced at the time of assembly the usual construction is such that they invariably shift during the course of shipping and handling. The displacement of the elements results in a change of tube characteristics. Therefore, the delicate receiving circuits, designed with certain and definite tube characteristics in mind, are apt to be seriously impaired when supplied with tubes of uncertain characteristics.

(Continued on page 20)



"Magic Notes"



Columbia-Kolster  
Viva-tonal — The  
Electric Repro-  
ducing Phono-  
graph — "like life  
itself" — A tri-  
umph of sound  
reproduction and  
amplification.

Improved Model  
(902)  
Price . . . . \$525

**T  
THE FINAL  
MIRACLE  
OF MUSIC**

**COLUMBIA  
LEADERSHIP**

**Again Exemplified by  
the Marvelous  
New Phonographs and Records**

*Shown on the following pages*

# COLUMBIA

"Magic Notes"



Columbia Electric Viva-tonal  
and  
Kolster Radio Combination  
*"like life itself"*  
**\$900 Model**



Columbia Electric Viva-tonal  
and  
Kolster Radio Combination  
*"like life itself"*  
**\$600 Model**

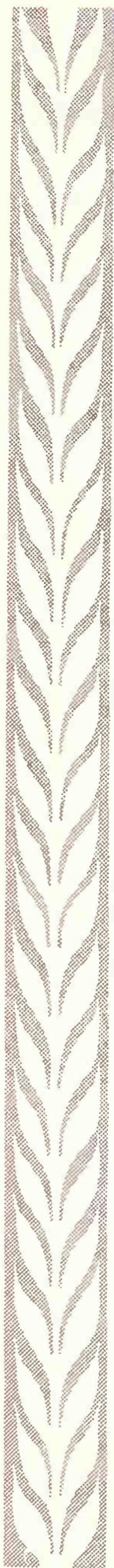


Columbia-Kolster Viva-tonal  
The Electric  
Reproducing Phonograph  
*"like life itself"*  
**Improved Model  
(931)  
Price . . . . \$395**



Columbia Radio Receiving Set  
beautiful period cabinet  
**\$285 Model**  
*(West of Rockies, \$300)*

*"like life itself"*



# COLUMBIA

“Magic  Notes”



Viva-tonal Columbia  
Phonograph  
**\$125 MODEL**



Viva-tonal Columbia  
Phonograph  
**\$100 Model**

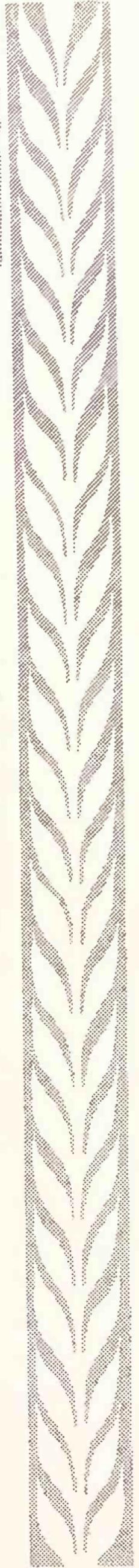


Viva-tonal Columbia  
Phonograph  
**\$90 Model**

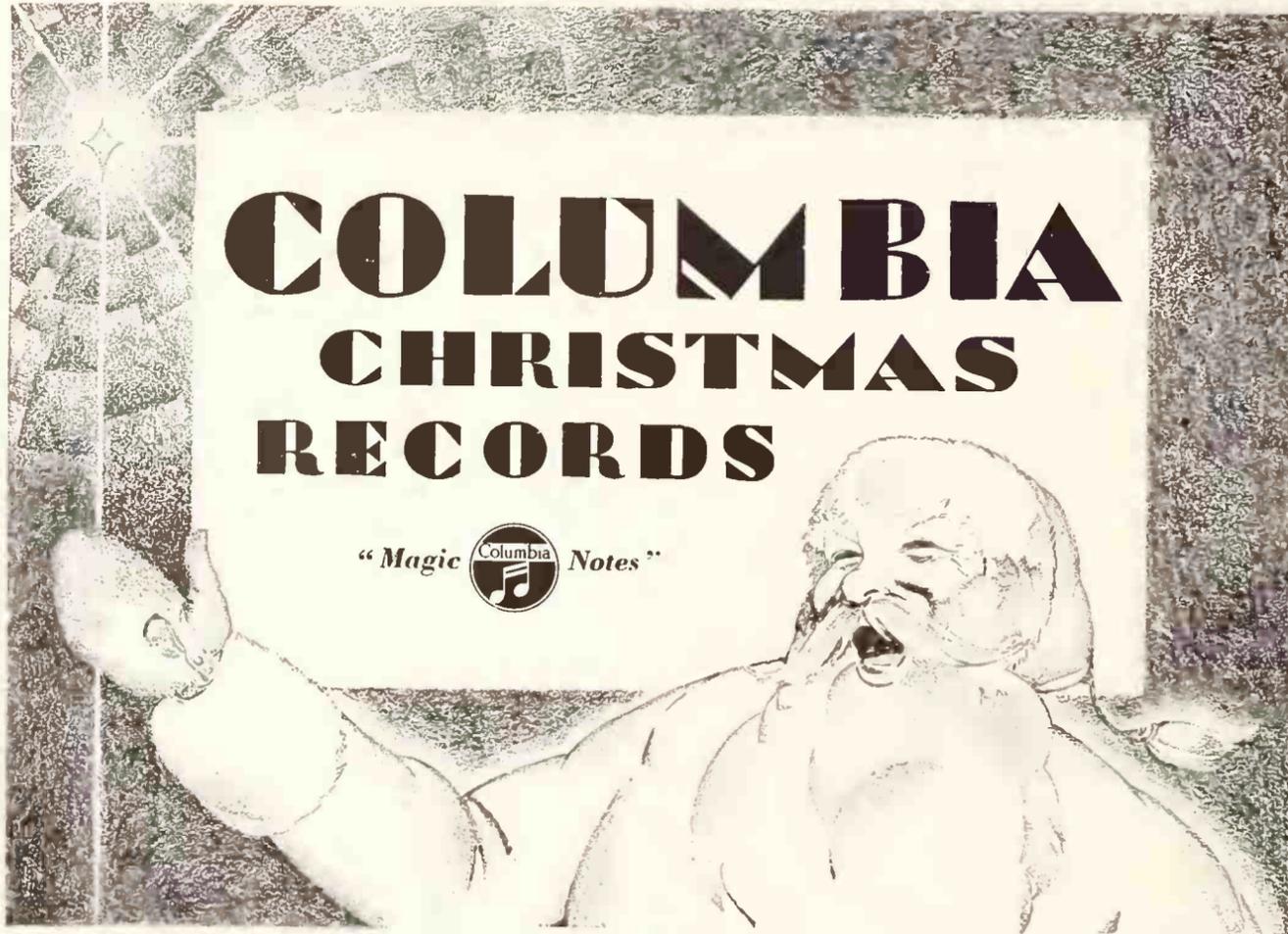
Viva-tonal Columbia  
Portable  
**\$50 Model**



“like life itself” (All prices quoted are list)



# Columbia



## with the Real Yuletide Spirit

Record No. 50098-D 12" \$1.00

**SILENT NIGHT, HOLY NIGHT**  
**CHRISTMAS MELODIES: Noël; Adeste Fideles Instrumentals**  
*Paul Whiteman and His Orchestra*

Record No. 50092-D 12" \$1.00  
**THE MESSIAH: Overture (Handel)**  
**THE MESSIAH: Pastoral Symphony**  
 (Handel) *Instrumentals*  
*Sir Thomas Beecham and Orchestra*

Record No. 50093-D 12" \$1.00  
**THE MESSIAH: Surely He Hath Borne Our**  
 Griefs (Handel)  
**THE MESSIAH: Worthy Is the Lamb**  
 (Handel)  
*Sir Thomas Beecham and The British*  
*Broadcasting Company's Choir*

Record No. 50097-D 12" \$1.00  
**O HOLY NIGHT (Adam)**  
**NAZARETH (Gounod)**  
*Columbia Mixed Chorus*

Record No. 50094-D 12" \$1.00  
**THE MESSIAH: Every Valley Shall be Ex-**  
 alted (Handel) *Tenor Solo Hubert Eisdell*  
*Orchestra under the direction of*  
*Sir Thomas Beecham*

**THE MESSIAH: His Yoke Is Easy (Handel)**  
*Sir Thomas Beecham and The British*  
*Broadcasting Company's Choir*

Record No. 1566-D 10" 75¢  
**ANGELS from the REALMS of GLORY.**  
**THE BIRTHDAY of a KING.**  
*Columbia Mixed Chorus*

Record No. 1576-D 10" 75¢  
**JINGLE BELLS.**  
**THE QUILTING PARTY. Male Quartets**  
*The Shannon Quartet*

## Leadership Spells P-R-O-F-I-T-S for Progressive Dealers

# Columbia "NEW PROCESS" REG. U.S. PAT. OFF. Records

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

Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Co., Ltd., Toronto

\*All Trade Marks Reg. U.S. Pat. Off. © M. M. Inc. Reg. No. 10423 y 18410 de m. A. G. No. 1212 y 12078 de 22 de Agosto 1926. Marca Industrial Registrada Bajo No. 1090, 2046 y 2072

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

# Selling Rural Markets

Advertising, Canvassing, Demonstrating and  
Service Sell Quality Radio Sets to Farmers

By J. K. Rodgers

THE Home Radiophone Co. has agencies in four country towns located in Riley County, Kan. The firm features a nationally advertised line of radio and, through energetic effort, is capturing the country trade throughout its territory. During recent months the firm sold and installed about 125 sets. Farmers in this territory show a disposition to place quality ahead of price when buying radio; when the Home Radiophone Co. began operations most of the local farmers wanted cheap outfits.

Early in its career the Home Radiophone Co. found that in order to boost sales to a profitable volume it was essential to win the confidence and goodwill of local farmers, many of whom regarded radio as a luxury, chiefly adapted for rich city people. The firm's first move was to establish its sales agencies in stores that were popular with farm folks, and which would permit the demonstration of quality radio to many new prospects each week. As an example, the agency at Riley is located in the one drug store, which is a favorite headquarters for farmers, many of whom remain there until late in the evening. Many of the firm's customers were recruited from prospects who listened to programs at the Riley store.

In the meantime, the Home Radiophone Co. began its advertising campaigns in country town newspapers. Advertising rates in local papers are moderate, and the firm finds it advantageous to use liberal space. Each adver-

tisement is published with the view of inducing farmers to install radio sets without delay, and to convert them to the fact that quality equipment invariably results in the greatest profit and satisfaction.

Here are samples of the firm's sales messages which have proved effective for boosting sales:

There is no substitute for radio. It is the only thing that will bring the world to your door, living, breathing, in action. Your newspaper brings the world to you inanimate—after things have happened. But you can turn your dial and the world springs into action for you here—there—anywhere. And the world gives you of its best through radio—the pleasant, worth while, the educational, the instructive, the entertaining.

Special attention is given to publishing "copy" which reminds farmers that they are behind the times as long as they dispense with quality radio:

A home without a radio set is a home isolated in comparison to a home with a set. You miss too much when you have no radio. And it applies to all ages—it is relaxation and pleasure. And don't forget its benefits to the children. It helps bind the home together.

The firm finds that advertising, alone, won't make many sales. It is necessary to follow up advertising campaigns with vigorous canvassing effort. One trained radio salesman devotes all of his time to visiting prospects and conducting demonstrations. He is assisted by several "sub-agents," recruited from the ranks of pleased customers, who work under his supervision.

The Home Radiophone Co. finds the main essential in selling farmers is to awaken the interest of prospects to the extent where they

are willing to have sets installed in their homes on trial. "Good prospects" are invited to use sets for a week without any charge. After enjoying radio programs for a week very few farm families are willing to have the sets removed! In fact, several prospects who formerly argued that they couldn't afford radio sets quickly changed their minds after listening to a few programs. It is the experience of this firm that practically every farmer can find the money to buy a radio set; this is why it pays to keep on the trail of rural prospects until they agree to have sets installed in their homes.

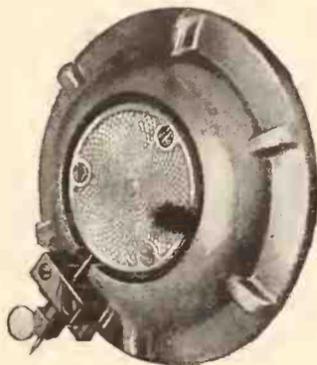
Special attention is given to handling used sets taken in trade for new outfits. A number of the firm's first patrons bought small sets, and later on decided they needed larger outfits with all the up-to-date improvements. Used sets are taken in trade at a fair valuation, and are sold to prospects who desire to enjoy radio programs at minimum expense.

This slogan is broadcast in each advertisement published by the Home Radiophone Co.: "We have the service to keep your good will." A well-equipped service car is maintained by the firm, and the most remote customer doesn't have to wait long when he needs the aid of an experienced service man. It is the firm's experience that rural patrons are so appreciative of expert service and quality equipment that it pays to make special effort to build up a competent sales and service organization.

## SELL SYMPHONIC

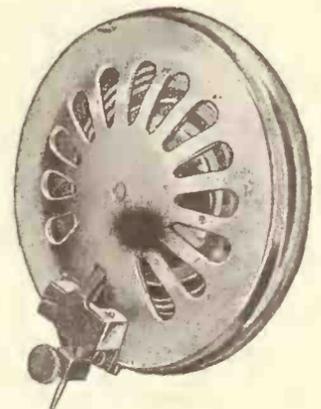
For those who want the finest reproducer that can be made, we present the Low-Loss Symphonic Reproducer, the result of the most painstaking experiments and trials. Exquisitely made, it is encased in a handsome bronze finished housing, with nickel or gold plated centerpiece.

**LOW LOSS**  
**Symphonic**  
PHONOGRAPH REPRODUCER



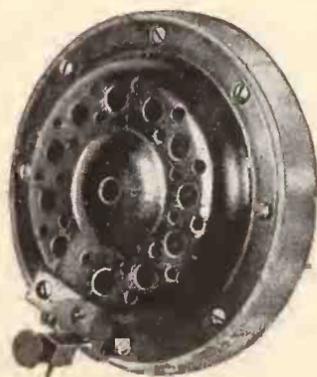
A remarkable reproducer at a remarkable price. Beautifully finished in polished nickel or gold plate. A great seller.

**Overture**  
PHONOGRAPH REPRODUCER  
MADE BY SYMPHONIC



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

**Symphonic**  
PHONOGRAPH REPRODUCER



"Symphonic is the first and original independent phonograph reproducer. It is, by test, still the best."

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

The  
New **Vocalion**

*Made electrically*



*Appointment is announced of*

The  
**Artophone**  
Corporation  
St. Louis

Branches in Memphis, St. Louis, Kansas City, Dallas

to represent The New Vocalion Records in St. Louis and southwest territory covered by this famous music house.

Through this appointment, Vocalion is in a better position than ever to furnish prompt service to dealers all through the southwest territory where Vocalion's Mexican, Old Southern, and Race music has strong appeal.

Vocalion Record Division of **THE BRUNSWICK-BALKE.**

---

# Records . . .

Division of  
The Brunswick-Balke-Collender Co.

## Profits for the music dealer in Vocalion Records, featuring

Popular Dance and Vocal • Old-Time Southern Melodies  
Novelties • Race and Mexican Selections

*Vocalion Records are distributed by the following jobbers*

The Artophone Corporation  
427 Santa Fe Bldg., Dallas, Texas  
TEXAS  
OKLAHOMA

The Artophone Corporation  
803 Grand Ave., Kansas City, Mo.  
MISSOURI  
KANSAS  
OKLAHOMA

The Artophone Corporation  
McCall Bldg., Memphis, Tenn.  
ARKANSAS  
TENNESSEE  
MISSISSIPPI  
LOUISIANA

The Artophone Corporation  
1624 Pine St., St. Louis, Mo.  
MISSOURI  
ILLINOIS  
KENTUCKY

Braiterman Fedder Company  
414-416 E. Pratt St., Baltimore, Md.  
MARYLAND  
PENNSYLVANIA  
VIRGINIA  
WEST VIRGINIA  
DELAWARE  
NORTH CAROLINA

Cleveland Phonograph Co.  
3919 Payne Ave., Cleveland, Ohio  
OHIO  
PENNSYLVANIA

Davitt & Hanser Music Co.  
304 Main St., Cincinnati, Ohio  
OHIO  
WEST VIRGINIA  
KENTUCKY  
INDIANA

E. E. Forbes & Sons Piano Co.  
1922 Third Ave., Birmingham, Ala.  
ALABAMA  
GEORGIA  
SOUTH CAROLINA

International Phonograph & Repair Co.  
316 E. Overland St., El Paso, Texas  
ARIZONA  
NEW MEXICO  
TEXAS

Kalispell Mercantile Company  
Kalispell, Montana  
MONTANA

Kapp Music Company  
2308 W. Madison St., Chicago, Ill.  
ILLINOIS  
MICHIGAN  
WISCONSIN  
INDIANA  
IOWA

Listenwalter & Gough, Inc.  
819 E. First St., Los Angeles, Cal.  
CALIFORNIA

Listenwalter & Gough, Inc.  
325 Fifth St., San Francisco, Cal.  
CALIFORNIA

Northwestern Phono. & Supply Co.  
479 St. Peter St., St. Paul, Minn.  
MINNESOTA  
WISCONSIN  
NORTH DAKOTA  
SOUTH DAKOTA  
IOWA

Sterchi Brothers  
23rd and Evergreen Ave.  
Jacksonville, Fla.  
FLORIDA

Sterchi Brothers  
636-640 State St., Bristol, Tenn.  
TENNESSEE  
WEST VIRGINIA  
VIRGINIA  
NORTH CAROLINA

Sterchi Brothers  
Knoxville, Tenn.  
TENNESSEE  
NORTH CAROLINA  
SOUTH CAROLINA  
KENTUCKY

Stewart Sales Company  
114 E. Ohio St., Indianapolis, Ind.  
INDIANA  
KENTUCKY  
ILLINOIS

The Brunswick-Balke-Collender Co.  
314 Stuart St., Boston, Mass.

The Brunswick-Balke-Collender Co.  
600 E. Jefferson St., Detroit, Mich.

The Brunswick-Balke-Collender Co.  
219 Washington St., Buffalo, N. Y.

The Brunswick-Balke-Collender Co.  
799 Seventh Ave., New York, N. Y.

The Brunswick-Balke-Collender Co.  
125 Tenth St. N., Portland, Ore.

The Brunswick-Balke-Collender Co.  
40 N. Sixth St., Philadelphia, Pa.

The Brunswick-Balke-Collender Co.  
909 Penn Ave., Pittsburgh, Pa.

The Brunswick-Balke-Collender Co.  
1001 John St., Seattle, Wash.

COLLENDER CO., 623 So. Wabash Avenue, Chicago, Ill.

# Marketing

## the Radio Trade-in

By Frederick P. Altschul

**R**ETAIL radio merchandising has reached the point where the problem of trade-in is one that can no longer be ignored. While there are some dealers who are so fortunately situated that they can afford to be little concerned over making allowances on old and more or less obsolete models, the fact remains that any dealer who expects to create volume business among the masses of the people in his community must develop some trade-in plan that will at least give him an even break in the factor of profitable selling.

### The Radio Outlet Store

We have met the problem as it applies to our particular business by the recent opening of what we call the Radio Outlet Store. This establishment, located in one of the best shopping sections of Fourteenth street in New York, at one stroke has cleared up the problem of disposal of trade-in sets and also those sets we are compelled from time to time to repossess for one reason or another.

In the first place, by centralizing our stock of trade-in sets we clear the floors of our five stores in New York City, Baltimore and Washington of these old sets. This is more important than at first appears, for experience has proved to us that it is practically impossible to resell this merchandise at a profit, no matter how much care is taken in shaving the allowance down to the minimum, in the stores where the attractive new merchandise is displayed and sold. The old simply will not mix with the new, in this case, at least. Secondly, if we were to attempt to sell trade-ins at the various stores we would have to devote valuable space to their display. Third, our sales organization would have to give valuable time to moving this merchandise. Fourth, each individual establishment would have to advertise in order to move this old stock. This expense and effort can be put to more profitable use by concentrating on the sale of new merchandise, for after all, here is where our profit lies.

Thus, the opening of the Outlet Store is proving efficacious in not only facilitating the disposal of the trade-in sets but by removing these sets from our other stores the sale of new merchandise in these establishments has been increased to an appreciable degree. Because there is now a definite place for the disposal of trade-ins we are enabled to make a better allowance to the customer. This is true for the reason that we are now actually selling the trade-ins instead of accumulating them. Sales of new merchandise, as has been remarked, are increasing. By establishing the store we have eliminated the high overhead of handling and selling trade-ins in other stores. Last but not least, the Radio Outlet Store is located in a section where the sale of this type of merchandise offers the least resistance. In other words, there are many people in the immediate district who may desire to own a radio set but who cannot afford to purchase a new model, and this despite the convenience of the instalment plan of paying for the purchase.

### Making the Allowance

Of course, the greatest danger in taking old sets in trade is in making a too liberal allowance. We have come to the conclusion that the fairest allowance to us is to place a trade-

in value of 10 per cent of the purchase price of the new instrument on the old set. The allowance, therefore, depends almost entirely on the cost of the new set being purchased. This, we have found, strikes the customer as fair and we seldom have an argument over the allowance. Another thing, very often the prospective



Frederick P. Altschul

customer is influenced to purchase a better set on the strength of the increased allowance, considering that by so doing he will be making a more advantageous buy. This is, in a sense, very true, but on the other hand our margin of profit is greater in ratio to the increase of the purchase price.

In our various stores we take in trade between sixty-five and seventy sets each week. These sets are shipped to the Radio Outlet from the various stores once a month, thus making it impossible to accumulate the trade-ins at any store and at the same time providing a stock for the Radio Outlet that consists of an almost endless variety of models, ranging in

price from a few dollars to a considerable figure and giving prospective purchasers a wide selection in all lines of radios.

Of course, to make the Radio Outlet Store pay its way we had to establish definite policies relating to operation and sales. In the first place the fixed charges of store operation had to be cut to the bone. Therefore, instead of a sales force the assistant to the service manager takes care of the Outlet sales. The business has been placed on a strictly cash basis. We will not sell a trade-in on the instalment plan. We cannot afford to do this and at the same time keep the prices of trade-ins within reason. The expense of collections and bookkeeping would be too great. Another rule that has reduced the operating cost tremendously is that customers for trade-ins must remove their purchase from the premises. In other words, it is a cash and carry proposition. Included in the Outlet stock are table models, large and small, and some large cabinet models. When a customer purchases a set that he cannot move he must engage the service of an express man to deliver the goods and he also must pay any charge incidental thereto. This is a real economy.

Another point, we do not spend time and money testing, repairing and polishing these sets. The customer buys "as is" and there is no comeback on the score that the set will not work. That is up to the customer. We want no comebacks nor do we want to be bothered with servicing this old stuff. The customer understands that he takes a chance. On our part we have priced the sets so low that the customer can afford to spend a few dollars to put the set in shape and still have a bargain. We give as square a deal as possible and our years in business in this district have built prestige for us that makes this generally understood by the public.

While it is not possible for the dealer who operates a single store to open a separate establishment for the sale of trade-ins the principles of disposal remain unchanged; namely, the lowest possible allowance; quick sales through very low resale price; no waste of money by repairing, etc., cash sales, and no service.

brief, it is the workmanship plus the materials plus the inspection that totals up as the completed tube.

Taking the usual standard types of vacuum tubes, remarkable results have been obtained by way of higher efficiency, lower filament consumption, minimum background noise, longer life and more rigidly maintained characteristics. However, further research and engineering must soon lead to new tubes for special purposes, such as improved dry-battery tubes, better AC tubes and so on. It does seem now as though the surface of vacuum-tube possibilities has hardly been scratched.

### J. W. Horton in New Post

CAMBRIDGE, MASS., November 7.—Announcement is made by the General Radio Co., of this city, to the effect that J. Warren Horton has joined that organization in the capacity of chief engineer. Mr. Horton has had a wide experience.

## Vital Factor in Radio's Progress

(Continued from page 16)

No matter what the research and engineering may be, a vacuum tube can be no better than the workmanship and materials entering into its construction. Fortunately, the workmanship is mainly a question of good workers, conscientiously trained and carefully supervised. Materials must be selected with care. It is a fact that certain types of vacuum tubes with a notoriously short life could be made with a life of 2,000 to 3,000 hours if provided with molybdenum instead of nickel grids and plates, at a cost of perhaps 25 cents over the usual cost. It is well known that the improper inspection of the raw materials entering vacuum-tube production often results in poor tubes, for obviously the tubes can be no better than the materials that go to make them. In

**Zenith had All Electric**  
**[not "socket-power"] radio in**  
**1926—the rest had it in 1927.**  
**Zenith had Dynamic Speakers**  
**in 1927—the rest followed suit**  
**in 1928. Zenith has Automatic**  
**Tuning in 1928—well, Zenith**  
**dealers *always* lead the parade.**

30 Models—3 different circuits—6, 8 and 10 Tubes including De Luxe Automatic and Phonograph Models—with or without loop or antenna—battery or fully electric—\$100 to \$2500

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

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

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

**WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO**

# AN ARMY OF Advertisements

## FOR THE *Big*



MILLIONS of advertisements, like those reproduced above, will appear in leading magazines and newspapers throughout the United States during the month of December. They will blanket the nation, penetrate every important home, and reach the masses of Christmas buyers.

All through the year, Victor's nation-wide advertising has been building up buying interest in Victor products. Now Victor dealers have a whole army of advertising reinforcements to clinch this buying urge, during the most profitable season of the year. The sales pressure they exert is going to roll up a new record for volume of Christmas business.

The wide-awake Victor dealer is going to get his share of this money. The stores that carry the complete Victor line and back it up with their own sales effort, and with prompt and courteous service, are going to make a KILLING this Christmas. And they're going to prove it with fat *after-Christmas* bank balances.

Let the folks in your neighborhood know that you are out for their Victor business. Make your windows beacons for sales. Use the attractive window cards to prepare special Christmas windows. Run an intensive little advertising campaign of your own with the tie-in advertisements. They will shout the name of your store all over town.

That's the Christmas sales picture. And Victor has charted the route. The rest is up to you.



# VICTOR TALKING

CAMDEN,



# Automatic Synchronization Is Television's Big Need

Heart of Present-Day Television Is Nipkow Scanning Disk, a Rotating, Circular, Perforated Plate—Speed of Disk Determined by Images Per Second

(Editorial Note: This is the third of a series of six authoritative articles on the status of television experiments. The articles are sponsored by the Radio Manufacturers Association, Inc., and written by R. P. Clarkson, an outstanding radio author. These articles are designed to give complete information on Television, truthfully and authoritatively, from the Radio Manufacturers Association, which includes nearly 300 radio manufacturers. The RMA recently concluded an exhaustive survey of television and the articles by Mr. Clarkson are the result.)

THE present narrowing gap between television as an experiment for amateurs and as a completed product for home use will be realized by consideration of the various television systems now being developed.

The much-publicized television systems of modern inventors have one by one been discarded and in every instance the heart of all present-day experimental devices on the market and contemplated is the Nipkow scanning disk, which dates back to 1883. It is a rotating circular plate perforated by tiny peek holes arranged in a spiral near the edge. It must be flat and well balanced, and is practically of metal, such as aluminum or brass. The speed of this disk is always determined by the number of images per second sent out by the transmitting station. Where there is but one spiral of holes in the

disk a single revolution results in one complete scanning operation and thus one completed image. If there are ten images per second transmitted the disk must make ten revolutions per second, or 600 revolutions per minute. With 16 images per second, the disk speed would be 960 R. P. M. With 21 images per second, the disk speed must be 1260 R. P. M. The actual required speed must be such as to keep in step with the disk at the transmitter, which, of course, may vary slightly from instant to instant. This keeping in step is called synchronizing.

The one great need of present-day experimental devices is some automatic way of synchronizing. If there is a wire connection between transmitter and receiver, as was the case in all public demonstrations at the various radio shows and elsewhere, synchronizing is comparatively simple, for a common source of electric current may be used for both motors and the motors may be of the synchronous type, which, in brief, means that neither can change its speed without equally changing the speed of the other at the same time. But where there is no wire connection synchronizing must be done by the skill and alertness of the operator utilizing some form of motor speed control. To keep an image "in frame" by hand control for more than a few seconds at a time is considered even by experts as a very considerable feat. This may be readily understood by a consideration of the figures involved.

We have already said that the speed per second of the disk is the number of pictures per second. We must also point out that the number of holes in the spiral is equal to the number of "lines" in the image. This number is usually 24 or 48 with a tendency towards the larger number as making a much better picture. The average newspaper photograph screen is 63 lines per inch, and the usual magazine illustration runs between 120 and 160 lines per inch. At this point it is well to notice that in television the lines are per image, not per inch. The per inch figure depends upon how large you make the received image. That is in turn, determined by the "pitch" of the spiral, the radial distance between the inside hole and the outside hole. This is usually about one inch and a quarter, resulting in something over 36 lines per inch.

Now to get back to synchronizing by hand. The holes in the spiral described will each be about one-thirty-sixth of an inch in diameter and spread apart on the disk one-forty-eighth of the circumference of the disk. Hence, running at 10 revolutions per second with 48 holes to the revolution, an error in speed of one-four-hundred-and-eightieth part of a second will throw the picture out of frame, by lowering it or raising it one line. An error of less than that, or more than that, may result in no picture at all because the opaque part of the disk between the holes will be crossing the receiving lamp when the flickers that form the image are being made by the incoming signal. It must also be remembered that at the start it is necessary to keep adjusting the speed by these minute amounts in order to finally get the first hole of the receiving disk going across the glow lamp at exactly the same instant as the first hole of the transmitting disk. Then the speed must be held absolutely in step with the transmitting disk speed, which is never absolutely constant to the five-hundredth part of a second.

All this is very technical, no doubt, but it illustrates in the most simple way the difference between television as an experimental pastime and television as entertainment for the home. One inventor has compared holding an image in frame with steering an automobile. To carry out this illustration, we must ask what pleasure there would be in automobile driving if the relaxation of intense concentration on steering for the five-hundredth part of a second would ditch the car? That point would be reached at

(Continued on page 25)

## EXQUISITE DISTINCTION

### *Amazing Economy*

Buckeye Console Cabinets are exquisite examples of the cabinet-maker's art. They are made of selected Walnut and fine American gum woods, the grains carefully and expertly matched. Finished in beautiful hand-rubbed lacquer; decorated simply but richly with carving, marqueterie, or antique brass.

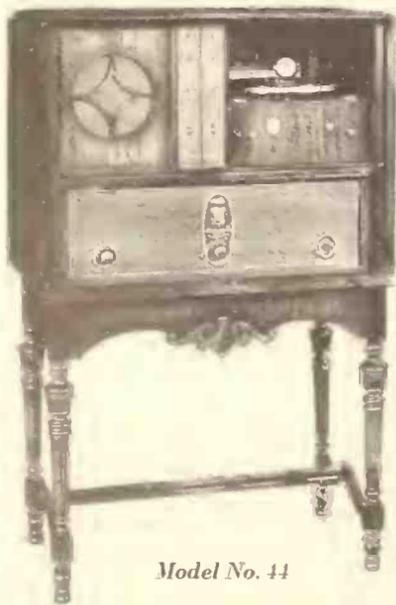
Small wonder, then, that discrimina-

ting buyers prefer the outward beauty of Buckeye cabinets for their homes.

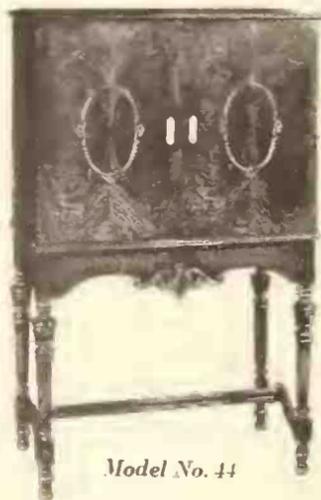
Appearance is 25% of your sales battle—and you can buy no finer cabinet beauty than Buckeye furniture—although you can, and probably do, pay a great deal higher price.

Write today for complete information, attractive illustrations, and price lists. Learn how Buckeye Radio Furniture will help to sell your receiving sets.

BUCKEYE MANUFACTURING COMPANY      SPRINGFIELD, OHIO  
National Sales Agent, Studner Bros., Inc., New York City,  
67 West 44th St.; Chicago, Ill., 28 East Jackson Blvd.

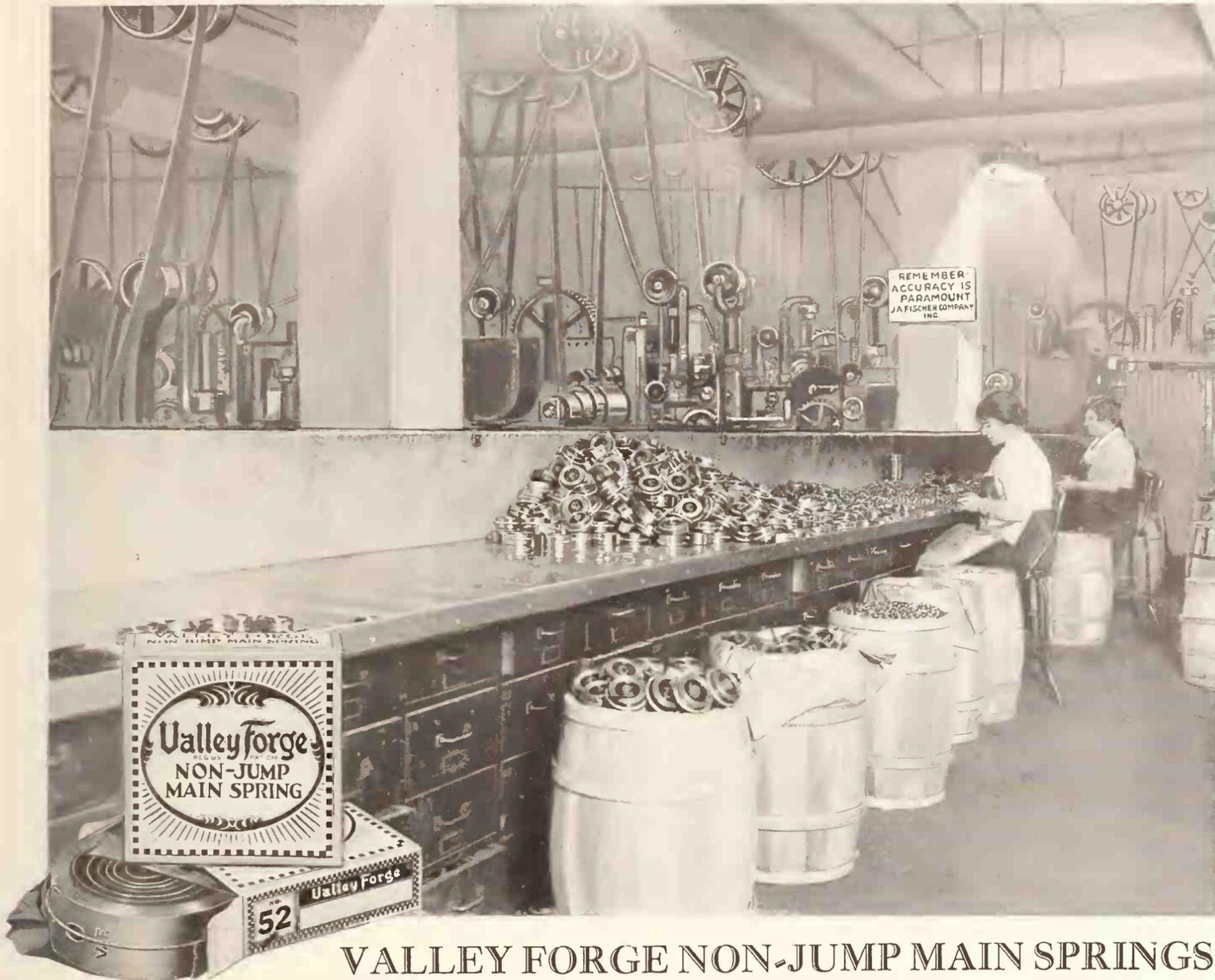


Model No. 44



Model No. 44

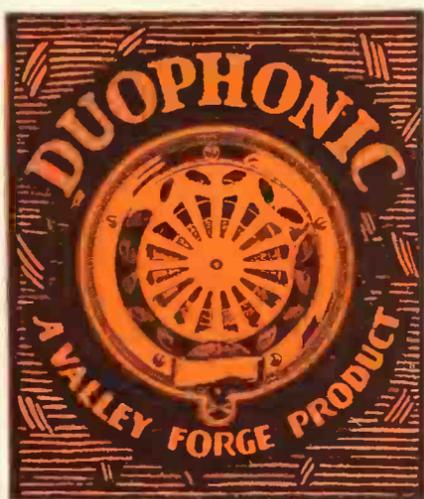
*Buckeye*  
RADIO FURNITURE



**VALLEY FORGE NON-JUMP MAIN SPRINGS**  
are made in one hundred size variations—but  
only in one quality—the best

WITH the introduction of the VALLEY FORGE NON-JUMP MAIN SPRING came a flood of business and the demand for this master product has constantly risen. This main spring, like all our products, is constantly being bettered. Our organization never stops in its desire to keep this product in the class that it deserves.

In the production of VALLEY FORGE NON-JUMP MAIN SPRINGS, care is taken to maintain an even temper and uniform

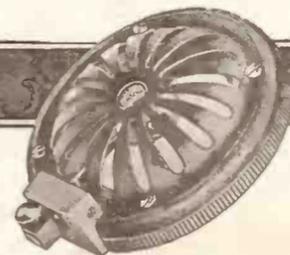


thickness. Our tolerances are exceptionally close. The result is a non-jump, quick-starting motor. Frequent inspection *while in process* is the rule and when completed our main springs are stored in kegs for seasoning where they are subject to temperature variations, akin to actual uses. When this process is completed, they are inspected, sprayed with "lubrill"—the rust preventative—and wrapped in 'Mocolene' (created by us) and packed in the familiar VALLEY FORGE carton.

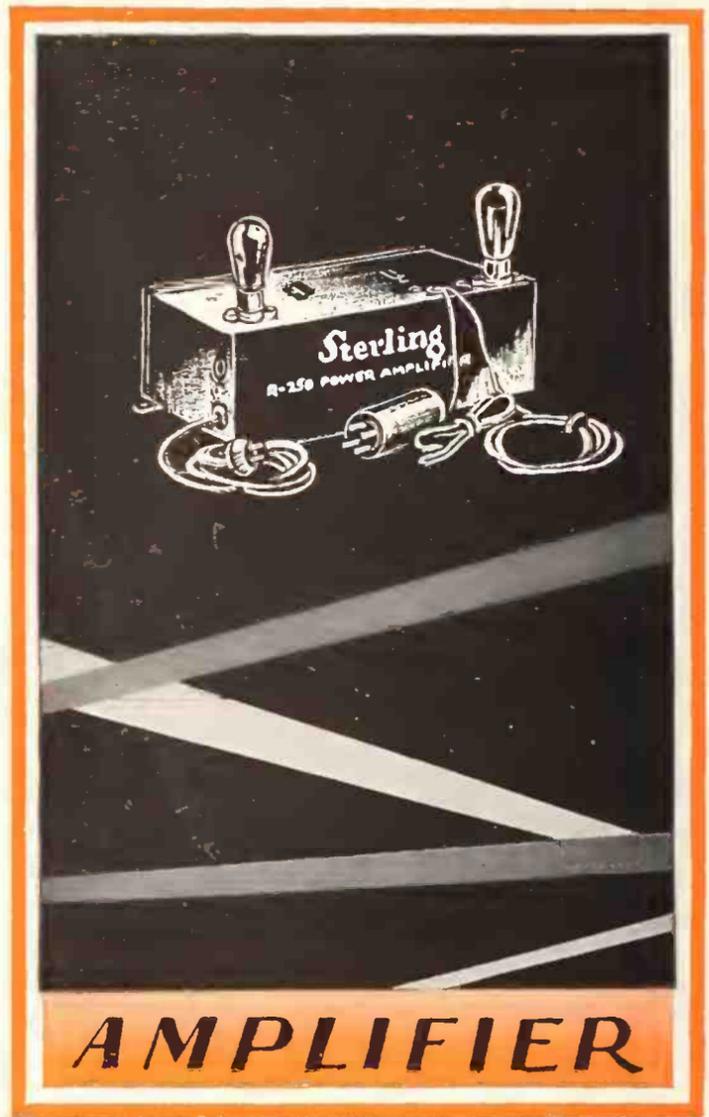
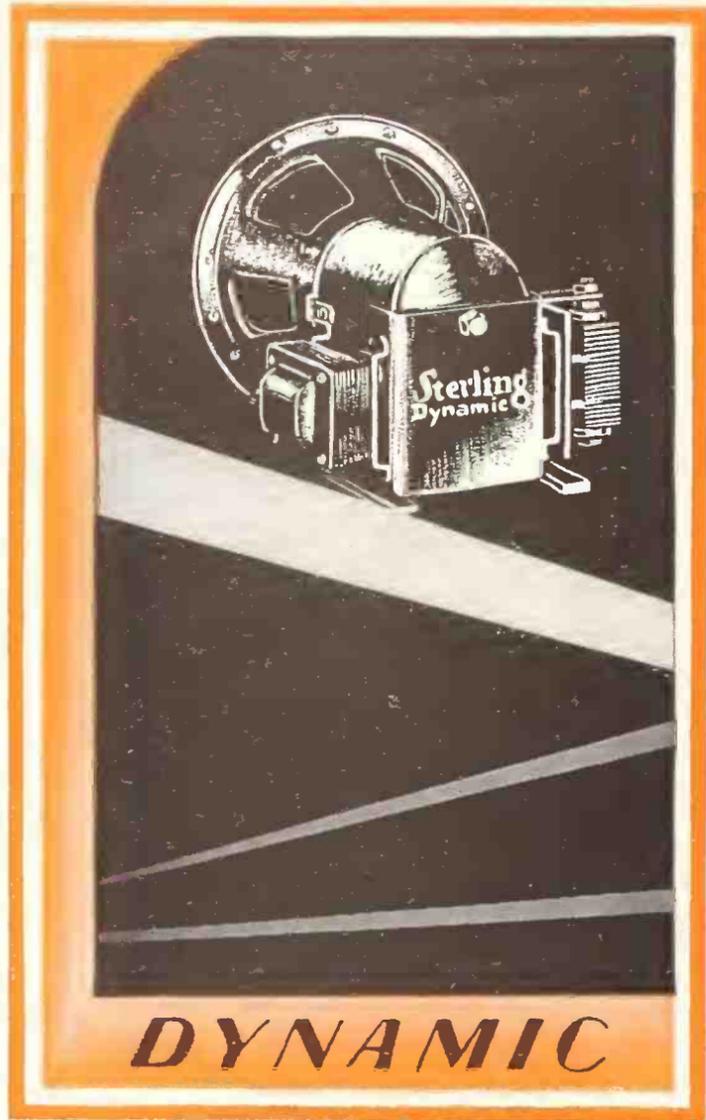


**J.A. FISCHER COMPANY**

PHILADELPHIA · U · S · A ·



# Christmas Is Coming—



**Service-free**—Service ruins the disposition of all concerned. It costs money and customers. Avoid it. Buy and sell dynamic speakers on the basis of *dependability*.

The powerful Sterling Dynamics employ time-tried and proven design. Our engineers concentrated on refinements, one of which makes the Sterling superior to all others on ordinary amplification. You *play safe* when you sell Sterling Dynamics. 110 volt, 60-cycle chassis shown, \$40 list.

**For Dynamics**—The super-power tube is the remedy for what's ailing when the customer complains about the Dynamic Speaker you sold him. This new Sterling power amplifier employs the 250 super-power tube and—*think of it—only \$38 list.*

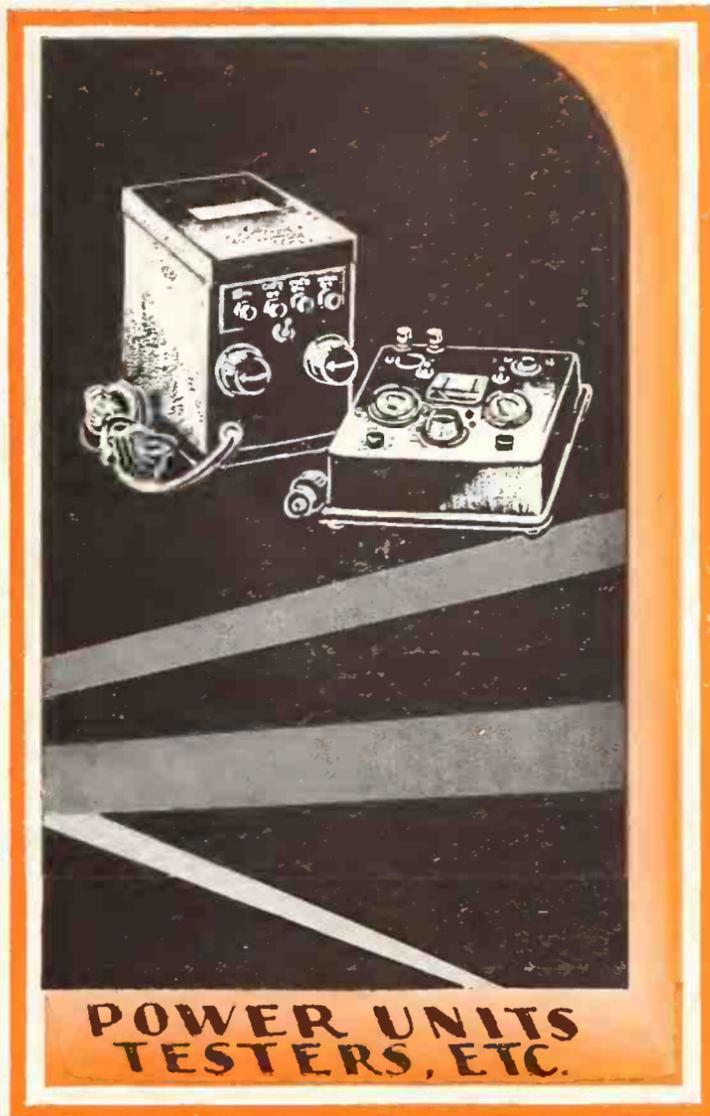
If you have any sets in stock with ordinary amplification, add this amplifier and watch them sell.

Old customers who have good sets will want it, too.

Write for the Complete Sterling Catalog

**Sterling**  
23 Years of Precision Manufacturing

**—take advantage of Sterling's popular-priced "Christmas gift" line. Q Sterling products range in price from \$1.25 to \$90. Q A few fast sellers are shown here.**



**Compare**—Your customers want, first of all, good tone quality from their radios. Sell them Vari-tone Speakers for their present sets. The reproduction and volume of the Vari-tone is actually *better* than that of many dynamics on ordinary amplification. Remarkably engineered.

To sell more low-priced radio sets, equip them with the Vari-tone. Model R-2, as illustrated, only \$25 list. Also available in stripped chassis and boxed chassis models at \$14 and \$18 list.

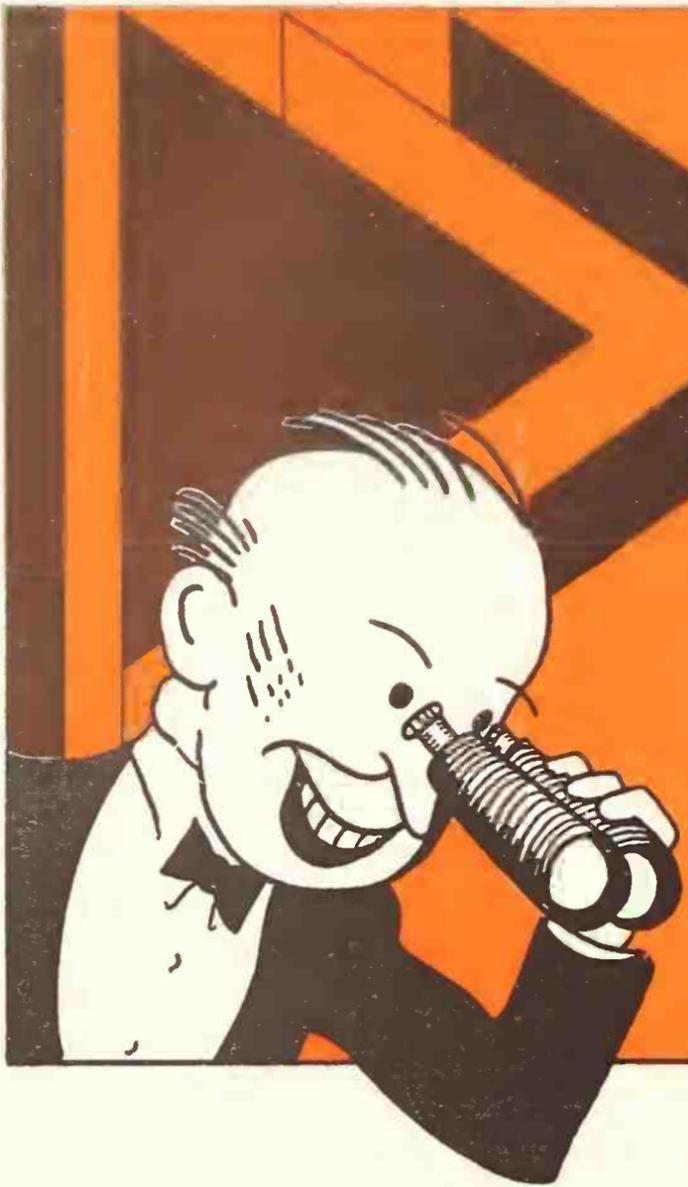
**Profits**—If a customer has a good D. C. radio, retain his good will by advising him to "electrify" it with Sterling Power Units. Then you're sure to sell him his next set and make *two* profits.

And have you ever figured the low cost of Sterling's *dependable* line of test equipment—and the important part proper equipment plays in satisfying customers? The Universal A. C. and D. C. Tube Tester shown costs the dealer only \$21 net.

**THE STERLING MANUFACTURING COMPANY, CLEVELAND, O.**

**Sterling**  
23 Years of Precision Manufacturing

# THE PU EYES AND ARE MORE NO



Kiddiepack Jr.



NO longer is a portable phonograph purchased merely because it is *portable*. The public now demands as much of a portable phonograph in the matter of tone quality and appearance as it does of large cabinet phonographs—and justly so—for these high standards are available in PAL portable phonographs—at *prices that enable you to do business!*



PLAZA MUSIC CO.

OFFER

# BLIC'S EARS CRITICAL W



Kiddiepack



**W**E are the oldest portable phonograph manufacturers in the United States and have built up an enviable reputation for PAL phonographs but we do not hesitate to say that the models pictured here are the finest we have ever made. Write to your nearest PAL jobber or direct to us for samples and details of the complete PAL line.



10 WEST 20<sup>TH</sup> ST. N.Y.C.



**NOW**   
**THE NEW**  
**RED-CAP**

**THE NEW UNITED No. 5 RED-CAP**

The brilliant red frame casting is your protection. Look for it.

**The United Pick-Up**

A superior pick-up . . . double the volume you find in ordinary products of this kind . . . tone quality which is real electrical reproduction. The "Super-Magnet" of the United pick-up is the secret of its tremendous success. Retail for only \$16.50 complete with arm, cord, plug, and volume control. Send for sample . . . today!

**UNITED**



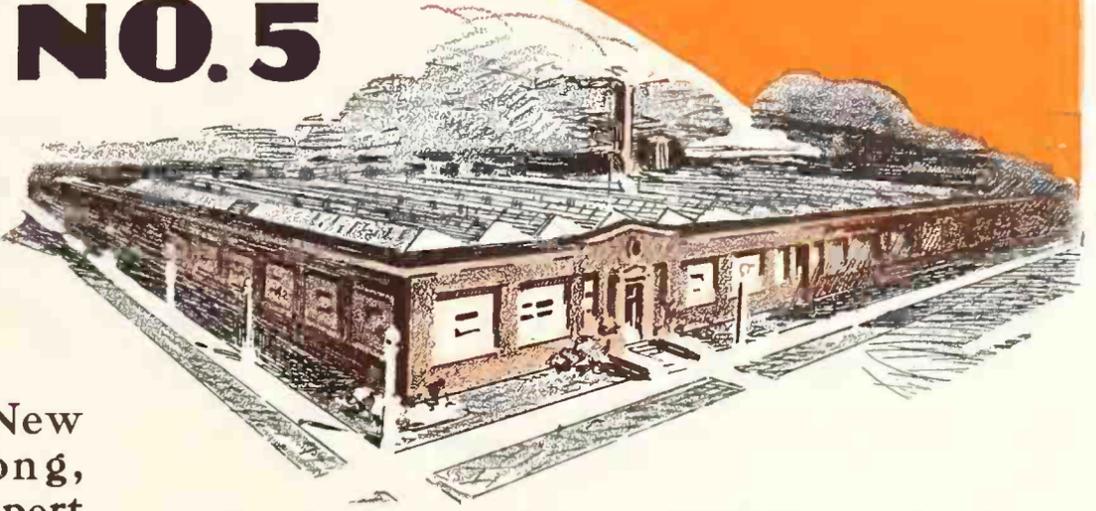
PHONOGRAPH DIVISION

**UNITED AIR CLEANER COMPANY**

# Better Than Ever

## UNITED NO. 5

### -CAP

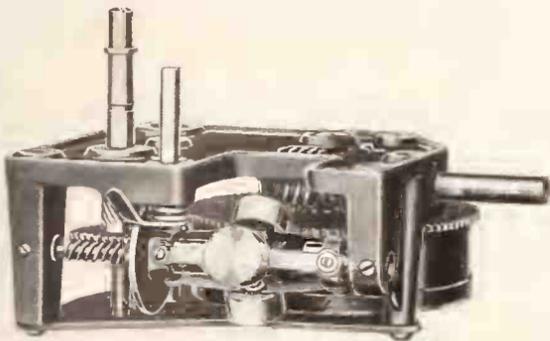


This motor has personality ... New power ... New pep ... Strong, smooth, quiet action, with expert design and construction to give it long life and absolute dependability. Plays six selections with ease, on a single winding. Look for the Red-Cap in every cabinet phonograph you stock. It is your protection!

a price. Leading manufacturers, quick to recognize its superiority, are today adopting the Red-Cap for their fine cabinet jobs. The red color of the frame casting identifies it. Look for this motor. It is your definite assurance of recognized, accepted value and faultless, true performance. Over 150,000 phonograph cabinets of the better type were equipped with the United No. 5 last season . . . proven performance!

Manufacturers, dealers and jobbers everywhere are building large volume and solid good-will with United products. We will gladly send you samples and quotations on request. Mail the coupon below . . . today!

NEVER before has there been a motor that gives you so much dollar for dollar value. The secret of its excellence lies in the United design and construction. Built entirely of United parts, in our own spacious factory, the No. 5 (Red-Cap) sets a new standard of performance in the field. Improved triple worm gear and specially designed governor enables it to play six selections on one winding with a smoothness and quietness never before achieved in a motor selling at so reasonable



price. Leading manufacturers, quick to recognize its superiority, are today adopting the Red-Cap for their fine cabinet jobs. The red color of the frame casting identifies it. Look for this motor. It is your definite assurance of recognized, accepted value and faultless, true performance. Over 150,000 phonograph cabinets of the better type were equipped with the United No. 5 last season . . . proven performance!

### MANUFACTURERS

The new United No. 5 (Red-Cap) is now available at a new price—astonishingly low for such intrinsic value and splendid performance. Dollar for dollar it represents the greatest value in the field today. Send for samples and equip your cabinets with this motor—known, appreciated, and wanted by your jobbers and dealers. Use the coupon below for speed and convenience.

### The United No. 2 for Better Portables

The most modern of portable motors is the United No. 2 . . . sturdy, silent, strong pulling and durable. Lasting power, which revolves the turntable vigorously and at an absolutely uniform speed. The No. 2 has all the United features, insuring perfect performance . . . an important sales point!

**Mail This Coupon . . . NOW**

UNITED AIR CLEANER COMPANY  
 9705 Cottage Grove Ave., Chicago  
 Gentlemen: Without obligating us in any way, please send the following:

Complete information on the United No. 5 Red-Cap.  
 Samples of No. 5 (Red-Cap), United No. 2 for portables.  
 (Please underline those you wish to receive)

Firm Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 My Name and Title: \_\_\_\_\_

# MOTORS

EXPORT OFFICES, 163 WEST WASHINGTON STREET, CHICAGO, ILLINOIS  
 9705 COTTAGE GROVE AVENUE, CHICAGO, ILLINOIS

# Compare This Speaker with Any Other

*Selling at  
TWICE  
its Price!*

**T**HIS is the time for action—not words. We have an astonishing new speaker—in tone quality and volume—undoubtedly as fine as anything you've ever heard—with a retail list price of only \$15.00, and a most liberal margin of profit for Dealers and Jobbers!

All we ask you to do is to hear the new Quam Speaker—today. You'll be convinced in a moment that this is the speaker which will bring you volume business of the kind you want. Perfect for A. C. and battery operated sets.

*Beautifully Finished, Convenient Size  
Performance Plus!!*

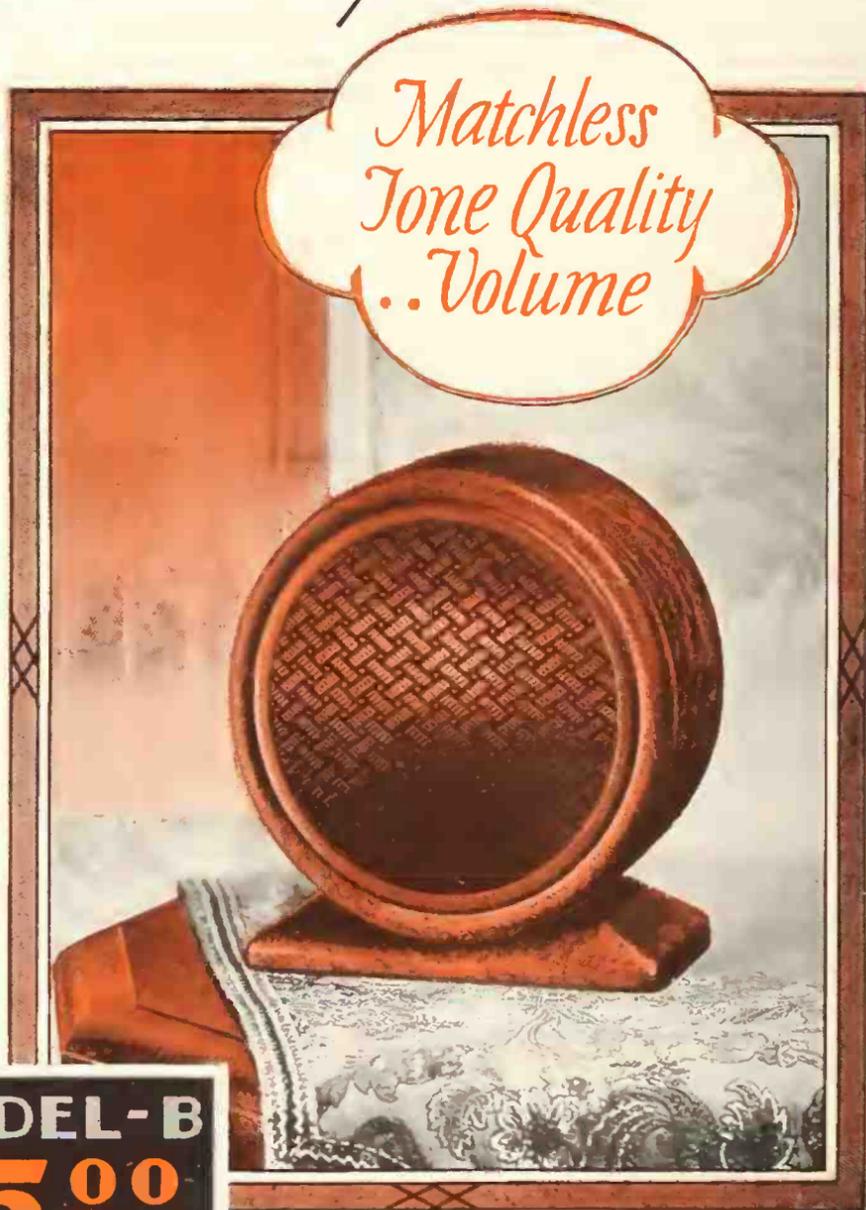
**DEALERS**—Wire us today for samples, if your local jobber has not as yet been supplied.

**JOBBERS**—Wire us today for sample shipment, if you have not already done so.

**MANUFACTURERS**—Send today for samples of units shown below.

**ACTION NOW** will bring you volume business with the new Quam Speaker during the entire big selling season.

Use the coupon—today!



**MODEL-B**  
**\$15.00**  
**LIST PRICE**

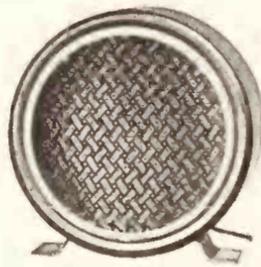
Beautiful clock-type Speaker, attractively faced in gold silk, with sturdy gold bronze lacquered steel base and frame, only 9 1/2 inches in diameter. Convenience—beauty—and performance plus!

Prices slightly higher west of the Rockies.



Model A—List Price \$17.50

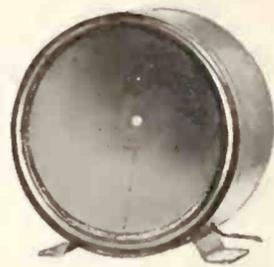
Attractive lacquered steel base and frame of gold bronze finish, sturdily built, faced in gold silk, size 13 inches in diameter—lasting beauty!



Model 1



Model 3



Model 2

Units fitted exactly for attractive cabinets. Model 1 has unit and cone complete in laquered steel drum with silk screen. Model 3 is unit complete with cone and mounting bracket. Model 2, unit complete with cone in laquered steel drum, but without silk screen. All priced right for manufacturers' use.

## The New **QUAM** CONE SPEAKER

**Quam Radio Corporation**  
9707 Cottage Grove Ave.  
Chicago, Ill.

**Quam Radio Corporation,**  
9705 Cottage Grove Avenue, Chicago, Ill.  
Send samples at once of Models B, A, 1, 2, 3.  
(Check those desired.) This does not obligate me to buy.  
Name .....  
Address .....

# Federated Radio Trade Assn. Plans for Convention in Buffalo

Gathering Will Be Held February 18-19-20 at Hotel Statler—Endorse Move to Secure Legislation Regarding Removal of Serial Number Plates—Commend Commission

Preliminary plans were discussed for the convention which will be held February 18-19-20, 1929, in Buffalo, at a recent meeting of the Board of Directors of the Federated Radio Trade Association, and it was decided that the first day would be devoted to committee meetings and general assembly work; the second day to separate meetings of jobbers, dealers and manufacturers' representatives, and the third day to a general meeting with the election of directors and officers. Buffalo has made reservation for the Hotel Statler, and has started preparation to entertain the visiting radio trade.

An idea of prime importance to the industry which was started by the Wholesalers' Association and which was discussed and endorsed by the entire board was that of a serial number act to make it a misdemeanor to remove or deface serial numbers on radio merchandise.

The Board of Directors voted a resolution to be sent to the Federal Radio Commission

and thank them for their untiring efforts to provide better broadcasting throughout the United States. It was felt that while their reallocation plan might be hard on certain broadcasting stations yet the Commission had the interest of the entire country at heart and were doing the best as they saw it. They recommended that no action be taken to delay the reallocation and that no opinions be stated until after the plan had been put into practical operation for at least sixty days—the time necessary for a thorough workout.

Reports of the various sections were made showing the activities and growth of the Radio Wholesalers' Association, the Radio Retailers' Association and the Manufacturers' Representatives' Section of the Federated.

The executive offices announced the application of the Radio Trade Association of Southern California, which now gives the Federated the two prominent trade associations on the West Coast as members.

## Synchronization Is Television Problem

(Continued from page 24)

a speed of travel of about 3,600 miles per hour. Anyone who stood up under the strain of steering at that speed for even ten seconds would feel that it was something less than the most desirable form of home entertainment.

This scanning disk is not only the heart of to-day's experimental apparatus, but is the basis of most of the almost insuperable obstacles to advancement. The limitations of the disk were recognized as long ago as 1908, and in that year, but more fully in 1911, the distinguished English scientist, A. A. Campbell Swinton, set forth the idea of using the cathode ray impinging on a screen and controlled in its scanning movement by magnetic fields supplied with constant frequency from the transmitting station. In present-day development this would mean receiving the signals of one wave length and synchronizing receiver with transmitter by a constant signal on another wave length. With general adoption it might result in establishing a general synchronizing station to which all

receivers could be attuned. That is one possibility. Another form of television system much discussed involves use of mirrors oscillated and controlled by magnetic devices. This suggestion goes back to the early days of this century as does also the suggestion of the employment of a magnetically controlled shutter, as a string galvanometer for example, in place of the revolving shutter or disk.

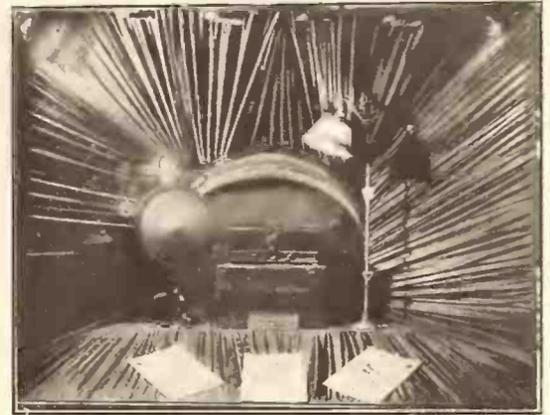
These and a multitude of other devices have appeared and faded away. To-day, with the more sensitive photo-electric cell and with the highly responsive neon glow lamp, all of these old methods are being carefully investigated anew. So far the rotating shutter or Nipkov disk has the great advantage of simplicity and ruggedness. It is objectionable because it requires a motor and outside source of power, the motor needing speed control. If the disk is made small, the holes are small and cut off much light. If the disk is made large it is cumbersome and unsuited to living room conditions although not objectionable in the labora-

tory. All of these objections could be forgiven, however, if a simple, automatic means of synchronizing under all conditions could be arranged. The synchronous motor is not a solution except for local reception where studio and home are supplied from a common source of electricity.

## Stromberg-Carlson Featured in Display

Highway Motor Supply Co. Features Receiver and Speaker in Attractive Setting at a Very Small Cost

CHICAGO, ILL., November 7.—The Highway Motor Supply Co., of this city, authorized Strom-



Artistic Stromberg-Carlson Display

berg-Carlson radio dealer, firmly believes in the merit of attractive window displays as increasing the volume of business. The display which is herewith illustrated is an excellent example of the manner in which this company presents its products to the public, always attractive, although frequently the display is inexpensive.

The background is composed entirely of solid black crepe paper. Over the Stromberg-Carlson No. 635 receiver is a half moon of rainbow colors which brightens up the entire window and draws attention to the receiver and the speaker that are featured. The proprietors of the Highway Motor Supply Co. state that sales have been satisfactory and a fine prospect list is being built up from this display alone.

C. A. Hanssen & Bro., Brooklyn, N. Y., were recently incorporated at Albany to deal in musical instruments. The new company has a capital stock of \$5,000.

## THE INSIDE BACK COVER

OF

This issue of  
The WORLD

has a very important  
message for phonograph  
manufacturers and  
dealers.

Read it  
Carefully

## Radio Table D. C. Voltmeters

Ranges:—750-250-10 volts  
250-50 volts and 200-8 volts

The Weston Model 489—1000 ohms per volt—D. C. Voltmeter is a general utility instrument suitable for the measurement of all D. C. voltages within its range. Its incorporation into a circuit will not affect the operation of associated equipment because of its high internal resistance and low current consumption.

This instrument facilitates the adjustment of the B-Voltage of B-Eliminator equipped receivers so as to produce best receiver operation. As a filament voltmeter it affords a very accurate reading—as a B-Eliminator Voltmeter it indicates the true B power unit output, since it does not affect the operation of the device—as a grid bias voltmeter it permits accurate adjustment of the grid bias resistance. The low current consumption of the meter does not materially influence the plate current flowing through the C bias resistor.

**WESTON**  
RADIO  
INSTRUMENTS



A voltmeter of this type is imperative when adjusting the B voltage for A. C. tubes. The B potential flexibility of A. C. tubes is very limited and B potentials must be accurately adjusted, otherwise the voltage ripple or "hum" will be excessive. The Model 489 is small and compact—has a black moulded bakelite case. Weight, only 11 ounces. Rugged, accurate and a most useful instrument for the serviceman. Also a most popular item for over-the-counter sales.

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

# Announcing "The Healthy Tubes"

## Raytheon LONG LIFE RADIO TUBE



**I**N DESIGNING radio tubes, Raytheon Laboratories have always been pioneers in the best sense of the word. And now Raytheon *filament* tubes for AC receivers set a new standard of performance by their improved construction which means a *longer and healthier* life.

# Ray 227



**Ro - 227**  
**DETECTOR AMPLIFIER**  
 (AC Heater)  
 2.5 Volts 1.75 Amperes  
 Plate  
 180 Volts (Maximum)  
 List Price \$4.00

A rugged hum-free AC tube using a new type of cathode element which heats up with remarkable rapidity and is able to stand voltage fluctuations without impairing its life.

# RayX 226



**RoX - 226**  
**AMPLIFIER**  
 (AC Filament)  
 1.5 Volts  
 1.05 Amperes  
 Plate  
 180 Volts (Maximum)  
 List Price \$2.25

Special process outside coated filament prevents possibility of any change in operating characteristics.

The difference between radio tubes is in their design and the care with which they are made. With Raytheon tubes, the careful, painstaking methods of the laboratory are used in both their design and making.

Note the sturdy "4 pillar" construction firmly cross-anchoring the filament top and bottom.

This is what keeps the filament in alignment, makes the tube non-microphonic and insures longer life. And because of their sturdy construction, Raytheon tubes stand voltage overload.

We call them healthy tubes because the Raytheon superior construction insures that there will be no weaklings, but uniform tubes that will give efficient, satisfactory service from the first to the last day of their extraordinary long life.



# RayX 171-A



**RoX - 171A**  
**POWER AMPLIFIER**  
 5.0 Volts .25 Ampere  
 Plate  
 180 Volts (Maximum)  
 List Price \$2.75

For use in last audio stage only. New process long life oxide coated filament and rugged mechanical construction.

# RayX 280



**RoX - 280**  
**FULL WAVE**  
**RECTIFIER**  
 5.0 Volts 2.0 Amperes  
 Plates  
 300 Volts AC  
 (Maximum)  
 .125 Ampere Output  
 DC (Maximum)  
 List Price \$4.25

Special rigid construction results in equal rectification for both halves of the AC wave insuring smoother current. Also provided with an extra heavy filament to insure longer life.

**RAYTHEON MANUFACTURING COMPANY · CAMBRIDGE, MASS.**

# Profit Winning Sales Wrinkles

J. W. Jenkins Co. Provides Parking Space for Its Customers—New York Retailer Features Artists in Window and Boosts Record Demand—Several Methods of Securing Prospects for Radios—Striking Dealer Automobile—Canvassing

The service which a merchant renders to his customers can take any one of a hundred or more forms. Courtesy on the part of the sales force, prompt attention to complaints and requests for inspection or repair of an instrument that was purchased, frequent letters telling of new releases of records or new styles of instruments and similar moves on the part of the dealer are what is commonly construed as "giving service to customers." The J. W. Jenkins Co., well-known music house of Kansas City, recently instituted a policy which is an undoubted service to its customers and which should result in bringing much good will to the establishment. In conjunction with thirty other retail merchants the Jenkins store will provide patrons with two hours' free parking in any one of three downtown garages in return for a purchase of \$1 or more. The customer presents his parking check to be stamped by the cashier when the purchase is made and presentation of this check at the garage automatically cancels the charges.

## Featuring Artists

An eye-arresting feature of a recent window display of the Associated Music Publishers, Inc., Forty-second street and Broadway, New York City, Columbia phonograph dealer, was a line of some eighteen or twenty photographs of leading Columbia recording artists attached to the window just above the heads of the average observer. Autographed pictures of Paul Whiteman, Ted Lewis, Lee Morse, Ben Selvin and artists of similar fame smiled down on the passers-by and caused them in most cases to come closer and view the remainder of the photographs which extended around a corner of the window and practically to the door of this enterprising retail establishment.

## Getting Prospects

The methods used by dealers throughout the country in securing new prospects vary to a great degree, as is shown by the policies of

the three following Atwater Kent dealers, all of whom have won success by the means employed. The Foster Repair Shop, of Mt. Blanchard, O., is a firm believer in personal calls as bringing the best results, together with constantly keeping the store and products before the public's eye. The car in which Mr. Foster makes his calls is equipped with an

## Send in Ideas !!

*Perhaps in conducting your business you make use of some unusual method in selling radio, talking machines, records or accessories, or perhaps your method of servicing is out of the ordinary. If these ideas have proved successful, send us a note telling of them. Photographs will add interest.*

illuminated sign so that even at night the name of the establishment is visible on the rear panel. When a new shipment of Atwater Kent receivers reaches the store Mr. Foster has a photograph placed on postcards which he sends to prospects. In this manner they see his store front and are impressed by the volume of business which the store is doing. Hess Bros., Atwater Kent dealers of Rockford, Ill., use demonstrations in and out of the home to bring in the prospects. Recently salesmen went up to the Sundstrand Adding Machine Co., put an electric set on a stand outside of an entrance when all employes came out, let them play it, and then the salesmen went through the crowd, lining prospects up for home demonstrations. Seven live prospects were secured, out of which five sales should be developed. C. J. Sketch, of

Associated Radio, Atwater Kent dealer of Los Angeles, Cal., has a different plan. He has the iceman and the milkman acting as census takers, telling what families have radio sets, whether or not they are electric sets and how long the various families have had the instruments. He also has the local barber, doctors and dentists acting as salesmen referring customers and live prospects to him.

## A Mobile Ad

Ivan E. Meyers, Edison dealer of Le Roy, Minn., was an interested visitor to the annual radio show in Chicago last month and took advantage of his trip to bring Edison products before the eyes of the residents of the territory



Ivan E. Meyers "Traveling" Ad

through which he passed. Mr. Meyers made the trip in his white billboard advertising car which carries the message of "Edisonic Music." Other signs called attention to "The New Voice of the Skies" and "Staticless Radio by Mr. Edison." The accompanying photograph shows the Meyer "billboard on wheels" as it appeared at night—eye-arresting despite the darkness.

## Doorbell Ringing

Every so often the question of canvassing as a method of sales promotion is brought to the fore when the experience of some dealer demonstrates that the doorbell ringing style of merchandising has greatly increased his volume of business. That canvassing when properly employed will increase sales has been proved many times. One of the most recent examples is that of the C. J. Heppe & Son Co., of Philadelphia, Pa., which started the plan of selling direct to the customer in July, using trucks to carry the merchandise for immediate demonstrations to interested prospects. The plan has been so overwhelmingly successful that fifteen extra workers were added last month and more trucks were assigned to the delivery service which accompanies the canvassers in their work of combing the territory covered by this live dealer for business.

## New Walthal Store Opened

The Walthal Electric Corp., New York City, recently opened a new store on Pitkin avenue in the Brownsville section of Brooklyn, N. Y., and has leased a store at 2521 Broadway, Brooklyn, to be opened soon. The Pitkin avenue store is the ninth in the Walthal chain covering Greater New York.

## Opens Branch in Spokane

The Columbia Stores Co., wholesale distributor of radio, phonographs and records, with business quarters in Denver, Col., and Salt Lake, Utah, has opened an establishment in Spokane, Wash., for the distribution of Columbia phonographs, records and radio. The store is located at South 163 Howard street.

## Radio Show in Birmingham

The annual Alabama radio and electrical show was held at the Municipal Auditorium, Birmingham, Ala., from October 23 to 27. Admission was free to the general public and a large crowd was constantly in attendance.



**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*

# CASE

## ELECTRIC RADIO

CASE—master builder of fine radio—offers a complete line of 7 and 8 tube super-powered, AC Neutrodyne whose sensational performance, beauty and low price have made this line a big money maker for live dealers.

A set for every type of buyer—from \$98 to \$500—and each a greater value.

**A Real Dealer Franchise**

If you're interested in sets that will outperform your competition and offer greater profits that help you build a bigger business and make more money drop us a line today.



**THE GLORITONE**

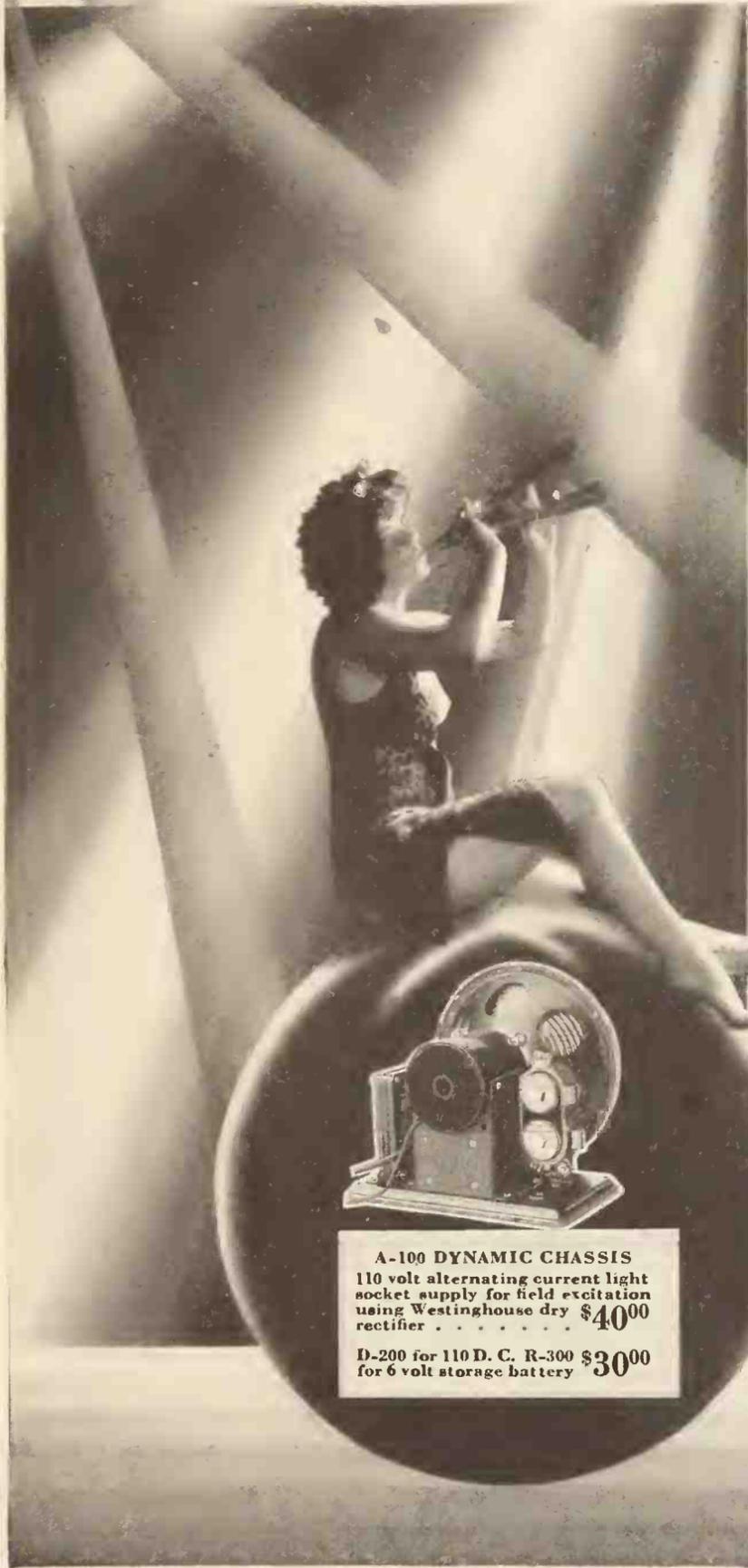
*Radio's supreme musical instrument. The finer CASE Nine-tube Neutrodyne (including rectifier) in combination with electric phonograph. Dynamic speaker. Loop operated. Luxurious cabinet, gold fitted. Less tubes.. \$500*

## CASE ELECTRIC CORP.

Division United States Electric Corp.

MARION, INDIANA

# UTAH



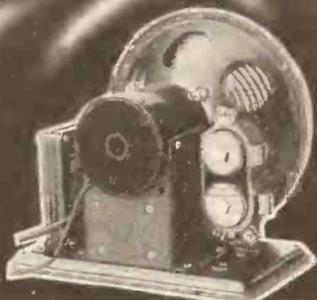
**UTAH DYNOLA SPEAKER**  
 Equipped With 110 A. C. \$65.00  
 Dynamic Unit . . . . .  
 Equipped With 6 volt \$55.00  
 Dynamic Unit . . . . .  
 Equipped With 110 D. C. \$55.00  
 Dynamic Unit . . . . .

*... let us have a quality speaker at the right price*

So says the public... We present the Utah line, each speaker an answer to the public demand. No finer speaker at so reasonable a cost. That is real "price appeal"... The dealer who realizes this and stocks a full Utah line has found an amazing opportunity for profit.

*Full information to select dealers upon request*

**UTAH RADIO PRODUCTS COMPANY**  
 1615 South Michigan Avenue  
 CHICAGO . . . . . ILLINOIS



**A-100 DYNAMIC CHASSIS**  
 110 volt alternating current light socket supply for field excitation using Westinghouse dry rectifier . . . . . \$40.00  
 D-200 for 110 D. C. R-300 for 6 volt storage battery \$30.00



**UTAH DYNAMIC MODEL 65 SPEAKER**  
 Equipped with 110 A. C. \$49.50  
 Dynamic Unit . . . . .  
 Equipped with 6 volt D. C. \$39.50  
 Dynamic Unit . . . . .  
 Equipped with 110 volt D. C. \$39.50  
 Dynamic Unit . . . . .

# A REAL GIFT for Christmas

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

**L** E 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.

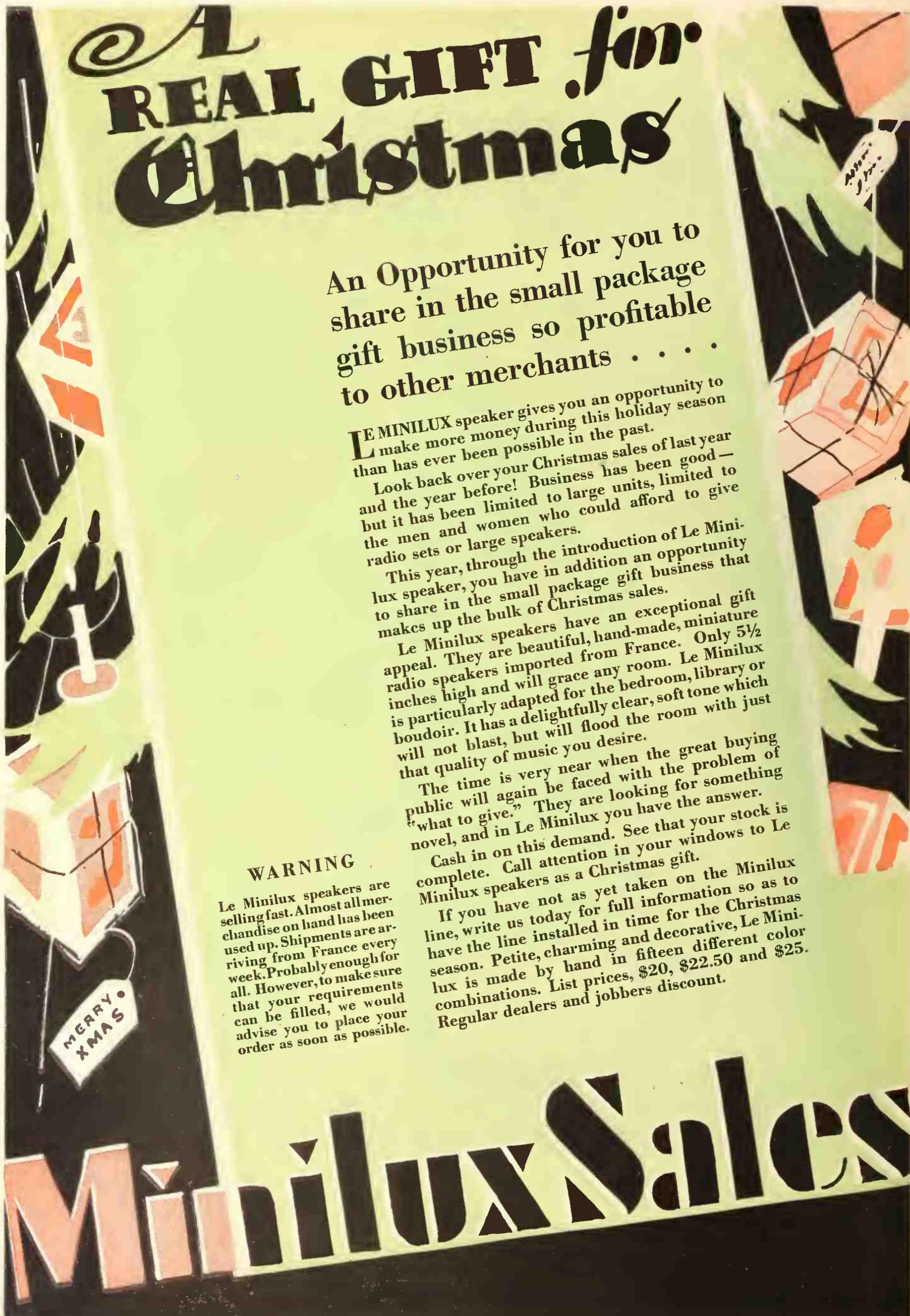
If you have not as yet taken on the Minilux line, write us today for full information so as to have the line installed in time for the Christmas season. Petite, charming and decorative, Le Minilux is made by hand in fifteen different color combinations. List prices, \$20, \$22.50 and \$25. Regular dealers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

## WARNING

Le Minilux speakers are selling fast. Almost all merchandise on hand has been used up. Shipments are arriving from France every week. Probably enough for all. However, to make sure that your requirements can be filled, we would advise you to place your order as soon as possible.

# Minilux Sales

MERRY XMAS



# 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 .....

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

# Creating a Record Demand for Finest Music

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

## The Schubert Centennial

HERE is no doubt the Schubert Centennial has definitely caught on. The wealth of simple and lovely melody which he so prodigally threw about him has endeared him to three generations of simple people to whom more highly organized art music would have little or no appeal. The crowds which during weeks filled the theatres in New York and in Chicago, where "Blossom Time" was playing a year ago, bore eloquent witness to the charm and the power of Schubert music.

### Questions

When the Columbia interests first announced, both in this country and abroad, that they intended to sponsor a really elaborate and comprehensive observance of the one hundredth anniversary of Schubert's death, there was a general feeling among those who love both the man and his music that the occasion was well taken. At the same time a good many of us wondered whether the talking machine trade would take the thing up and put their own efforts behind the idea. No one did or could deny that the idea was very good, but there was some doubt about how far enthusiasm could be turned to practical account. On the one hand, it was clear from the first that the attempts on the part of the manufacturers to capitalize the great improvements recently made in recording and reproduction could only be successful in case, and to the extent that, the public could be interested in the idea of good music in recorded form. On the other hand, there was the well-known fact that unless the dealers themselves caught the fire of enthusiasm, the results flowing from all these improvements would fall far short of reasonable anticipations. Then again, there was the question, can the occasion of the Schubert Centennial be made effectively useful in promoting this needed speeding up of public appreciation for fine music?

Well, it appears that the fears of the pessimists have been ill-founded. The Schubert Centennial has got going with a grand bang. Every manufacturer of records is coming out with fine album sets of Schubert songs, quartets, quintets, trios and orchestral symphonies. The great Columbia prizes for a symphony capable of expressing the spirit of Schubert in modern dress and of interpreting it to modern minds have produced a number of excellent works, which have been duly adjudicated, and are this season to be performed. During the present musical season, also every American

and European orchestral, choral or instrumental society, every well-known vocal or instrument soloist will produce programs of Schubert works. In every way there will be an outpouring of Schubertian enthusiasm, and the whole world of music lovers will feed delightedly upon the choicest fruit of the most fruitful of melody-making souls.

For a talking machine dealer to remain passive at this moment is for him to show that he does not understand the trend of the trade. The talking machine is becoming par excellence the instrument of the true music lover; and the true music lover is exhibiting himself and herself in ever-growing numbers. For many years the concert-goers of the country, the 10,000 of New York, the 5,000 of Chicago, the smaller groups in every other city, have thought little about the talking machine; but they are thinking much about it to-day. To-day, too, besides these small and choice groups there are vastly larger groups among those who for one reason or another do not number themselves among the regular attendants at symphony concerts or the opera. Music clubs in every town, large or small, music study clubs in the schools, groups without number in almost every corner of the land, to-day are waking up to the marvels of the new types of instruments and the new records. For years I have been buying the best records I could get, and playing them on the best available machines. For years I have been talking about them to my friends, and in fact pestering my friends about them. But only after the appearance of the electric records did I begin to find my friends, at least my non-musician friends, taking a genuine and live interest. When to my electric records was added a machine of the new type the interest became admiration and enthusiasm.

### Come to Stay

Wherever inquiry is made among dealers the fact is being revealed that the album set of fine music has come to stay. It has the double advantage of convenience and exclusiveness. To have the records of Schubert's C major or Unfinished Symphony, of his Forellen Quintet or of his Winterreise song cycle is to possess something to-day as much appreciated and of as much social value as a finely bound first edition of Dreiser or Joyce. The album set looks as beautiful as its contents sound, and its gift value is very great even from the standpoint of appearance only.

To meet continued demand every dealer

should be careful to stock all the Schubert recordings that he can get hold of. Among those which will always sell exceptionally well are the Unfinished Symphony, the trio in B flat for piano, violin and cello, the Trout (Forellen) Quintet for violin, viola, cello, double bass and piano, the Rosamunde music and almost any selection of the better known songs. The C major Symphony and the quartets may demand a slightly more enlarged taste, but they, too, number their partisans by the hundred thousands. Indeed, one may well say that Schubert's music does not have to be sold. There are countless thousands who already know and love it. With them the only questions will be: "Are the records really good as to their interpretation of Schubert? Do they give an adequate effect?" Of course, this is really the case with all selling of high-class records. When a dealer complains that selling high-class records involves much more service on the part of clerks than is needed for the sale of an equivalent quantity of jazz records, the true meaning of the complaint is that in the former case the purchaser is more critically minded and knows better what he or she wants. The task of the merchant, however, is, and more and more must be, to organize his selling so as to give a kind of service adapted to those who know what they want and are critically minded. For, as sure as eggs in eggs, the high-class record is the big seller of to-morrow.

### Working for the New Day

There is another side to the Schubert observance. It is helping every dealer to prepare his business for the forthcoming task of popularizing the best in music. I suppose that most of my readers have by now seen the remarkably interesting and useful series of pamphlets, catalogs, posters and other material which the big phonograph companies are now publishing for distribution among the public in explanation of the Schubert Centennial. This has cost a lot of money, but it is highly practical, expert copy, all of it well calculated to do the work of selling Schubert records. I repeat that it is not a question of "selling" Schubert records, it is entirely a question of telling the world that Schubert records are for sale.

Merrill & Bennett, Inc., Winooski, Vt., were recently chartered to deal in radio equipment and musical instruments with a capital stock of \$5,000. The incorporators are Raymond Bennett, W. J. Merrill and Kathryn A. Bennett.

## 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

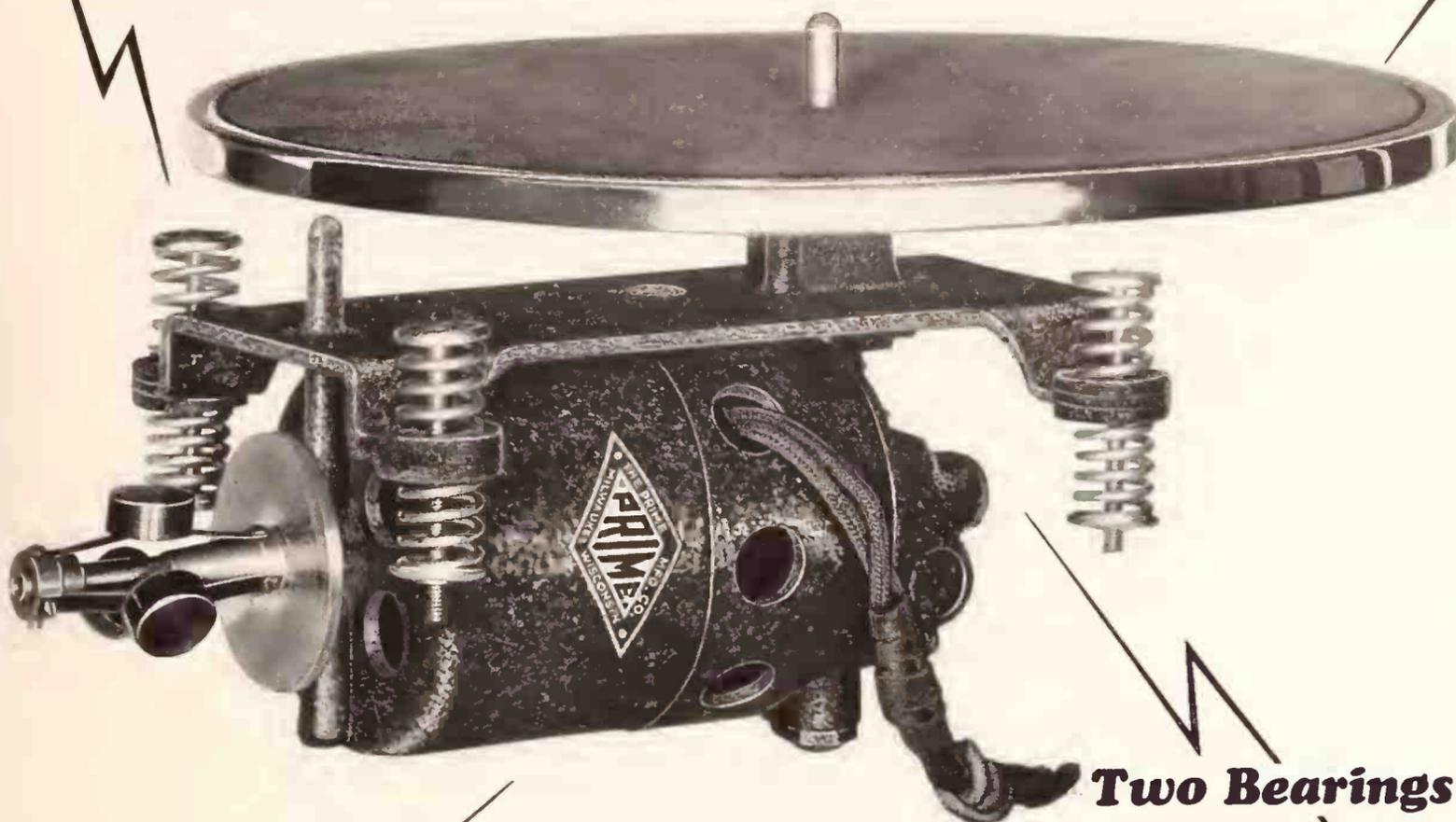
## NATIONAL PUBLISHING CO.

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

New York Sales Room  
225 FIFTH AVE.

**Variable Speed**

**No Brushes**



**Two Bearings**

**Induction Type**

# PRIME-MOTOR

The Prime Manufacturing Company is proud to announce their latest contribution to the Phonograph Industry—the new **Prime Electric Motor**.

Into this motor have been incorporated improvements upon everything that has heretofore been offered in electric phonograph motors and in addition new features developed in our laboratories by engineers with years of background in development and manufacture of small electric motors.

Everything that could possibly be asked of an Electric Phonograph Motor is delivered by this new Prime Motor.

We announce it to the industry after months of experimental work, followed by months of exhaustive tests not only in our laboratories, but in the hands of the ultimate users.

It comes to the industry tried and proved—steps in advance—the motor of tomorrow.

You will be surprised at the low price at which we are able to offer this motor.

We invite the inquiry of manufacturers, distributors and dealers.

### Features of the New Prime Electric Motor

- Induction type
- No brushes
- No sparking
- Cannot burn out—will run under water
- Two bearings—balanced
- No vibration
- Four point spring suspension
- Speed control
- Gears completely inclosed, and revolving in oil
- Starts and stops by a switch
- Starts without assistance—gains full speed at once
- Noiseless
- Rust-proof finish
- Sold complete with turntable, speed regulator and switch
- Two convenient oiling points
- Operates on 110 volts AC 50 or 60 cycle

## The Prime Manufacturing Co.

653 Clinton Street

Milwaukee, Wisconsin

# Carryola

## Pioneer Portable



JUST in time for Christmas gift-giving comes Carryola's NEWEST!—Carryola Model 61.

A remarkable combination of the justly famous Carryola Electric Pick-up and the marvelous new induction type Prime Electric Motor, mounted in a handsome portable case, as only Carryola can build.

With Carryola Electric Pick-up attached to the radio and the motor plugged into your light socket this Carryola is a complete Electric Phonograph performing the same functions, even better than machines much higher in price.

Here is a profit-maker—eye value and material value—it is ready for you now—it will get the Christmas trade for you.

See it—get started!

Mail the special Christmas order coupon below and we will send this new instrument to you (or any other you specify) through your nearest distributor.



### CARRYOLA MODEL FORTY

A wonder portable for appearance, tone quality and volume. Sixty-inch air column metal horn, our own laboratory product made according to the exponential curve theory. Heavy gold plated hardware and tone arm—special spring motor plays three records—automatic stop—Bakelite reproducer with patented tripod diaphragm—plush covered turntable, 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, 13¼ inches wide, 17¼ inches long, weight 23 pounds.

Retails at \$35.00



### CARRYOLA MODEL THIRTY

The most remarkable value in portables today. Fifty-inch air column metal horn constructed according to the exponential curve theory, a product of our own laboratory. Striking combination of oxidized and old gold hardware—large motor plays three records with one winding—beautiful Bakelite reproducer with patented tripod diaphragm—special patented lock catches—exclusive DuPont fabrikoid in three colors, black, blue and brown with linings to match—plush covered turntables. Measurements 8½ inches high, 12¾ inches wide and 16 inches long, weight 19 pounds.

Retails at \$25.00

## THE CARRYOLA COMPANY OF AMERICA

World's Largest Manufacturers of Portable Phonographs

647 CLINTON STREET

MILWAUKEE, WISCONSIN, U.S.A.



### CARRYOLA ELECTRIC PICK-UP

replaces the reproducer of the phonograph. By inserting the cord tips on one of the prong to the detector tube and to the ground post of the radio set—phonograph records played on any phonograph may be electrically reproduced through the radio control volume by turning a single knob.

This attachment may be used with any standard Radio Set and any Phonograph.

\$7.50 List in either AC or DC form

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

Retails at \$15.00



# How about

# Is Proud to Announce A New Electrically Driven Caryola Porto Pick Up

## Powered by the New Prime Electric Motor

### Amazingly Low Price

CARRYOLA MODEL 61

The new Carryola Porto Pick-up—Model 61—is a truly remarkable creation. Oxidized hardware, counter-balanced tone arm and a justly famous Carryola Electric Pick-up—marvelous new speed controlled induction type Prime Electric Motor—in a handsome portable case—covered in rich brown fabricoid with padded top—gives the appearance and feel of real leather—a beautiful instrument and an addition to any room. Measurements: 13 3/4 inches long, 12 3/4 inches wide, 8 3/4 inches high.

Priced for sales in volume  
\$57.50 List



## Christmas?

Yes—by all means send the new Electric Pick-Up to me immediately for Christmas season demonstrating and bill same through Distributor designated below.

THE CARRYOLA COMPANY OF AMERICA  
647 Clinton Street, Milwaukee, Wisconsin

Name \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
Jobber's Name \_\_\_\_\_  
Jobber's Address \_\_\_\_\_

# Pathe

REG. U. S. PAT. OFF.



## MAGNETIC AND DYNAMIC SPEAKERS 1929 MODELS



W. DUFFIELD



Gothic Model  
Cabinet Type  
Price, \$28.00



**P**ATHE Speakers ring as true as the Cathedral Chimes—  
Finished in genuine Walnut they are designed to harmonize  
perfectly with the finest interiors and furnishings.



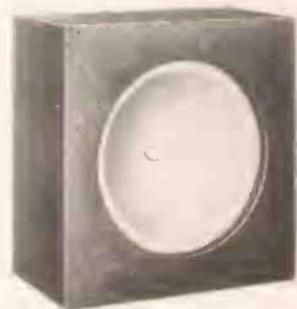
Our years of experience are your guarantee that when you  
buy a Pathe you

### Buy The Best



Dynamic type 110 A. C.  
operating on 110 volt  
A. C., \$70.00

The Pathe Gothic as pictured above reigns  
supreme in its class—The Pathe Dynamic  
represents the latest developments in research  
and delivers the marvelous tone quality for  
which Pathe is famous.



CHASSIS No 3  
Magnetic Chassis used for  
installation in cabinet  
with space for  
speaker, \$16.00

PATHE PHONOGRAPH & RADIO CORPORATION  
114 East 32nd Street, New York, N. Y.

PATHE REPRODUCTION EXTRAORDINARY

# Last-Minute News of the Trade

## Allen-Hough Eastern Office in New Home

Now Located in Pennsylvania Building in Central Business Section—J. B. Price Reports an Increasing Demand

J. B. Price, Eastern sales manager of the Allen-Hough Mfg. Co., Racine, Wis., manufacturer of Allen portables and the Phono-Link electric pick-up, announced this week the removal of the company's Eastern offices to the Pennsylvania Building, 225 West Thirty-fourth street, New York. The new Eastern home of the Allen-Hough Co. is located in one of the most convenient business sections of New York, being adjacent to the Hotel Pennsylvania and the Pennsylvania Terminal and convenient to all local systems of transportation. There is ample room in the new offices for the demonstration of Allen portables and the Phono-Link, also an attractive showroom.

In a chat with *The Talking Machine World* Mr. Price stated that the demand for Allen portables had increased steadily in Eastern territory, with a number of jobber appointments the past few weeks covering important sections



J. B. Price

of the East. The Phono-Link pick-up is meeting with the enthusiastic approval of the trade and during the past month Mr. Price closed arrangements for the merchandising of this pick-up with fifteen new distributors in New England and with four distributors in New York State.

## R. T. Pierson Elected Bremer-Tully Director

New Executive Will Take Active Part in Expansion of Company—Has Had Wide Experience in the Radio Industry

R. T. Pierson, of New York City, has been elected to a directorship on the board of the Bremer-Tully Mfg. Co., of Chicago. This is a part of the expansion plans of this company which have been under way during the past year, involving the recent removal into a new two-acre factory on Washington boulevard.

"We have been doubling or trebling our business practically every year for the last seven years," said John C. Tully, president of the company, "and feel that we are now on the threshold of a much greater expansion. We have never come near to filling our orders dur-

and on which basis the success of the company has been established.

"I feel that Mr. Pierson's association with us will be of the greatest benefit, not only in maintaining the position we have attained, but in developing further plans now under way to enlarge the scope of the business, and increase its effectiveness. I have in mind the fact that there are few men who possess such a wide knowledge and experience as Mr. Pierson. He is not only an engineer with commercial experience, but also a manufacturer with a thorough knowledge of distribution problems and a skilled administrator. I have been looking forward for some time to the possibility of securing assistance in sharing the burdens of an increased business, and I believe we have found in Mr. Pierson the ideal combination."

## Price Revision on Balkite Receivers

The Fansteel Products Co., Inc., North Chicago, Ill., recently announced a reduction in prices on Balkite radio receivers manufactured by the company. The revised prices are as follows: Model A-3 metal table type receiver, from \$175 to \$125; Model A-5, walnut table model, from \$195 to \$140; Model A-7, console receiver, from \$450 to \$375. The price of the Balkite Symphonion, radio-phonograph combination instrument, remains the same, \$950.

A new high frequency type receiver, in a Berkey & Gay walnut console cabinet, has been added to the Balkite line. It is known as Model B-7, containing the same radio circuit as the Balkite Symphonion. This receiver is described in detail in the "Newest in Radio" section of this issue of *The Talking Machine World*.

## Magnavox Licenses Sparks-Withington

The Magnavox Co., Oakland, Cal., has licensed the Sparks-Withington Co., Jackson, Mich., for the use of dynamic loud speaker patents. Magnavox is to produce 1,250 units daily for the next 100 days until Sparks-Withington can start production under the contract. The factory will operate night and day.

## New Kellogg Radio Jobbers Are Named

Kellogg Switchboard & Supply Co. Names Fourteen Distributors Who Will Cover Various Sections of the Country

CHICAGO, ILL., November 8.—The Kellogg Switchboard & Supply Co., of this city, manufacturer of Kellogg radio receivers, announced this week the appointment of a number of representative wholesalers in different parts of the country as distributors of Kellogg products, among these appointments being the Williamsport Auto Parts Co., Williamsport, Pa., covering north central Pennsylvania; Harvey Motor, Inc., Huntington, W. Va., covering the entire State of West Virginia with the exception of the north central section, also the eastern section of Kentucky and southeastern Ohio; Corlear Radio Corp., Schenectady, N. Y., covering northeastern and east central New York State; Pittsburgh Radio Corp., Pittsburgh, Pa., covering western Pennsylvania; Rupert Electric Co., Rupert, Idaho, covering central and southern Idaho; Motor Power Equipment Co., covering Minnesota, North Dakota, South Dakota and Montana; U. S. Radio Corp., covering western Massachusetts; York Auto Supply Co., York, Pa., covering south central Pennsylvania; S. A. Blewett, Dallas, Tex., covering entire State of Texas except the western section; Ed. S. Hughes, Abilene, Tex., covering western Texas; Kiefer Elec. Co., Peoria, Ill., covering Peoria and the surrounding counties; Henkle & Joyce Hardware Co., Lincoln, Neb., covering Nebraska, eastern Wyoming and northeastern Colorado; Stewart Sales Co., Indianapolis, Ind., covering southern and central Indiana; M. A. Hartley Co., Staunton, Va., covering the western Virginia trade territory.

## Represent Carryola in Metropolitan Area

National Light & Electric Co., North American Radio Corp., Stanley & Patterson and Times Appliance Co.

Edward J. Biel & Co., 11 West Forty-second street, New York City, manufacturers' representative for the Carryola Co. of America, Milwaukee, Wis., has announced the following appointments in the Metropolitan New York area and New Jersey as wholesale distributors for the Carryola line, including the Carryola Porto Pickup and the Carryola Pickup: National Light & Electric Co., Newark, N. J.; North American Radio Corp., New York City, Stanley & Patterson, New York City, and Times Appliance Co., New York City.

Mr. Biel states that the increased demand for Carryola Porto Pickups has compelled the factory to increase its production many times. The national advertising conducted by the Carryola Co. has continually brought consumers into dealers' stores and the popular price of the Carryola Porto Pickup has made it a leader in metropolitan sales.

## Fada Hour Inaugurated

The inaugural program of the Fada Hour, sponsored by the Fada Radio Co., Chicago, was broadcast over station WGN on November 8. It is announced that this new feature will be on the air each Thursday night from 8 to 9 o'clock over WGN. Fada dealers in the Middle West are co-operating in a sales campaign tying in with the Fada Hour.



R. T. Pierson

ing the peak of the season during any of the seven years since broadcasting began. It has always been a firmly established policy of the company not to push production to the point where there was any chance of sacrificing the reputation for quality which B-T has enjoyed,



(Registered in the U. S. Patent Office)

## FEDERATED BUSINESS PUBLICATIONS, Inc.

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*Western Division:* 333 North Michigan Avenue, Chicago, Ill. Telephone, State 1266.  
 LEONARD P. CANTY, *Manager*

Boston: JOHN H. WILSON, 324 Washington Street.

London, Eng., *Representative:* 24 Drylands Rd., Crouch End N. 8.

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

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**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

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No. 11

## The Nation Honors Thomas A. Edison

IN presenting a gold medal to Thomas A. Edison, Congress has not only honored, in the name of the American people, a notable citizen, but has served to call public attention to the many inventions which Mr. Edison has devised and perfected that are accepted too generally as conveniences of every-day life. Those associated with various industries are often inclined to recognize Mr. Edison's particular contributions to that industry without giving consideration to other fields in which he has labored. He is looked upon as the inventor of the phonograph, and the public does not attach proper importance to his work in the domain of electric light, the mimeograph or the motion picture camera. It requires an occasion such as that brought about through the presentation of the Congressional medal to give us a proper measure of the man.

## AC Receivers and the Canvasser

THE outside salesman, the man who goes into the home and demonstrates the product he is selling, is inclined to call down blessings on the heads of those who have contributed to the development of the modern AC radio receiver, for it has simplified his problem greatly. It is much easier to carry about a small receiver with its loud speaker and insert the plug into the wall socket than it is to carry about the extensive equipment required for radio reception only a year or two ago. It makes the home demonstration an easy job and outside selling practical.

## Why Not More Record Business?

IT has been estimated that the record library of the average phonograph owner has a value of approximately \$50, and that investment is made mostly during the first year of ownership. In short, his enthusiasm starts to wane after he has sixty or seventy records in his cabinet and future buying of records is spasmodic. On this basis there should be sold during 1928 between forty and fifty million dollars' worth of records to new machine buyers, to say nothing of the millions of dollars' worth of records that should be sold through dealer effort to those whose interest in phonographs has been rejuvenated, yet reports indicate that the figures are high so far as actual results are concerned. What's the matter with the record-selling end of the industry?

## Quantity Record Sales Are Possible

RECORD sales of twenty-five, fifty or even one hundred dollars made at one time and to one customer would seem to represent mighty desirable business, and perhaps be regarded as visionary, yet, there is a record concern in New York specializing in foreign records and in album sets, some compiled by the company itself, that thinks nothing of a \$50 record sale. The answer is an understanding of music, an appreciation of the customer's musical tastes, and intelligent selling.

## Anxiety for Sales Often Kills Profits

"WHEN anxiety for sales comes in at the door profits fly out of the window," might well be included among the axioms in the business man's first reader, for anxiety to win a sale from a competitor on any terms or on the basis of any allowance has cost this industry of ours many millions of dollars in potential income. As an instance take the radio business. It started out as a cash proposition, then turned to instalments running from six to eight months and finally set a year as a maximum. Now we find dealers advertising terms running as long as eighteen months, primarily to get some business away from the other fellow. Even with the radio business stabilized as it is to-day, that is a long time in which to depend upon the customer's interest and his willingness to pay. And a repossessed radio set doesn't usually represent much profit.

## Building Public Confidence

EVERY retailer engaged in the selling of radio should give thought to what the Radio Manufacturers' Association is doing to standardize manufacturing processes and particularly the definitions for the latest radio equipment. The Association has done much, for instance, to draw a distinction between AC sets and those electrically operated. It has drafted a form of guarantee that protects both the manufacturer and the dealer as well as the public and has more recently outlined just what is covered by the term dynamic speaker. These official definitions, lived up to, win and maintain public confidence.

## Helping to Solve the Trade-in Problem

THE Atwater Kent Mfg. Co. in its publicity recommends that when a new and modern radio receiver is required the old equipment be turned over to some less fortunate individual or family so that they may receive pleasure therefrom. It is propaganda that might well be developed by the trade at large and on a big scale, for with the idea once firmly established it will assist materially in solving the problem of the trade-in which is growing and is going to grow rapidly. The discarded and obsolete radio receiver is practically an unsalable proposition and any allowance made on it must be taken for the most part from potential profits. Through urging the giving of the old set to a worthy family there is established a new idea on its intrinsic value, for articles donated to charity are often regarded as being of little value for anything else.

## Political Campaigning by Radio

PERHAPS no single factor has served better to demonstrate the value of the radio to the public at large than its utilization in the Presidential campaign just closed. In the past we have been privileged to read in cold type the addresses of Presidential candidates if we so desired, but this year it has been possible to hear the actual voices of the principal figures in the campaign as well as the voices of those who have supported them. An evidence of the value of the spoken word has been found in the animated discussions that have followed each broadcast. With radio interest continuing to spread it is likely to establish an entirely new type of political spellbinding and distinctly of a more careful character. When a man's voice is heard directly he cannot hide behind the alibi that he has been misquoted. Perhaps radio will bring back an era of honesty in politics, in which event it will be worth every cent that has thus far been paid for it.

**VIRGINIA**  
Crosley GEMBOX the most talked of radio success in South. Greatest value on earth.  
Tower Binford Electric Co.

**MARYLAND**  
GEMBOX is best bet this season's radio sets moving rapidly and no serious difficulties.  
Lincoln Motor Sales, Inc.

**NEW JERSEY**  
We feel Crosley will be biggest seller in New Jersey.  
D. W. May, Inc.

**PENNSYLVANIA**  
Crosley radio unquestionably superior thru neotrodyne circuit careful factory inspection wonderful volume.  
Wilkening, Inc.

**MAINE**  
Political proverb at Maine goes so goes country applied to Crosley radio. Landslide in nutmeg state to GEMBOX.  
Auburn Motor Sales Co.

**MASSACHUSETTS**  
Greatest value on American market today proved conclusively by numbers.  
Wetmore Savage Co.

**NEW HAMPSHIRE**  
We can't get GEMBOXES fast enough to supply demands of our customers.  
O. F. DuCote.

**CONNECTICUT**  
Customers are getting to big a dollar's worth in the Crosley GEMBOX that they keep our stock room bare.  
Groton Radio & Battery Co.

**RHODE ISLAND**  
There has never been a radio that performs like the GEMBOX or sells like it anywhere near its price.  
E. A. Lutz.

**NEW YORK**  
Crosley GEMBOX and DYNAONE gets better results than radio sets double the price.  
M. H. Johnson Electric Co.

**VERMONT**  
Crosley has much to be proud of the lowest priced radio in the world and the BEST performing.  
Nichols & Barney.

**WASHINGTON**  
GEMBOX going big. Absence of power pack trouble big factor in sales. Tone and volume superb.  
Harper-McGee, Inc.

**DELAWARE**  
Crosley GEMBOX moving fast. Comrades not get enough to meet demands. Efficiency, tone, and price make it a popular seller.  
C. L. McCabe & Co.

**WEST VIRGINIA**  
Crosley line represents greatest values ever offered. Efficiency can't be touched at double the price.  
A. E. Supply Co.

**OHIO**  
Our purchases indicate our enthusiasm for Crosley radio. Crosley outperforms radios at double the price.  
Schuster Electric Co.

**KENTUCKY**  
Crosley sweeping the field in Kentucky. Unexcelled performance, tone, and quality. Sales prove its exceptional merit.  
Kentucky Ignition Co.

**INDIANA**  
Indiana has accepted Crosley completely. Unprecedented sales by us and plenty of unprejudiced indications. Key dealers are any indication.  
Krusc-Connell Co.

**MISSOURI**  
Crosley GEMBOX is outstanding radio value on market today and our sales show it.  
Harrison Mfg. Co.

**MISSISSIPPI**  
GEMBOX offers more real radio reception per dollar invested than ever seen shown on market to date.  
Wilson Furniture Co.

**LOUISIANA**  
True to its name GEMBOX combines all quality, performance and tone found in sets at double the price.  
Shuler Supply Co.

**SOUTH CAROLINA**  
Crosley radio leads field in quality and efficiency. Greatest value offered in radio today.  
Battery & Electric Co.

**TENNESSEE**  
Crosley out-distances all competition in this territory having essential qualities of sensitivity, selectivity and tone.  
Interstate Hardware & Supply Co.

**ALABAMA**  
GEMBOX lowest priced high quality radio value in radio world.  
Tensaw Hardware Co.

**ARKANSAS**  
Crosley offers consumer biggest value in radio today. Quality is unsurpassed.  
Gunn Atkins Co.

**TEXAS**  
Here where distance makes reception a problem with many sets the GEMBOX is most appreciated.  
Southern Equipment Co.

**NORTH CAROLINA**  
Crosley sets and DYNAONES far exceed our greatest expectations in all respects. Performance and volume of tone.  
Gaston Stewart & Co.

**GEORGIA**  
This state is enthusiastically for Crosley. Value of GEMBOX makes it greatest radio buy public has ever seen.  
Githam Electric Co.

**MONTANA**  
Mountain district thrilled with Crosley radio. Its volume, sensitivity, selectivity, tone and PRICE.  
Hinet Motor Supply Co.

**KANSAS**  
Crosley sales leading all others. Public accepting Crosley as one of best on market. Radio Corporation of Kansas.

**UTAH**  
In all competitive demonstrations Crosley wins best dollar for dollar buy on market.  
Western Supply Co.

**DISTRICT OF COLUMBIA**  
We think GEMBOX best value on market today priced right and a wonderful value.  
Doubleday Hill Electric Co.

**FLORIDA**  
We consider Crosley line without a peer most valuable radio franchise to be had. Florida going strong.  
Consolidated Automotive Co.

**ARIZONA**  
Crosley radio sets and DYNAONE meet all competition selling without demonstration.  
Arizona Hardware Supply Co.

**NEW MEXICO**  
Crosley line demonstrated side by side outperforming all other sets. We are depending entirely on long distance reception here.  
Sherwood Radio Co.

**COLORADO**  
Crosley superior from standpoint of workmanship and appearance. Unexcelled value in quality and efficiency of reception.  
The Auto Equipment Co.

**NEVADA**  
The Crosley 1928 line exceeded our expectations. Clear and distinct reception, an excessive here. The GEMBOX fulfills every want.  
Nevada Machinery & Electric Co.

**NEBRASKA**  
Unexpected performance, quality, appearance of set and freedom from AC troubles reason for our unprecedented success.  
Nebraska Buick Auto Co.

**NORTH DAKOTA**  
GEMBOX performs wonderfully. Has long range, no competitive set can equal quality.  
Fargo Motor Supply Co.

**SOUTH DAKOTA**  
GEMBOX performs particularly well in this locality where broadcasting stations are great distances away.  
Dakota Radio Apparatus Co.

**MINNESOTA**  
GEMBOX has power, selectivity and tone far beyond most critical expectations.  
Geo. C. Beckwith Co.

**OKLAHOMA**  
Demand we experience is highest recommendation of superior quality and performance.  
Ahrens Supply Co.

# The national success of the CROSLLEY AC Electric GEMBOX at \$65 is recommendation enough



OPERATES POWER SPEAKER

CROSLLEY DYNAONE \$25.

- Crosley radio is modern. Important late radio developments and refinements are found in all models.
1. Crosley radios are highly sensitive—thanks to superior radio amplification of neotrodyne circuit.
  2. They are selective—thanks to efficient shielding of elements.
  3. They have volume—thanks to Mershon Condenser in AC sets which permits use of full power.
  4. They have volume control that cuts reception to a whisper.
  5. They have illuminated dials.
  6. They fit all types of furniture.

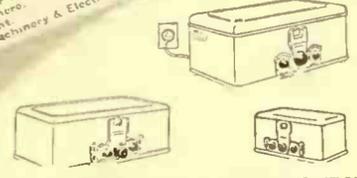
Extract every bit of enjoyment from the air with this amazing radio which only Crosley Dealers sell!

Sales records shattered this season report Crosley dealers from coast to coast. Why? What is the reason. Ask the Crosley dealer near you to hook a Crosley radio to your antenna and then that question answers itself. You will be thrilled for you will hear radio reception so realistic, so beautifully rich and mellow and so full toned that you will say—"this is radio I never thought could be possible." And when you contemplate the price—\$65, and note the latest radio features . . . shielding . . . power speaker operation . . . illuminated dial and neotrodyne circuit, you will understand fully why Crosley Radio is such a tremendous success!

Prices quoted are without tubes.

..You're there with a Crosley!..

THE CROSLLEY RADIO CORPORATION  
Powel Crosley, Jr., President Cincinnati, O.  
Montana, Wyoming, Colorado, New Mexico and West prices slightly higher



Other Crosley Radios are the SHOWBOX, an 8 tube AC electric receiver with push-button audio and two 171 power tubes in the last audio stage \$80. The BANDBOX is a battery type receiver with new features as in the AC sets—operates a dynamic type speaker. \$55. The BANDBOX, Jr. is a dry cell set of modern design for use where storage battery recharging is inconvenient—\$35 and operates the MUSICONE—Crosley's great development in magnetic type speakers—sweet toned. Volume and natural reproduction. \$15.

The Crosley Radio Corporation,  
Department 96  
Cincinnati, Ohio  
Please send me literature regarding the  
Crosley Radio I have checked.  
AC GEMBOX at \$65.  
AC SHOWBOX at \$80.  
DYNAONE at \$25.  
Battery type BANDBOX at \$55.  
Dry cell BANDBOX, Jr. at \$35.  
MUSICONE at \$15.

Name \_\_\_\_\_  
Address \_\_\_\_\_



# Last-Minute News of the Trade

## Impressive Ceremonies Dedicate Crosley Radio Corp. Station

Powel Crosley, Jr., Throws Golden Switch Starting in Operation for First Time the 50,000-Watt Transmitter at Station WLW—Distinguished Guests Attend

At nine o'clock on Monday evening, October 29, Powel Crosley, Jr., president of the Crosley



Powel Crosley, Jr.  
Radio Corp., Cincinnati, O., and one of the leaders in the radio industry, threw a golden

switch in the ballroom of the Hotel Gibson, of Cincinnati, which placed in operation for the first time the 50,000-watt transmitter at station WLW, owned and controlled by the Crosley Radio Corp. This official ceremony inaugurated one of the most interesting and entertaining programs that have been placed on the air in recent years, continuing from nine o'clock in the evening until three o'clock the next morning. A group of prominent artists appeared in the ballroom of the Hotel Gibson, with Walter C. Kelly, the famous Virginia judge, as master of ceremonies. Subsequent to the Hotel Gibson broadcasting, the National Broadcasting Co. provided a splendid hour of entertainment followed by a series of Cincinnati programs which continued till three o'clock.

The dedication services for the new 50,000-watt WLW station started in the morning when over 200 guests assembled at Crosley plant No. 1 in Cincinnati, where they were welcomed by Powel Crosley, Jr., and his associates. They were subsequently conveyed by private busses to the mammoth station at Mason, O., about twenty-five miles from Cincinnati. At the station the marvelous engineering accomplishments which contributed to the construction of the station were explained to the guests and luncheon was served in the reception room at the station. The afternoon was spent in a further tour of the broadcasting station and a visit to the Crosley plants. In the evening a banquet was held on the roof of the Hotel Gibson followed by the  
(Continued on page 114)

## P. C. Richardson With Peirce-Phelps

Appointed Manager of Newly Organized Sales Promotion Department—Will Give Dealers Merchandising Co-operation

Peirce-Phelps, Inc., Majestic distributor in Philadelphia, Wilkes-Barre and Harrisburg, announces the appointment of Paul C. Richardson as manager of its newly organized sales



Paul C. Richardson

promotion department. This department is the latest step in the Peirce-Phelps program of expansion and was created to build up a closer contact with the dealers in that territory.

Before joining the Peirce-Phelps organization Mr. Richardson was for three years sales promotion and advertising manager for a large building material manufacturer. Prior to that he had seven years of sales and merchandising experience in different parts of the country. He has an intimate knowledge of retail selling which should prove very valuable to Peirce-Phelps dealers.

Through its sales promotion department, Peirce-Phelps will offer dealers unusual merchandising co-operation. Mr. Richardson will spend a great deal of time in the field and will give Peirce-Phelps a closer contact with dealers than is possible through the sales force. He will co-operate closely with dealers in the preparation of their newspaper advertising, direct mail campaigns and displays to the end that these merchandising activities will be productive of the maximum business.

This new department will co-ordinate the sales promotion efforts of the manufacturers of the various lines distributed by Peirce-Phelps and will insure that the dealers systematically receive sales helps on the various radio lines they handle.

## Ray Reilly With Nokol Corp.

C. T. McKelvy, general sales manager of the American Nokol Corp., Chicago, Ill., manufacturer of Nokol automatic heat, announced this week the appointment of Ray Reilly as Pacific Coast sales manager. Mr. Reilly, who is one of the best-known members of the music industry, will make his headquarters on the Coast and under his direction the sales of Nokol products will undoubtedly show a substantial increase in this important territory.

## S. C. Schulz in New Brunswick Position

Sellmann C. Schulz has been appointed sales manager of the Pantrope and record department of the Chicago branch of the Brunswick-Balke-



Sellmann C. Schulz  
Collender Co. Mr. Schulz, who has been transferred from a similar position in the Minneapolis branch office, is well known to the Chi-

cago trade, as he covered the "loop" territory as a salesman just before his appointment to the district managership in Minneapolis.

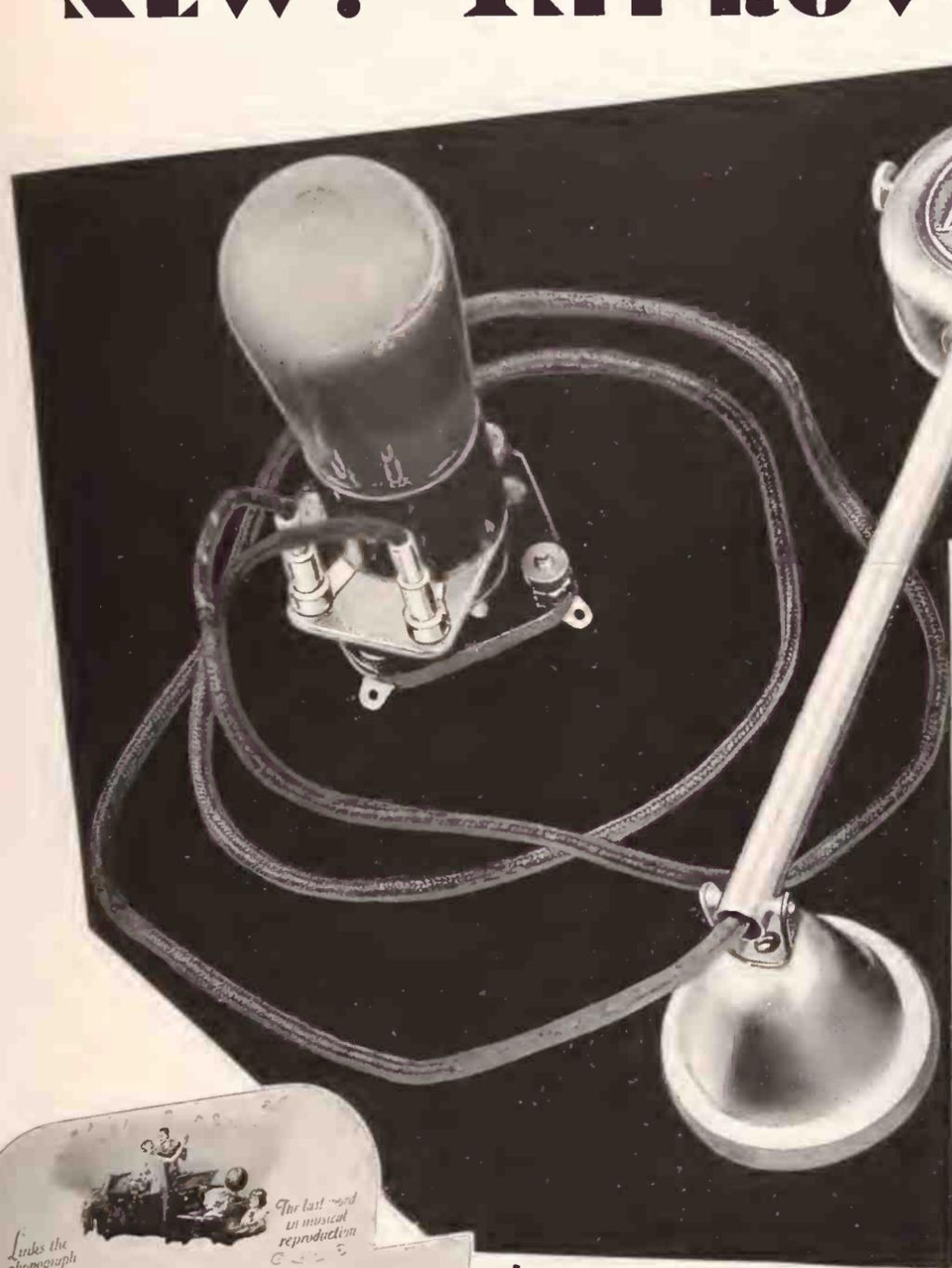
Mr. Schulz's life with the Brunswick organization has been marked with continuous advancements. He started as a salesman in the Cincinnati branch, where his success led to his appointment as salesman in the most productive Brunswick territory in the country, the Chicago "loop." His subsequent advancements were rapid. Mr. Schulz's experience in the music business and his knowledge of conditions in Chicago fit him admirably for the important post he now holds. He stepped into the position in time to take the fullest advantage of Brunswick's present sensational record success, "Sonny Boy," and he has already made some new sales records on this number.

## Carl D. Boyd Elected Slagle Radio Co. Head

FT. WAYNE, IND., November 6.—Carl D. Boyd, who was recently elected vice-president in charge of sales of the Slagle Radio Co., of this city, was elected president of the company and the Slagle Mfg. Co., succeeding L. S. Slagle. This announcement will be welcome news to the radio industry generally, for Carl Boyd is one of the most popular members of the trade as well as one of the most competent and successful executives in the industry.

In announcing Mr. Boyd's election as president, the directors of the company stated that an increased production schedule had already been instituted and the entire Slagle program comprises an increasingly aggressive policy.

# CASH BUSINESS FOR YOU WITH THE 1929 PHONO-LINK NEW! IMPROVED!



**N**OW every phonograph owner may enjoy improved electrical reproduction of his favorite selections. The 1929 Phono-Link enables you to offer your trade a better, more durable, more beautiful unit than ever before. Amazing volume. Clear resonant tone. Faultless reproduction with least wear on records because of its light weight. Beautiful double nickel-plate finish. And at a price low enough to give you volume sales, high enough to insure you a generous profit.

Comes 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. Complete and ready to operate . . . on any radio! Every person to whom you've ever sold a radio is an immediate prospect for Phono-Link. Just tell them about it and you have a sale. Take your profit now, while the demand is greatest. Write or wire nearest jobber for samples. Or write us for his name and address . . . at once!



**\$7.50**  
list price

This compact, attractive display helps you sell the Phono-Link on sight. Quick profits with small sales effort!

Note—The new Phono-Link may also be had in beautiful gold-plated finish at only \$1.00 additional list.

For manufacturers, the Phono-Link is available in special designs under your own name. Details gladly supplied upon request!

# Phono-Link

PATENTS PENDING

**Allen-Hough Manufacturing Co.**  
RACINE, WISCONSIN  
FACTORIES: NEW YORK and RACINE  
Makers of the Famous Allen Portables



# Will it be?

A new note of tremendous importance to the radio-music industry will be sounded by ALLEN in January! *What will it be?*

THE name ALLEN has always been associated with the highest development and perfection of Portable Music. Allen has given you something to talk about before . . . and it has invariably been something that brought real business . . . with quick turnover and liberal profits.

But this time ALLEN will shatter all records . . . giving you new developments which will set the whole trade talking and the public buying as never before!

What will it be? . . . Our general announcement — of startling nature — will be made in the January issue of this paper. But . . . we have prepared a special Bulletin of Advance Information, for which it will pay you to send . . . at once!

Those who secure this advance information will have the advantage of including the astounding new ALLEN developments in their sales plans for 1929.

Will it pay? Will it bring you more business, better business and greater profits? Mail the coupon and you'll be satisfied that it will! It takes you only a *minute* to find out what has taken long research and preparation for us to perfect!

**MAIL  
THIS  
COUPON  
FOR  
ADVANCE  
Information**

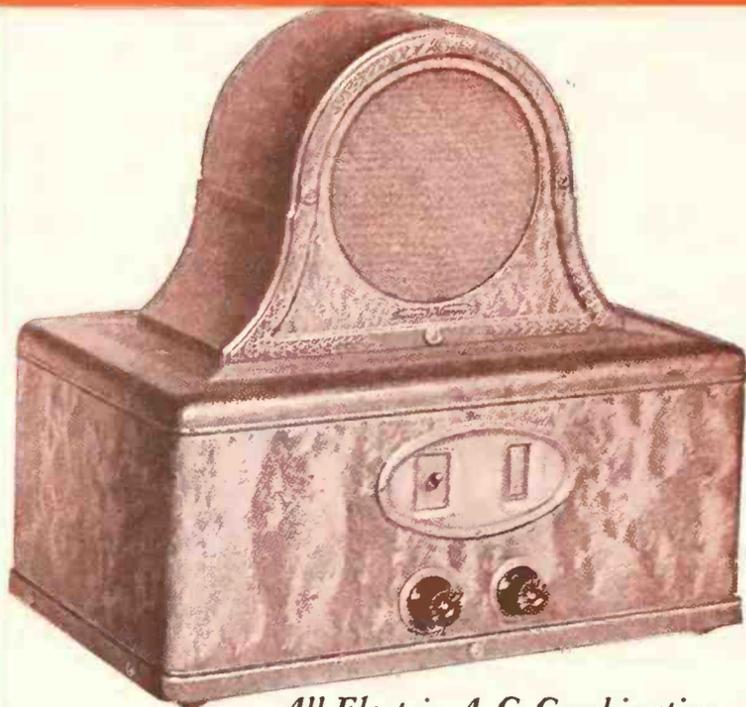
**ALLEN**  
**PORTABLES**  
ALLEN-HOUGH MANUFACTURING COMPANY  
Racine Wisconsin  
FACTORIES—RACINE and NEW YORK

Allen-Hough Mfg. Co.  
14th and Clark Sts.  
Racine, Wis.

Without obligating me in any way, please send your Special Bulletin of Advance Information on the NEW NOTE for 1929.

Name \_\_\_\_\_

Address \_\_\_\_\_



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

This combination of Model 801-A Series B Receiver, with Model 435-A Reproducer attached to the cover, is a completely self-contained radio. Price of set, \$96, without tubes. Attachable reproducer, \$16. Price of combination without tubes, \$112—\$115 west of Rockies.

- 7 Tubes—Push-Pull Power
- Electric Ear Tone Test
- Phonograph Pick-up Receptacles
- Four Tuned Circuits
- Built-in Light Socket Aerial
- Attachable Reproducer
- Calibrated Wave-Length Dial, Illuminated

**REALISM in RADIO**  
THRU THE  
*Electric Ear*  
TRUE TONE BY TEST

# STEWART-WARNER

## All-Electric A. C. Radio

This marvelous new "800" group has carried the country by storm. Let these big business-bringing features win for you this season:

A *Push-Pull Power Stage* that means better reception—handling increased power without distortion.

The *Exclusive Stewart-Warner Electric Ear Test*, which records minutest vibrations of music as played, and the same music re-created by the Stewart-Warner set. Comparing these records, our engineers make adjustments which give to Stewart-Warner sets their **UNMATCHED REALISM OF TONE.**

*Phonograph Pick-up Receptacles*—for playing phonograph records through the new reproducer with results equal to any new-type phonograph. *Built-in Light Socket Aerial*—you can make home demonstrations without using any other aerial. One control for tuning, one for volume. Safety cartridge fuse.

*New Stewart-Warner Acceptance Plan*—opening to you a vast new market, with every sale practically a cash sale for you.

Tremendous advertising campaign and fullest selling cooperation. Territories going fast. Send coupon for full information.

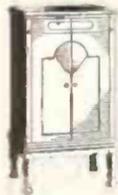
Complete line of approved Console Cabinets, made exclusively for Stewart-Warner by the Buckeye Manufacturing Co., Springfield, Ohio. Sold by Studner Bros., Inc., National Sales Agents. Consoles have built-in reproducers.



No. 1 \$42.50



No. 2 \$52.50



No. 3 \$62.50



No. 4 \$72.50



No. 5 \$87.50

(Prices slightly higher west of Rockies)

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

MAIL COUPON TODAY

Stewart-Warner Speedometer Corporation  
1826-1852 Diversey Parkway, Chicago

Tell me how I can boost my radio business.

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

TMW-11

**STEWART-WARNER**

*The voice of authority in radio*

# RMA Directors Plan Important New Services for Association

Next Year's Trade Show and Convention Date Decided—Revised Manufacturing Standards Adopted—Approve Measures to Develop Television—Export Sales Considered

Several new services for RMA members were ordered and current services developed, of interest to the radio industry and also the public, at a meeting of the Board of Directors of the Radio Manufacturers' Association and the RMA committees at Chicago during the week of the national radio show at the Chicago Coliseum. President H. H. Frost, of the RMA, presided and the directors' meeting was attended by twenty-two of the twenty-four RMA directors, and also by Frank D. Scott, of Washington, counsel, and Judge John W. Van Allen, of Buffalo, general counsel of the RMA.

Of primary importance was the definite decision by the Board of Directors to hold the third annual Radio Trade Show next year at Chicago, June 3, 1929, at the Stevens Hotel. Also the RMA board directed a thorough survey of the broadcast reallocation and other orders of the Federal Radio Commission and of radio legislation, with a view to amendment of the law if it is deemed necessary to perfect broadcast reception.

Revised manufacturing standards for the radio industry as developed by the RMA Engineering Division, headed by H. B. Richmond, of Cambridge, Mass., in co-operation with the Institute of Radio Engineers and other organizations, were adopted and will be distributed from the RMA office at Chicago, 32 West Randolph street. A standard form of warranty of radio products, as developed by the Merchandising Committee, of which L. E. Noble, of Buffalo, is chairman, also was approved by the RMA board, meeting on October 11 at the Congress Hotel.

Measures to develop television, in a manner to promote both the interests of present radio products and television, also were approved. The first trade association committee meeting ever held to study the development of television assembled at Chicago with D. E. Replogle, of Cambridge, Mass., as chairman, and made recommendations subsequently approved by the RMA board to aid in the progress of television. Director Richmond, of the Engineering Division, also reported the initial publication of special press articles sponsored by the RMA to advise the public correctly and truthfully regarding the status of television experiments.

The Engineering Division also had approved the trade definition of "dynamic" speakers and was authorized to proceed with publication of a revised edition of the RMA Interference Manual, "Better Radio Reception," made in collaboration with the National Electric Light Association, to aid the listener in solving interference problems.

A new service ordered by the RMA, to aid its members in sales of radio, was planned. A new RMA Committee, headed by V. W. Collamore, of Philadelphia, on instalment financing was created to study the best methods of aiding manufacturers and distributors in the increasing deferred payment sales of radio products.

Plans to develop RMA members' export sales were presented by George H. Kiley, of New York, chairman of the Foreign Trades Committee, while the Broadcasting Committee, headed by B. G. Erskine, of Emporium, Pa., outlined measures to be taken in assisting the broadcasting industry and also in developing the use of the air not only by RMA members, but by public sponsors to further develop the programs accorded the public. The RMA committee on Public Relations and Education, headed by Jess B. Hawley, of St. Charles, Ill., reported on plans for institutional advertising

of radio. Several of the largest advertising companies of the country have been asked to submit national radio stimulation plans for use by the RMA. Measures to improve and secure new radio statistics also were reported by Lloyd A. Hammarlund, of New York, chairman of the Statistics Committee. Increased use by RMA members of the Association's credit service was reported by Theodore Sheldon, of Chicago, chairman of the Credit and Collection Committee. This service is to be extended in co-operation with other associations.

Another RMA service, in charge of its recently established Traffic Bureau at Chicago,

is being more widely used in securing reductions in freight and express rates. Captain William Sparks, of Jackson, Mich., is chairman of this committee and the manager of the new Traffic Bureau. W. J. M. Lahl, reported on the measures being taken to secure rate reductions and also the savings being effected by RMA members through the auditing of freight bills and the proper classification of products shipped by members.

The radio patent situation was reported on by LeRoi J. Williams, of Cambridge, Mass., chairman of the Patent Committee, together with plans for extension of the RMA patent interchange plan. The next meeting of the RMA Board of Directors will be held at Philadelphia about December 1.

Frank Black, pianist, musical director of the Sonora Phonograph Co., and director of the Seiberling Hour, a popular National Broadcasting Co. weekly feature, broadcast the Seiberling Hour on a coast to coast hook-up for the first time on Thursday, November 1.

COMPLETE DEPT. IN 3 CUBIC FEET!



Let This Sensational New Display Help You to  
**SELL** Popular Priced "By the BOOK"  
Records

WITHOUT AFFECTING YOUR REGULAR RECORD BUSINESS

MAYBE since you can't sell popular priced records profitably in ones or twos, we'll show you how to sell them six and twelve at a time, "by the book." The cleanest, sweetest merchandising plan yet . . . and it operates right alongside your regular higher-priced business without the slightest friction! The display shown above is a beauty, in colors that stop 'em dead. And the records themselves . . . they're a revelation in quality and performance. Look into this!

Our Newest Piece of Literature Entitled  
"CONCEN-TRADING for PROFIT"  
tells the whole story; write for it today

**NUTMEG RECORD CORP.**

553 Fifth Avenue

New York City



# FRESHMAN

YOUR ULTIMATE RADIO

## The Latest Achievement in SIMPLIFIED RADIO

**Dynamic Speaker  
Shielded Grid Tube**

ON the page facing, you see the first receiver to use both the UX-222 Shielded Grid Tube and full Dynamic Speaker. Model QD-16 with its beautifully finished walnut cabinet, illuminated dial, and exclusive Freshman "Q" circuit, is the latest addition to "simplified radio". It is priced at \$149.50, less tubes.

Model N-12 Freshman cabinet radio is shown at the top of this page. It is furnished in either walnut or mahogany finish and includes the famous Peerless Dynamic Speaker which is operated by the UX-250 Super-Amplifying Tube. It is priced at \$195.00, either finish, less tubes.

"The little giant of the air", Model Q-15, is shown immediately beneath Model N-12. This is the first receiver using the new UX-222 Shielded Grid Tube and has proved its popularity by being displayed and sold throughout the country. It is priced at \$69.00, less tubes.

Table Model N-11, shown at the bottom of this page, is priced at \$115.00, less tubes, and is identical in chassis construction with Model N-12.

Write or wire immediately for further particulars and franchise application.



Prices slightly higher west of Denver

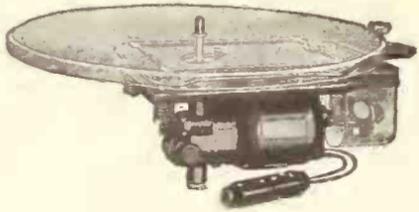
**CHAS. FRESHMAN CO., INC.**

NEW YORK • CHICAGO • LOS ANGELES • KANSAS CITY

# FRESHMAN

YOUR ULTIMATE RADIO

No Brushes  
No Commutator  
No Sparking  
No Interference



That's Why  
the Bodine Type RC-10  
is the Ideal Turntable  
for  
Phonographs and  
Radio-Phonograph  
Combinations

HERE is an electric turntable that solves the problem of thousands of radio users, set builders and experimenters that are adding phonograph attachments to their radio sets.

The Bodine Type RC-10 Electric Turntable is driven by a high-torque induction motor which has no commutator or brushes to cause sparking or interference. It cannot cause crackling noises in loud-speakers or interfere with reproduction. An easily adjusted governor accurately maintains any desired record speed regardless of line voltage fluctuations.

Compact construction and spring supports that absorb any vibration assure quiet and thoroughly satisfactory operation. Furnished completely assembled, and wired ready for use.

Order a stock of Bodine RC-10's from your jobber today and capitalize the popularity of this quiet operating turntable.

To Radio and  
Phonograph Manufacturers

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

Mail This Coupon

BODINE ELECTRIC COMPANY  
2270 W. Ohio St., Chicago, Ill.

Please send complete information and prices on the Bodine Type RC-10 Electric Turntable.

Name .....

Address .....

City .....

**BODINE**

## RMA Trade Show and Convention to Be Held in Chicago in June

Third Annual Trade Show and Sixth National Convention to Be Held in Stevens Hotel as in the Past—Week of June Third Selected as Date for Event

America's greatest industrial gathering, the annual trade show and convention of the Radio Manufacturers' Association, comprising virtually all prominent makers of radio products and representing about 98 per cent total national distribution, will again be held in Chicago, at the Stevens Hotel. Next year the third annual trade show of the RMA and the sixth national convention of the RMA will be held at Chicago during the week of June 3. This is the outstanding radio event scheduled for 1929, and last year the largest national industrial assembly occurred during the RMA events. About 25,000 persons interested in radio production, distribution and broadcasting assembled in Chicago.

President Frost, of the RMA, and Morris Metcalf, chairman of the Association's Show Committee, made a joint announcement that the RMA Board of Directors had selected Chicago and the week of June 3 for next year's premier radio event. The Stevens Hotel, the largest in the world, also was selected because of its excellent convention and show facilities. Several other cities, including Atlantic City, Detroit and Cleveland were bidders for the

RMA events, but the central location of Chicago won the 1929 selection.

Efforts have been made, for the convenience of jobbers and dealers who handle both radio and music products, to induce the music trade industries to stage their annual show and convention at Chicago during the week of the RMA events. At a meeting of the music industries associations, at Chicago, October 23, it was decided to hold their conventions during the RMA show and convention.

During the week, when Chicago will be the radio capital of the country, the annual RMA Banquet, possibly with its yearly super-star broadcast features, and the annual convention and election of officers are scheduled. A radio assemblage fully equal to that of last June is expected and negotiations for reduced railroad fares for the radio visitors are in progress. In addition to planning the RMA Trade Show, the Association's officers and Board of Directors also have arranged for continuance of the two annual public shows sponsored by the RMA held each Fall, respectively, in Madison Square Garden, in New York City, and the Coliseum, in Chicago.

## Radio Has Passed Crude Age, Declares John S. Timmons

President of the Timmons Radio Products Co. Says That Long Struggle Will Precede Perfection of Television to Practical Home Entertainer

As radio leaves the "crude age" behind and enters the "age of refinement," experimenters with this twentieth century wonder turn to television as the new development which will engage their attention with increasing intensity, is the opinion of John S. Timmons, president of the Timmons Radio Products Co., a subsidiary company of the Philco outfit. He sees a long struggle ahead for television before it becomes something possible in the American home.

Timmons specializes in loud speakers, and is now engaged in raising production of Philco loud speakers to 3,500 daily. At present his output of this important part of the Philco sets is 2,000 a day. He lives with loud speakers at his factory in Germantown, Pa., and then takes ten or fifteen of them home with him at night to see for himself how the product is coming along. As inventor of radio devices for the United States Navy during the war, and as a pioneer developer of loud speakers, Timmons has gone all the way with the development of radio, and now shares with other leaders of the radio world in the pride over the place of importance that the wireless device has attained in national prosperity and happiness.

"Radio has passed the crude age and the present-day instrument is now on a par with the finest automobile. It has entered the age

of refinement, when the American people demand that the goal of radio makers must be perfection," he said. Timmons believes that



John S. Timmons

radio's development went through three stages: First, development of broadcasting facilities; second, improvement of radio receiver sets, and finally improvement of loud speakers. The last stage of this development is the one that is being emphasized to-day, he believes.

## Bosch Distributor Entertains Staff

The Atlantic Radio & Marine Co., Boston, Mass., New England distributor of radio products of the American Bosch Magneto Corp., entertained their sales organization with a dinner and theatre party on Friday, October 19, and on the following day the guests attended the Army-Harvard football game at Cambridge.

Frank B. Wigglesworth and Joseph Furlong, president and purchasing agent respectively of this Boston distributing house, expressed their enthusiasm over the excellent outlook for business in that territory. Among the Bosch representatives present were Harry G. Russell, Eastern district radio sales manager; James H. Vawter, assistant radio sales manager, and Harry A. Brockelman, New England sales representative. The party was one of the most enjoyable held by a distributing organization in this territory.

### Included among the Famous CeCo Tubes are

A GENERAL PURPOSE type of tube for detector, radio frequency or audio amplifier uses. Built in every type and variety to meet all ordinary set needs with the flawlessly beautiful reproduction only CeCo affords.

**POWER AMPLIFIERS.** A group of seven marvelous amplifying tubes which afford as great or as little volume as you desire. For loads from 3 volts to 450. Priced from \$2.50 to \$12.00.

**RECTIFIER TUBES.** For the conversion of alternating current into direct current, made in two types for use in A, B or C Eliminators or power packs.

**FULL-WAVE RECTIFIERS** handling plate voltage up to 300 volts with amazing efficiency.

**HALF-WAVE RECTIFIERS** for handling plate voltages up to 750, delivering a direct current of 110 milliamperes with minimum voltage drop.

**SPECIAL PURPOSE TUBES.** For obtaining the most perfect results possible in radio. These include

**SPECIAL DETECTOR TUBE.** Super-sensitive non-microphonic—non-critical to filament or plate voltages.

**SPECIAL HIGH MU TUBES** for resistance and impedance coupled audio amplifiers or in all audio frequency sockets.

**SPECIAL R.F. TUBES** for higher voltage amplification to build up weak signals without distortion.

**SCREEN GRID TUBES, R.F. or A.F.** Amplifier for use in special circuits. The high voltage amplification assures excellent results on DX.

### THE CECO A. C. TUBES

The same remarkable results are available in the CeCo A. C. line as in the group of CeCo tubes designed for battery use. They include:

**CECO A.C. DETECTOR AMPLIFIER TUBES** (2½ volts separate heater 5 prong type). An all around superior tube for operation on A.C. through a step down transformer .....\$5.00

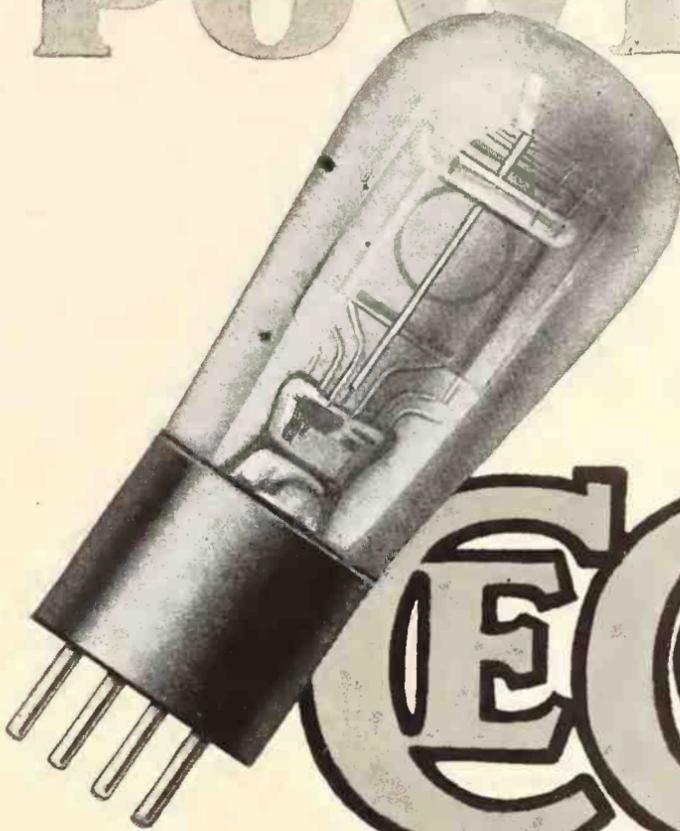
**CECO A.C. AMPLIFIERS** for unusually excellent results on the radio frequency or audio stages .....\$2.50

**CECO A.C. "HIGH MU" AMPLIFIER** for use in resistance or impedance coupled amplifiers on A.C.; affords marked increase in volume without distortion .....\$4.00

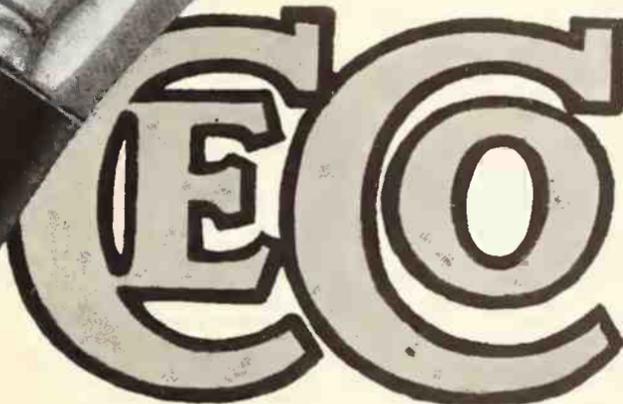
**CECO A.C. SCREEN GRID TUBES**—5 prong special heater type for Radio Frequency or Audio Frequency amplification; affords voltage increase from 30 to 60 per stage. Operates directly on A.C.....\$8.00

*"They Cost No More —but Last Longer"*

# POWER



CeCo Type J71-5 Volt ½ Amp. power Tube, using the new oxide filament. Price \$3.00



**PRONOUNCED SEE - CO RADIO TUBES**

*Steadier performance — longer life*

**T**HE acid test of any radio tube is the performance and life. And that is the big advantage you have in selling CeCo Tubes—their outstanding and proven performance and longer life.

The clearer tones—the greater sensitivity, and increased volume due in part to the exclusive CeCo method of evacuation, are the features that build CeCo sales volume for you because of the satisfaction they give your customers.

These factors, plus the longer CeCo dealer profit-margin, are a combination of selling advantages that build real sales and profits for you.

*Write for full particulars and information about the attractive CeCo dealer proposition*

**CeCo MANUFACTURING CO., Inc.**  
702 EDDY STREET, PROVIDENCE, R. I.

## Sonora Sales Force Rapidly Developing

H. B. Haring, Eastern District Sales Manager, Announces the Sales Personnel for the Second Zone

H. B. Haring, Eastern district sales manager of the Sonora Phonograph Co., Inc., announces the completion of the sales force in Zone 2, which consists of the States of Pennsylvania, Delaware, New Jersey as far north as and including Trenton, and parts of Ohio and West Virginia.

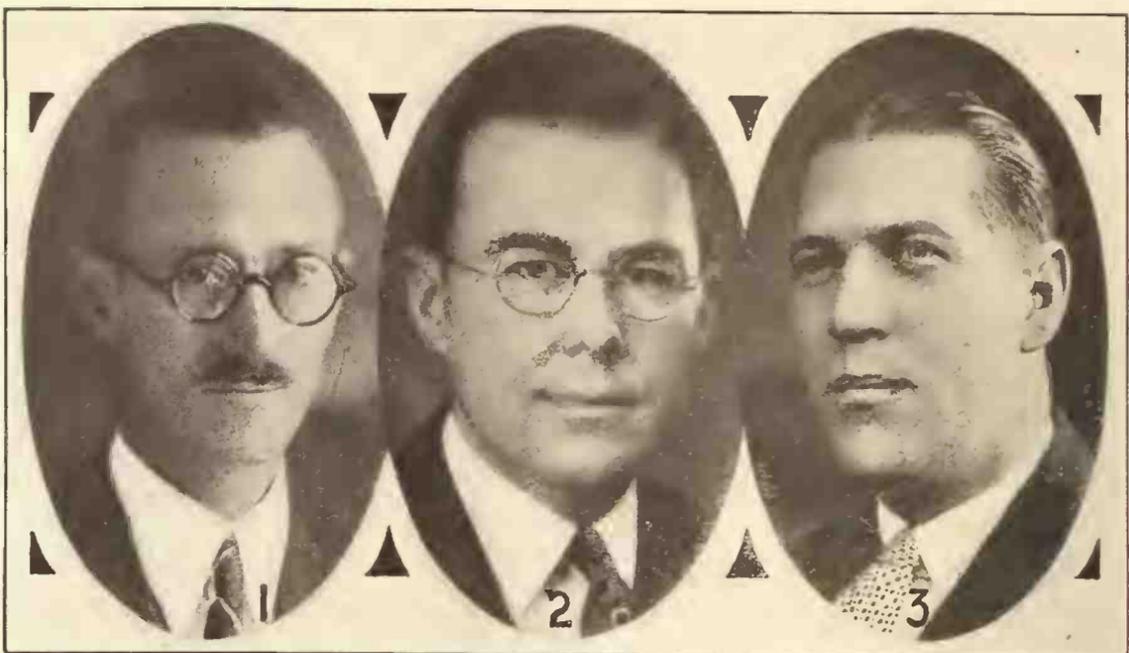
"This territory," said Mr. Haring, "is under the control of L. E. Hilduser as field sales manager, and Mr. Hilduser's force has now been completed by the addition of three further sales representatives. F. J. Hogan, Jr., will cover up-State Pennsylvania. Mr. Hogan has been representing 'Philco' in Pennsylvania for the last five years and has a wide acquaintance among music dealers in his territory.

"Philadelphia and vicinity will be covered by



A. B. Campbell

J. G. Weir, who comes to Sonora with an experience dating back to 1914, when he entered the employ of N. Snellenburg & Co., of Philadelphia, as salesman; four years later Mr. Weir became sales manager, and a short time after-



(1) J. G. Weir. (2) F. X. Donovan. (3) F. J. Hogan, Jr.

ward was appointed assistant buyer for the whole of the music departments.

"The territory out of the Pittsburgh district will be in the hands of F. X. Donovan, who was formerly with the Philadelphia house of John Wanamaker. Later Mr. Donovan became manager of the radio and phonograph division of the Pearson Piano Co., of Indianapolis, with branches throughout Indiana, and just prior to joining the Sonora Phonograph Co. Mr. Donovan was buyer for the phonograph department of the Kaufmann Department Store, in Pittsburgh, Pa. This new representative comes to Sonora with a background of over twenty years' experience in the phonograph industry.

"We are on the point of completing our sales force in the Eastern district," added Mr. Haring,

"and we hope and believe that our representatives in the field will be of the type who will be able to be of real assistance to our friends throughout the trade."

Mr. Haring also announced the addition of A. B. Campbell to the New York territory sales force. Mr. Campbell, who resides in Buffalo, will make that city his headquarters; in addition, he will cover Batavia, Erie, Jamestown, Corning, and Niagara Falls.

The latest Sonora recruit is well known throughout this territory, having been a resident of and working in central New York for many years. For six years, Mr. Campbell was with Treman, King & Co., of Ithaca, and more recently he was radio sales manager with the Rochester Auto-parts & Radio Corp.

## Otto Heineman Host at Okeh Luncheon

Members of Staff of Okeh Phonograph Corp. and Distinguished Guests Attend Luncheon in Okeh Headquarters

Otto Heineman, president of the Okeh Phonograph Corp., and Mrs. Heineman entertained the staff of the Okeh organization and a number of distinguished guests at luncheon in Mr. Heineman's offices on October 11. The guests

included Louis Sterling, managing director of Columbia Graphophone Co., Ltd., London; H. C. Cox, president and W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., New York City. Other Columbia executives who attended included F. J. Ames, Frank Dorian, Raymond Barker and A. C. Garmaize.

Members of the Okeh staff present were: Eli Oberstein, treasurer of the Okeh Phonograph Corp., who received the congratulations of all present upon the birth of his son, Maurice Louis Oberstein; Charles Hibbard, recording director; Justin Ring, musical director; Tom Rockwell, manager of the Okeh recording laboratory and his assistant, Mr. Stevens; M. Marks, manager of the New York distributing division, who was accompanied by A. Fischer, assistant manager, and Miss Russakow and Miss Holzberg; Kalman Berthold, manager of the foreign record department, accompanied by Mrs. Ella Berger; Miss Sophia Ikas and Miss Arbutus Kennard, who represented the advertising department. Other members of the various departments were also on hand to lend to the merriment of the festive gathering.

## Allen-Hough Plans Ambitious Program

Don Allen, president of the Allen-Hough Mfg. Co., Racine, Wis., recently completed an extensive tour of the South, where he conferred with the Allen-Hough distributors, Gus Blacand, of the Southern Aluminum Co., and Chas. M. Jones, of the Aluminum Specialty Co., at New Orleans, in the distributing headquarters of that organization. The merchandising program of the Allen-Hough Mfg. Co. for the balance of this season and for 1929 is said to be of a most ambitious nature. New merchandise is about to be introduced, and it is believed by the Allen-Hough executives that distributor and dealer activity throughout the country will respond favorably to the program now being announced.

### 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

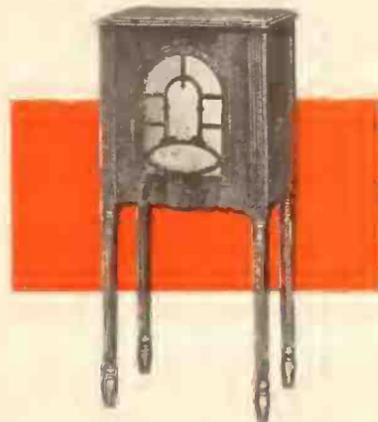
“The Ear Says BUY”  
— the phrase made famous by Farrand Speakers—more emphatically than ever expresses the Farrand line of today. It is always easier to sell the best.



Model 70—Farrand Gothic DYNAMIC . . . \$55  
Same Cabinet—Model 60—Balanced Armature . \$27.50



Model 78—NEW—just out—Farrand DYNAMIC Table Speaker . . . \$68



Model 74—Farrand Tiffany Table DYNAMIC . . \$75



Model 64—Farrand Junior—Balanced Armature type—bronzed clock effect \$22.50  
Eight other models—ranging from \$16.50 to \$110

And once again, Farrand facilities—the largest speaker plant in the industry—make possible this leadership in quality, at a minimum of price. Your distributor can supply you.

# Farrand

## Sarnoff Heads Board of Important Combine

RCA Vice-President and General Manager Is Named Chairman of Board of Directors of Radio-Keith-Orpheum Corp.

Organization of the Radio-Keith-Orpheum Corp., a new company formed to handle the amusement enterprises of the Radio Corp. of



David Sarnoff

America, Keith-Albee-Orpheum Corp. and F. B. O. Productions, Inc., was recently announced. The new company, of which David Sarnoff, vice-president and general manager of the Radio Corp. of America, is chairman of the board of directors, combines the motion picture producing facilities of F. B. O.; the Radio Corporation's sound film device, Photophone; the Keith chain of about 250 theatres, its vaudeville booking service, and the broadcasting plant of the National Broadcasting Co.

The Radio Corp. has been granted 500,000 shares of class B stock in the new company in consideration of a non-exclusive license for the use of Photophone recording equipment for 15 years, a priority delivery basis for purchase of Photophone reproducing apparatus, establishment of co-operative booking service for artists of Keith or the National Broadcasting Co., broadcasting periods for N. B. C.-Keith programs, and an agreement for co-operation in development of public electrical entertainment.

## Victor Quarter's Net Income \$1,807,729.89

Income for First Nine Months of 1928 Is \$4,646,617.48, as Compared With \$4,069,753.74 for Same Period of 1927

CAMDEN, N. J., November 3.—The financial statement of the Victor Talking Machine Co. for the third quarter of 1928 shows a net income for the three months, after deductions for depreciation and provision for Federal income taxes, of \$1,807,729.89, as compared with \$2,063,517.88 for the same period of 1927.

The net income for the first nine months, ended September 30, 1928, amounted to \$4,646,617.48, equivalent after preferred stock dividends to \$4.50 per share of common stock outstanding at the end of the period, as compared with net income for the corresponding nine months of 1927 of \$4,069,753.74, equivalent on the same share basis to \$3.69 per share of common stock.

In presenting the statement to stockholders attention is called to the net earnings of the Gramophone Co., Ltd., of England, which, after payment of preference dividend, amounted to (about) \$5,330,629, against (about) \$3,623,996 for the year ending June 30, 1927. The Victor Co. owns 850,000 ordinary shares of the Gramophone Co. on which 60 per cent is paid up.

## Bosch Reports Increased Profits

A net profit of \$259,467, after depreciation but before Federal taxes, is reported by the American Bosch Magneto Corp., Springfield, Mass., for the quarter ended on September 30. This is equivalent to \$1.24 a share, compared with \$114,848, or 55 cents a share in the same quarter of the preceding year. Net income for the first nine months of 1928 was \$362,921 before Federal taxes, compared with \$195,314 in the same period of 1927, an increase that indicates the progress made by the company.

## Appointed Vocalion Jobber

The Braiterman-Fedder Co., of Baltimore, Md., has announced that it has been appointed exclusive Vocalion distributor for the States of Maryland, Virginia, part of West Virginia, Pennsylvania, Delaware and North Carolina, an extensive territory.

## R. C. Elwell in an Important New Post

Appointed Sales Promotion Manager of J. E. Dilworth & Co., Memphis, Tenn., Majestic Radio Wholesalers

Robert C. Elwell on November 1 became sales promotion manager of J. E. Dilworth & Co., Memphis, Tenn., wholesalers of Majestic



Robert C. Elwell

radios. Mr. Elwell has been manager of the talking machine and radio departments of Grinnell Bros., Toledo, O., for fourteen years, with the exception of a 2 years' period during which he held a similar position with the J. W. Greene Co., also of Toledo. In his new field he will have a wide range of activity, for Dilworth & Co. maintain four houses in the South and have the sales agency for Majestic products in Tennessee, Arkansas and a portion of Kentucky and Mississippi. The company plans to extend its operations materially in the interest of the Majestic line.

The Freeman Phonograph Co., Nashville, Tenn., was recently incorporated with a capital of \$21,400. W. C. Freeman, G. M. Nickens, G. Morrison, Alfred T. Levine and Simon Rappaport are the incorporators.



### 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.



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.

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

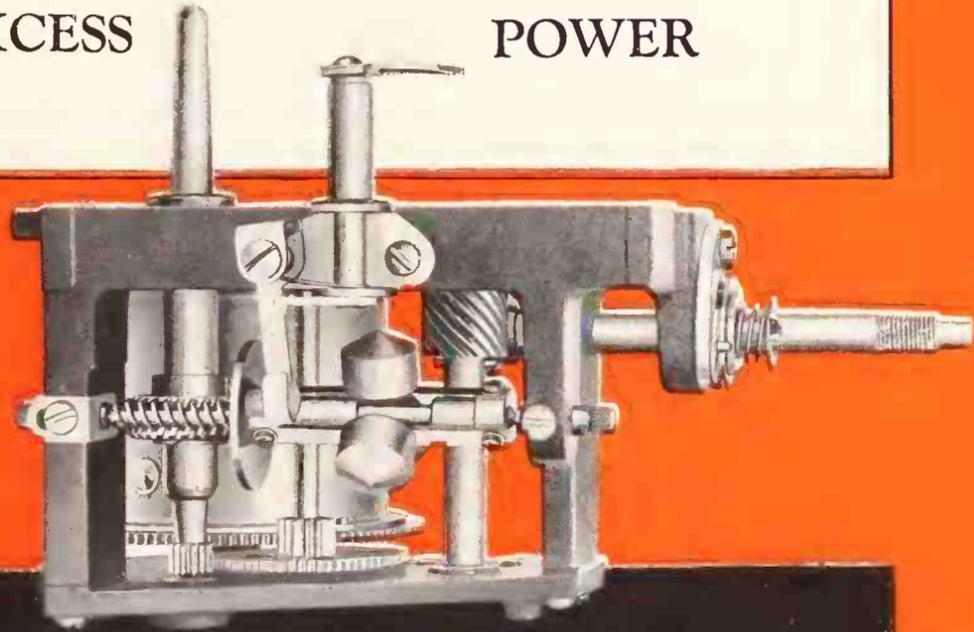
### Excel Phonograph Manufacturing Co.

402-414 West Erie St., Chicago, Illinois

# 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

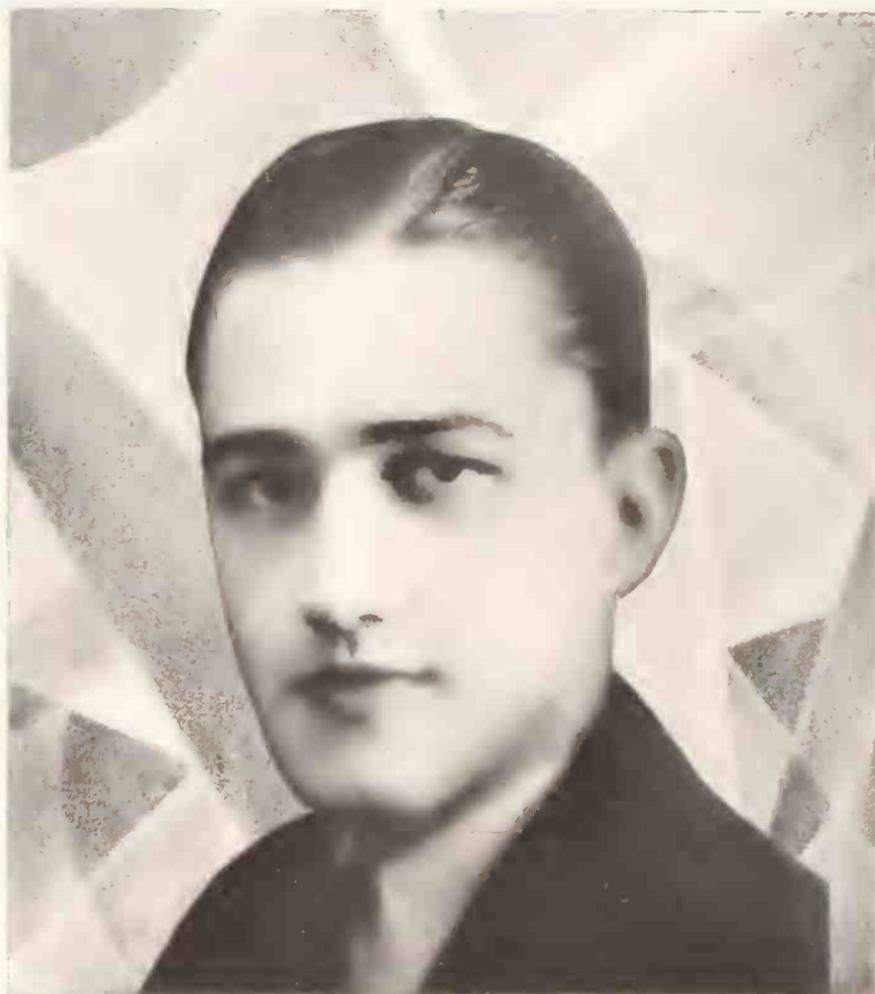
New York, N. Y.

# SEGER ELLIS NOW RECORDS FOR ONLY OKEH RECORDS

The First Okeh Exclusive Seger Ellis Record Has a Silver Label That Features Seger Ellis' Picture and Autograph. . . .



## RECORDS



### Seger Ellis Sings . . . .

- 41119 { Sentimental Baby  
10 in. 75c. { Beggars of Life
- 41103 { Chiquita  
10 in. 75c. { Out of the Dawn
- 41077 { I Can't Give You Anything  
10 in. 75c. { But Love  
                  { Don't Keep Me in the Dark.  
                  { Bright Eyes
- 41061 { Beloved  
10 in. 75c. { Sweet Sue—Just You
- 41047 { Chloe (Song of the Swamp)  
10 in. 75c. { If I Can't Have You (I Want  
                  { to Be Lonesome—I Want  
                  { to Be Blue)
- 41024 { Coquette  
10 in. 75c. { I Must Be Dreaming
- 41006 { Sunshine  
10 in. 75c. { You'd Rather Forget Than  
                  { Forgive
- 40974 { After We Kiss  
10 in. 75c. { To-morrow

### EMMETT MILLER

- 41135 { Dusky Stevedore  
10 in. 75c. { Take Your Tomorrow (And  
                  { Give Me To-day)  
                  { Accom. by His Georgia  
                  { Crackers

## SEGER ELLIS

### Silver Label Record . . . .

- 41127 { I Loved You Then As I Love You Now  
10 in. 75c. { (Theme Song From Motion Picture "Our  
                  { Dancing Daughters")  
                  { Dream House  
                  { Sung by Seger Ellis

### Pipe Organ Solos—Male Quartettes

- 41130 { Tell Mother I'll Be There—Pipe Organ  
10 in. 75c. { When They Ring the Golden Bells for You  
                  { and Me—Pipe Organ  
                  { Played by Richard Jordan; Refrains by Silver  
                  { Bell Male Quartette

### Guitar Solos—Ed. Lang

- 41134 { Jeannine, I Dream of Lilac Time  
10 in. 75c. { Add a Little Wiggle  
                  { Piano Accom. by Frank Signorelli

# Okeh Phonograph Corporation

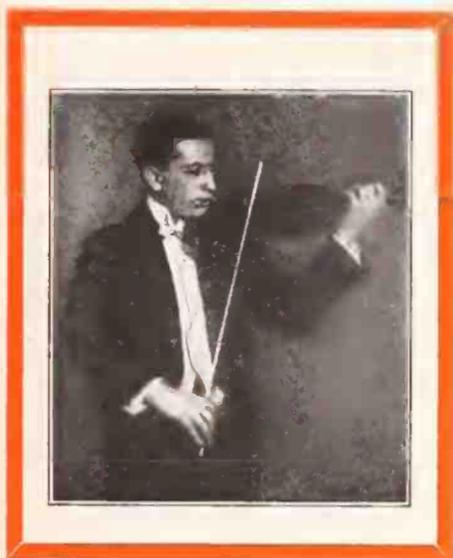
OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

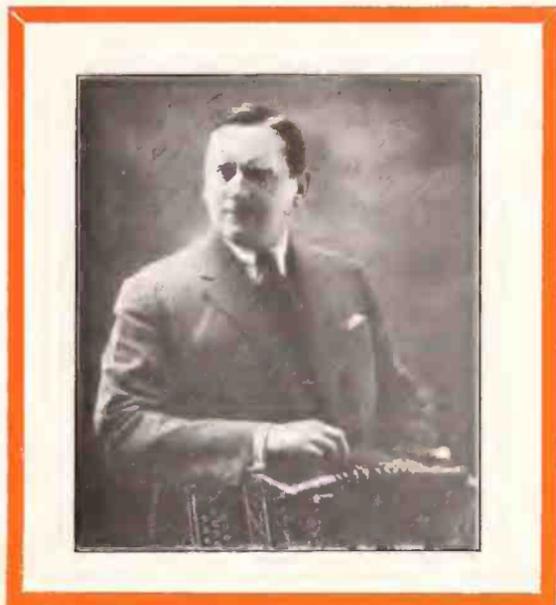
# THE NEW INTERNATIONAL RECORDS

3500 Series; 10 inch; 75¢



DAJOS BELA

Imported recordings of music by the most famous artists in Europe may now be sold at the popular price of 75c



EMILE VACHER

3501 } DOLLAR PRINCESS, Waltz  
10 in. } GYPSY LOVE, Waltz  
75c } Played by Dajos Bela and His Orchestra

3502 } APRIL ROSES, Waltz  
10 in. } DREAM OF LOVE, Waltz  
75c } Accordion Solos by Emile Vacher



## EDITH LORAND

AND HER ORCHESTRA  
PLAY . . .

3231 } WALTZ DREAM  
12 in. } (OSCAR STRAUSS) Selections Part I and II  
\$1.00 }

3232 } CAVALLERIA RUSTICANA  
12 in. } (P. MASCAGNI) Selections Part I and II  
\$1.00 }

**ODEON**  
**ELECTRIC**

**RECORDS**

**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*

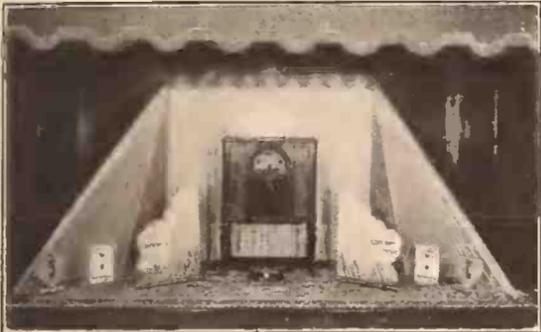
25 West 45th Street, New York

SOLE SALES AGENTS

## Kellogg Display Service for Trade

Expert Designs an Easy-to-Install Window Each Month for Retailers Who Handle the Kellogg Radio Line

The Kellogg Switchboard & Supply Co., Chicago, believing in attractive window displays for its dealers and furnishing miscellaneous cards, streamers, etc., this year has gone a step further and has inaugurated a monthly display service which is furnished to all Kellogg dealers. Each month the Kellogg Co. has its expert window trimmer design a window which will be easy for the dealer to install. A cut of this window is shown in the monthly house or-



One of the Kellogg Windows

gan, the Kelloggram. With the illustration of the window before him and the instructions, which the Kellogg Company includes with each window display, the dealer can quickly make an attractive display in his store window.

## Prominent Libraries Use Schubert Display

Libraries and Art Museums Using Material Supplied by Schubert Centennial Headquarters, New York City

A striking feature of Columbia's Schubert Week—Back to Melody—November 18 to 25—is the number of requests for Schubert displays crowding in from public libraries and museums, at Schubert Centennial Headquarters, 1819 Broadway, New York City.

Among the larger libraries which have volunteered special exhibits of Columbia's novel material are Boston, New York, Providence, Brooklyn, Newark, Philadelphia, Baltimore, Atlanta, New Orleans, Buffalo, Detroit, Chicago, Indianapolis, Minneapolis, Omaha, Denver, Seattle, Portland, Ore., and Los Angeles, while the number of smaller cities and towns so far included is 1,250.

No less suggestive is the interest manifested by art museums, which are using Columbia's printed matter in connection with exhibits of old-time musical instruments.

The co-operation of these high-grade educational institutions is explained by the fact that Columbia supplies free of charge many distinguished items available nowhere else, including facsimile pages from Schubert's diary, his original musical scores, similarly reproduced, and copies of the first American program (New York, 1851) that covered his C Major Symphony, now offered this year for the first time on American records as Columbia Masterworks Set No. 88.

## A. K. Dealers Visit Plant

Among recent delegations visiting the factory of the Atwater Kent Mfg. Co. in Philadelphia were dealers from Pennsylvania and West Virginia in the territories served by the Atwater Kent distributing firms of Briggs-Hagenlocher, Inc., Johnstown Automobile Co., Esenbe Co., Williams Hardware Co. and the Gee Electric Co.

After breakfast at the Pennsylvania Hotel

the dealers inspected the plant and returned for luncheon and business session in the afternoon, at which Vernon W. Collamore, general sales manager; Dick Smiley, assistant general sales manager; L. A. Charbonnier, service manager, and John McCoy, of the advertising department of the Atwater Kent Mfg. Co., addressed the gathering. After a dinner with several most enjoyable cabaret features the party witnessed "Present Arms."

## Dr. Paul T. Weeks Is Raytheon Engineer

New Chief Engineer of Raytheon Mfg. Co. Has Had Wide Experience—Holds Several Patents on Tube Construction

CAMBRIDGE, MASS., November 5.—After being identified for many years past with the tube development activities of the Westinghouse organization, Dr. Paul T. Weeks has joined the Raytheon Mfg. Co., of this city, manufacturer of radio tubes, as chief engineer.

Dr. Weeks graduated from Oberlin College in 1913, and gained his Ph.D. degree at Cornell in 1917, followed by research work with the Bureau of Standards. During the war he served in the Radio Development Section of the U. S. Signal Corps. In 1919 Dr. Weeks joined the Westinghouse organization and was assigned to radio tube and radio development work. Last May he resigned in order to join the Raytheon organization for the purpose of developing improved filament and other types of tubes. Dr. Weeks has several patents on tube construction, which are to be incorporated in the Raytheon vacuum tubes soon to be introduced to the radio trade and public.

## Portable Entertains Crew of Dirigible

Officers and crew of the U. S. Dirigible Los Angeles were entertained with music during their cruise to San Antonio, Tex., at the time of the American Legion Convention through the medium of a portable talking machine and records presented to the ship by the Victor Talking Machine Co., just before she sailed from Lakehurst.

## Elected President of Merged Companies

Burton Greene Made President of Electrical Research Laboratories, Inc.—Company Is in a Strong Position

Burton Greene, president of Electrical Research Laboratories, Inc., Chicago, pioneer manufacturer of Erla radio apparatus, succeeds George A. Pearson as president of that company, it was announced recently at a special



Burton Greene

meeting of the board of directors. Mr. Greene was formerly president of the Greene-Brown Co., Chicago, power unit manufacturer, recently merged with the Electrical Research Laboratories, Inc.

Rumors of a coming consolidation with a number of other leading manufacturers of radio apparatus have been neither confirmed nor denied by Mr. Greene. Whatever negotiations the Electrical Research Laboratories are undertaking for the acquisition of other radio companies would be announced to the trade and public within a short time, he said.

The present Erla organization is now said to be in a strong position. Completely reorganized, following the recent merger with Greene-Brown Mfg. Co., and with stock that jumped in the course of a few weeks from 6 to 34 points, financial circles predict an unprecedented year for the new corporation.

# Beyond Competition

Listen to the new Splitdorf Radio with its "250" HEAVY DUTY Tube. For the first time in your life you can hear *all* the notes of orchestra or band. *Seven times* more power than sets with the old "171" tube.

Amazes your trade. A sensation! Beyond the reach of competition.

Write for details about Splitdorf's remarkable discounts, franchise rights, and sales territory protection.

# SPLITDORF RADIO

SPLITDORF RADIO CORPORATION, NEWARK, N. J.  
Subsidiary, Splitdorf-Bethlehem Electrical Co.

## Music Industries Conclave to Be Held in Chicago Week of June 3

Plans Call for Holding Convention Simultaneously With RMA Trade Show and Annual Meeting—Music Men's Headquarters Will Be the Hotel Drake

At a meeting of the Board of Directors of the Music Industries Chamber of Commerce, held in Chicago late last month, it was definitely decided to hold the 1929 convention of the National Music Industries at the Hotel Drake during the week of June 3, and simultaneously with the convention and trade show of the Radio Manufacturers' Association. The plan fits in with the recommendations of the radio manufacturers, and is designed for the convenience of the many music merchants who now handle radio, and who will appreciate the op-

portunity of attending the trade show as well as the music convention during the same week.

The Chamber will invite radio dealers generally to attend the convention sessions at the Drake and the preliminary arrangements call for the programming of a number of subjects designed to prove of particular interest to them. The directors' meeting was presided over by Hermann Irion, president of the Chamber.

The Board of Control of the National Association of Music Merchants also met in Chicago last month and, in addition to laying plans for the holding of a national piano-playing contest in Chicago next June during the period of the convention, adopted the revised constitution and by-laws, recommended by a committee appointed at the last annual convention in June in New York. Under the new governing regulation the Association returns to its old status based on individual membership and gives up the plan of a national organization made up of delegates from local bodies formed or to be formed in the future.

The music merchants also gave thought to plans for the next annual convention, and Roger O'Connor, president of the Piano Club of Chicago, who was recently appointed chairman of the general convention committee by Hermann Irion, president of the Chamber, was also placed at the head of the merchants' convention committee. The various Association officials in Chicago for the executive meeting were the guests of the Piano Club of Chicago at a special dinner held at the Drake Hotel.

## Stevens Expanding Jobber Connections

Production Being Increased to Care for Steadily Growing Trade Demands for the New Model Stevens Speakers

New jobbing and distributing connections are rapidly being opened up by the Stevens Mfg. Corp., New York, manufacturers of the Stevens line of magnetic and dynamic speakers, according to Clifford E. Stevens, treasurer of the company. It is stated that production is being increased to care for trade demands for the new Stevens models.

The popularity of the Burtex diaphragm, which is an exclusive patented product of the Stevens Mfg. Corp., is increasing among other speaker manufacturers, according to Mr. Stevens, who states that large orders for it are now in production. It is said that the list of speaker manufacturers using this diaphragm in their various models is constantly growing, because of its waterproof qualities and many other distinctive features. The publicity department of the Stevens Mfg. Corp. is now releasing to various publications scientific articles on general acoustic problems and the use of Burtex in this connection.

## Columbia Issues Catalog for 1929

Clothed in a futuristically designed cover the Columbia Phonograph Co.'s 1929 Catalog has just come off the press. The volume is a veritable mine of information. The arrangement is alphabetical, listing each double-disc record, containing two separate compositions, at least four times. The names of the record artists are also included in this list.

Other helpful references in the volume are a piano record listing with respective artists, a sacred selection listing and a dance and popular-song record group. A detailed list of the Masterworks artists and their recordings is found in a separate section which is tinted. Lastly is a roster of serious composers followed by a section entirely given over to Columbia Viva-tonal phonographs and the Columbia line of radio receiving sets.

## Stromberg-Carlson on Campaign Train

Democratic Standard Bearer Pays High Tribute to Excellence of Operation of Receiver During Campaign Trips

A tribute to the Stromberg-Carlson radio receiver which operated under unusual conditions



STATE OF NEW YORK  
EXECUTIVE CHAMBER

ALFRED E. SMITH  
GOVERNOR

ALBANY

October 3, 1928

Mr. H. A. Brennan  
Gross, Brennan Inc.  
342 Madison Avenue  
New York City

Dear Mr. Brennan:

I want to take this opportunity to thank you and the Stromberg Carlson Company, for placing the excellent radios aboard my campaign train.

The reception was excellent no matter how far from civilization the train seemed to be and even when the train was in motion through the wide plains of the west, we were able to keep in touch with political developments through the radios.

Once again let me assure you that I appreciate your kindness in placing these sets on the train.

Very truly yours,

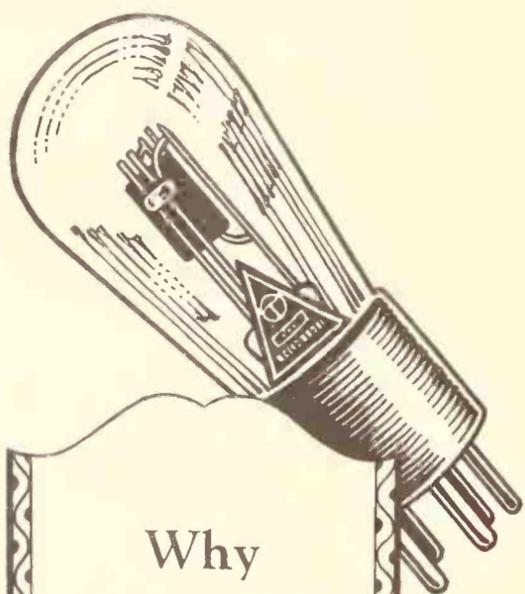
and gave proof of its capabilities is contained in the letter reproduced herewith from Alfred E. Smith to Herbert A. Brennan, of Gross-Brennan, Inc., sales representative of the Stromberg-Carlson Tel. Mfg. Co. As can be seen from the letter the Stromberg-Carlson receiver functioned perfectly during the entire campaign trip of the Democratic standard bearer, even during those times when the train was rushing across the plains in the West.

## Seattle Association Elects

Election of officers was the principal business at the October meeting of the Seattle Radio and Music Trades Association. August J. Lutz, of the Pacific States Electric Co., was elected president. Other new officers are: Edward E. Kelly, Hopper-Kelly Co., first vice-president; James Sipprell, University Music Store, second vice-president, and H. T. Howell, of the Howell Piano Co., secretary-treasurer.

## It Can't Be Done

Harrison Smith Co., Atwater Kent distributor, of Oklahoma City, Okla., says this in a recent sales bulletin to dealers: "When family doctors are made in a month, and you can get a \$10,000 job from reading a \$2 book, we will believe that good radio sets can be built without experience, and retail dealers can prosper by selling them."



Why  
They Sell  
Better!

Velvet - like tone;  
no microphonic  
noises; nationally  
advertised; made in  
all standard types,  
A.C. and D.C.

Write for  
full description  
and prices.

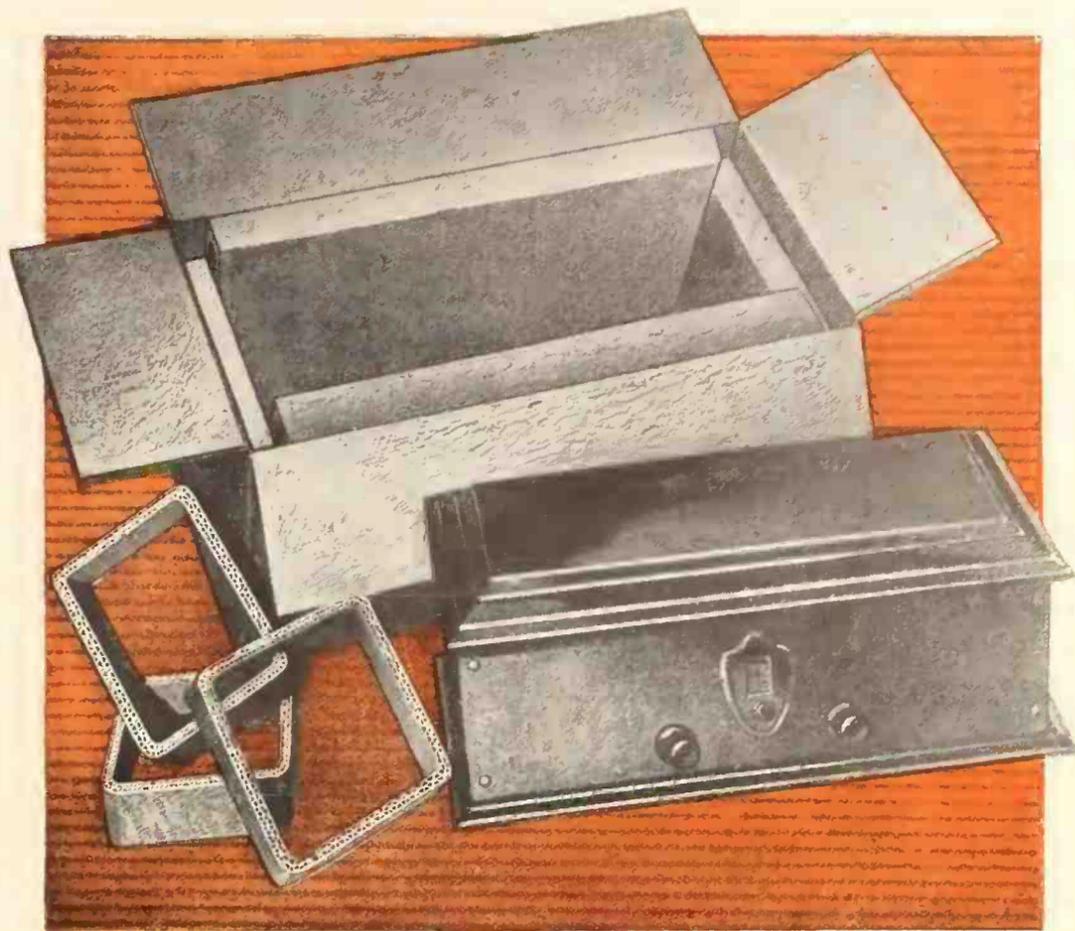


Televocal  
Corporation

Televocal Building  
Dept. G-6 - 536 12th St.  
West New York, N. J.

**Televocal**  
Quality Tubes

# Does Your Packaging meet "new-day" merchandising ?



GONE with the cigar store Indian are the days when business can be done leisurely, slowly—new-day merchandising steps at a lively pace.

Goods must be bought rapidly, made rapidly, packed rapidly . . . and packed rightly to withstand fast shipping, fast handling.

Your customer's customer expects your product to reach him unblemished, unmarred . . . and in the quantity most con-

venient for him to use. Hand-to-mouth buying . . . high warehousing expense, small inventories are here to stay . . . your packaging must fit the trend of the times.

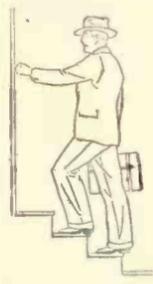
This is the reason why 21 H & D Mills and Factories—strategically situated to give you localized service—are finding new customers every day. For H & D service is designed to aid you in keeping your packaging abreast of present-day selling methods.

## A Package Engineer Can Help You

H & D package Engineers have but one mission—to help you meet new-day merchandising with packages that answer the trend of the times.

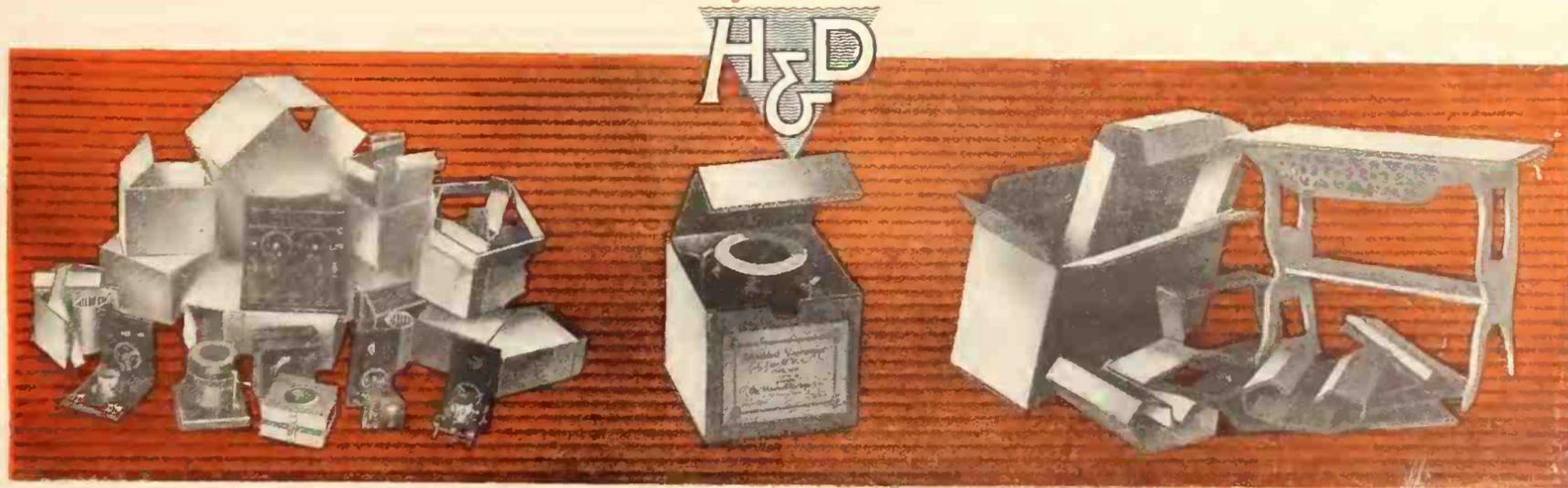
The Hinde & Dauch Paper Company  
280 Decatur Street Sandusky, Ohio

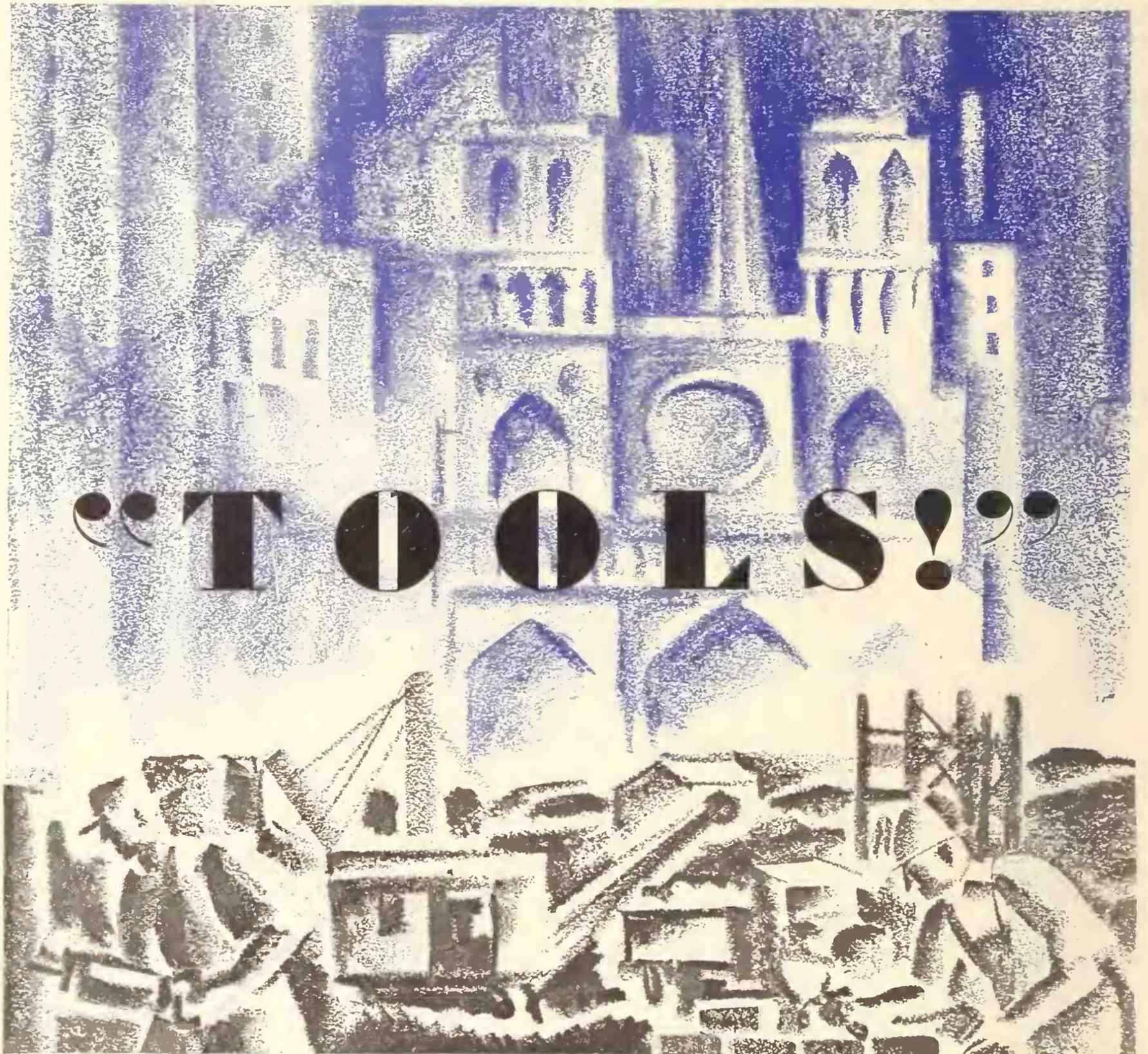
Write, wire or phone—Hinde & Dauch package engineering



service is available at the time you say—it's ready now.

# HINDE & DAUCH *corrugated fibre* SHIPPING BOXES





**C**ERTAIN cathedrals in the Middle Ages took five *generations* of workers to complete construction. ¶ The length of time required to erect a great building even twenty-five years ago was much longer than it is today. ¶ What has caused the time cut? ¶ Mainly tools, better tools. ¶ Today, the manufacturer who knows his job is providing dealers with improved tools for building turnover. ¶ In the radio



industry Kolster has spent millions in advertising to give dealers *the tool of consumer good-will* which means selling-power. ¶ The Kolster Franchise is literally a selling tool. ¶ The longer you use it and the better you use it the more you will respect it and value it, and the finer and stronger will your own temple of business grow. ✦ ✦ ✦ ✦ ✦ ✦ ✦ ✦



COMMANDER BYRD selected Kolster Radio and Kolster Radio Compasses exclusively for his South Pole expedition. ¶ What finer tribute could be given to Kolster dependability?

**OKEK**  
ELECIRIC

A  
Complete List  
of  
**OKEK**  
ELECIRIC  
RECORD  
Distributors

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.

OKEK 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.  
McCall Bldg., Memphis, Tenn.

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

**OKEK**  
ELECIRIC

## C. A. Earl, Jr., Joins Chas. Freshman Co.

Appointed Assistant Sales Manager—To  
Work in Close Association With J. A.  
Frye, Sales Manager of Company

The appointment of Clarence A. Earl, Jr., as assistant sales manager of the Chas. Freshman Co., Inc., New York, has been announced. He comes to the Freshman organization with an extensive merchandising training gained in the automobile industry, and is following in the footsteps of Clarence A. Earl, Sr., president of the organization, who also left the automobile industry to become affiliated with the radio business. Mr. Earl will be in close association with James A. Frye, whose appointment as sales manager of the Freshman Co. was recently announced in *The World*.

Mr. Frye joined the Freshman organization some time ago as assistant sales manager, and with the advancement of Harry A. Beach to vice-president in charge of sales, he became sales manager. He enjoys a wide acquaintance in the music trade as well as an extensive merchandise experience, having served for many years with the Victor Talking Machine Co. and the Victor wholesale department of the Knight-Campbell Co. of Denver.

## Personnel Changes at Kimberly Radio Corp.

Announcement has been made by the board of directors of the Kimberly Radio Corp., Chicago, Zenith distributor, of the following changes in executive personnel. L. T. Johnson, who formerly served in capacity of sales manager, is now president and treasurer, filling the vacancy caused by the death of the late president, Percy R. Kimberly.

Maurice J. Moriarty, a prominent Chicago attorney, is vice-president and secretary, but he will not be actively engaged with the company. The board of directors of the Kimberly Radio Corp. is composed of T. M. Pletcher, president of the QRS Co., and nationally known in the music-radio industry, L. T. Johnson and M. J. Moriarty.

## Gold Seal Tube Sales Show Large Increase

Sales of Gold Seal tubes for the first eight months of 1928 show a substantial increase over the corresponding period of last year, according to a recent report submitted to stockholders by James W. Duff, president of the Gold Seal Electrical Co., Inc., New York. Mr. Duff stated that production has been maintained at maximum daily capacity, but orders are so far in excess of output that the Gold Seal plant has started night operation.

The report also states that the electrical appliance division of the Gold Seal organization is enjoying a large volume of business and is operating at full capacity. New items of electrical appliances are being added to the line as rapidly as possible.

## Adds Radio Departments

The Public Service Tire Co., Cleveland, O., has opened a radio department in the two stores it operates and is featuring the Atwater Kent and Crosley lines. H. J. Alperin, president of the company, states business is most satisfactory and anticipates adding more lines in the near future. Plans are being made to open several more stores soon and extensive sales promotion activities will bring the lines before the public.

## MICA DIAPHRAGMS

Immediate delivery—all sizes  
Send for free samples and prices  
All Mica Products

INTERNATIONAL MICA CO.  
Phone Baring 536 PHILADELPHIA, PA. Cable Filaso, Phila.

## Pete Woolery Is Columbia Artist

Popular Night Club, Radio and Vaudeville  
Entertainer Will Record Exclusively for  
the Columbia Catalog

Pete Woolery, popular song singer, recently joined the long list of exclusive Columbia artists. Mr. Woolery started his musical career at the age of ten, when he sang in the church



Pete Woolery

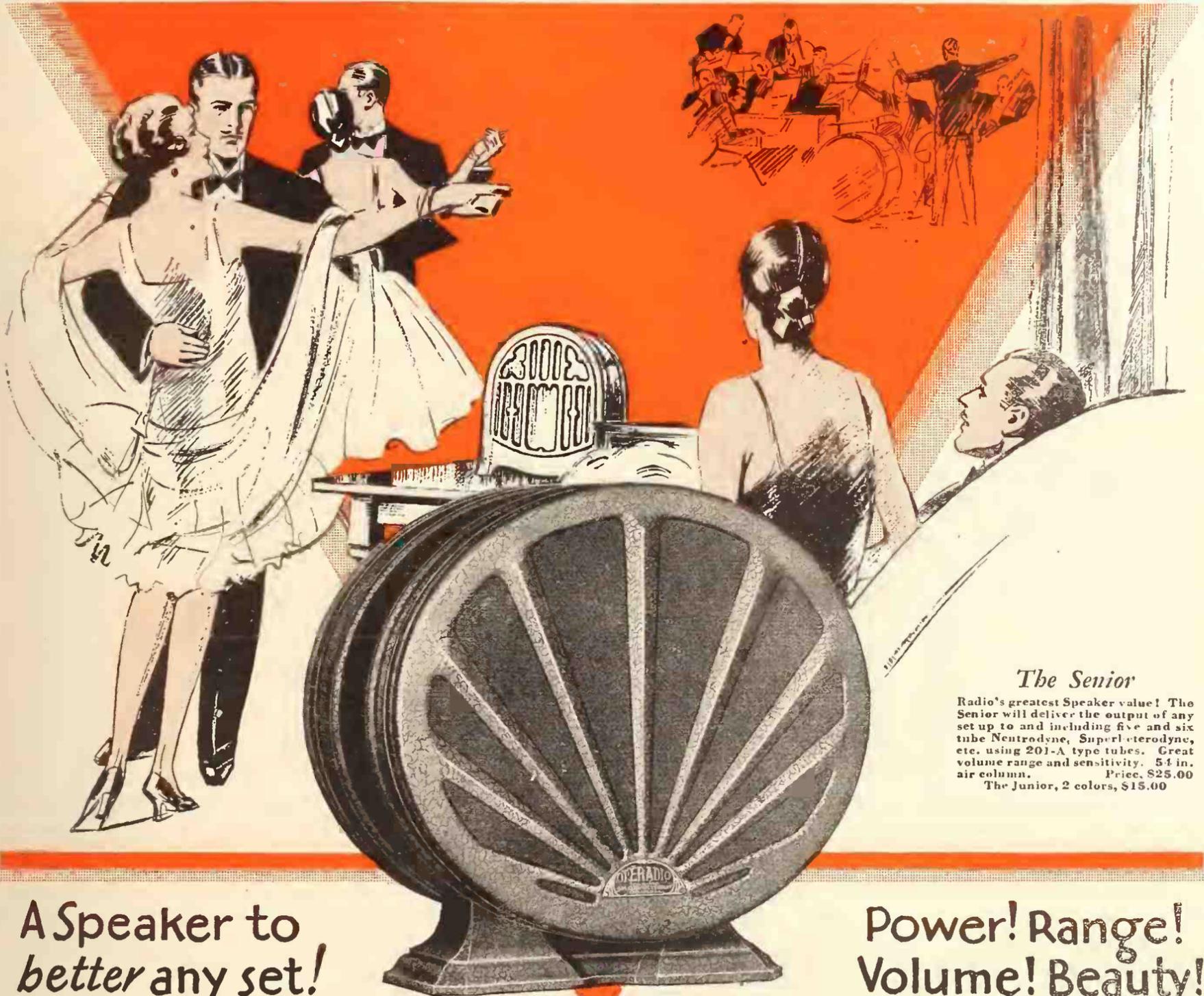
choir in his home town. During his years at the University of Delaware he was tenor soloist in the University Glee Club. Upon the completion of his college course he proceeded to Broadway and was soon engaged to sing at the Silver Slipper night club and soon after became one of the featured entertainers at the Frivolity Club. In addition, he has been a frequent performer over the air and is known to vaudeville audiences, as he is now touring the Keith-Albee circuit with the song team of the McCarthy Sisters, late of George White's "Scandals." Mr. Woolery's first release couples "Moonlight Madness" and "If You Don't Love Me."

## Stewart-Warner Prosperity

The Stewart-Warner Speedometer Corp., Chicago, Ill., reports net profits of \$5,476,974 in the nine months ended September 30, 1928, after taxes and charges, as compared with \$4,198,632 in the same period last year. This is equal to \$9.12 a share on the outstanding capital stock, against \$6.99 a share in the 1927 period. September quarter net was \$1,863,640, or \$3.10 a share, indication of the line's popularity.

## Henry Schildkraut Promoted

Henry Schildkraut, who for the past three years has acted as assistant manager of the Davega store, at 181st street, New York City, has been promoted to the managership of the Davega branch, at 1011 Southern boulevard. Mr. Schildkraut will be assisted by Jesse Schoen and succeeded by Frank Tillinghast, both of whom have been members of the Davega selling organization for some time.



*The Senior*

Radio's greatest Speaker value! The Senior will deliver the output of any set up to and including five and six tube Neutrodyne, Superheterodyne, etc. using 201-A type tubes. Great volume range and sensitivity. 54 in. air column. Price, \$25.00  
The Junior, 2 colors, \$15.00

**A Speaker to better any set!**

**Power! Range! Volume! Beauty!**

*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



**The Line Complete**  
~ \$15.00 to \$275.00

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.

Manufacturers: Operadio Mfg. Co. St. Charles, Ill. Greater Chicago District  
Sales Department: The Zinke Company 1323-25 S. Michigan Ave. Chicago, Illinois

—Pacific Coast prices slightly higher



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



*Operadio Dynamic Unit*  
Decisive improvements in power reproduction due to special Operadio designs. Will handle output of the largest sets built without trace of distortion, blasting or rattling regardless of the stages of power amplification.

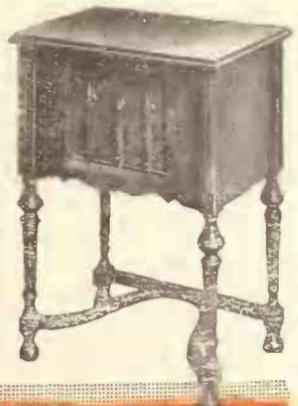
*The Geneva*  
A table model Dynamic Speaker, scientifically constructed with a sounding board giving maximum baffle effect. Beautiful in design and finished in rich walnut. Furnished with the Operadio Dynamic Unit, 6 volt D. C. \$55; 110 volt D. C. \$60; 110 volt A. C. \$70



*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 four or five tube amplifier]. Amplifier may be used in combination with either air column or Dynamic Units.  
Price Range, \$80.00 to \$275.00

**OPERADIO**  
Bloc Type and Dynamic  
**SPEAKERS**

*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



## Sonora Hour Added to Radio Programs

Acoustic Products Corp. Broadcasts Over Important Chain From the New Sonora Recording Laboratories

The Acoustic Products Corp., manufacturers of the famous Sonora Melodons, radios and phonographs, must be added to the list of advertisers who are "taking to the air," according to a statement by P. L. Deutsch, president. A contract has now been signed by which the Sonora Hour will be broadcast every Thursday evening from 9 to 10, Eastern Standard Time; 8 to 9, Central Standard Time. The Sonora Hour commenced on Thursday, November 1.

The Sonora programs will be broadcast over the Columbia chain, operated by the United Independent Broadcasters. The broadcasting

will be done from the newly established Sonora recording laboratories in the new Sonora Building, at 50 West Fifty-seventh street, New York City, and from there the programs will be carried, by remote control, to WABC and WOR, the key stations of the chain.

"In this broadcasting," said Mr. Deutsch, "Sonora will present to the public only those artists who will be heard on the new Sonora records, which are now being prepared. This will give music lovers throughout the country a unique opportunity of hearing for themselves the high class and quality of entertainment which will be available on Sonora records. We hope that listeners-in all over the country will write us their frank opinion of the programs presented weekly, and that they will also feel free to make suggestions as to numbers and artists."

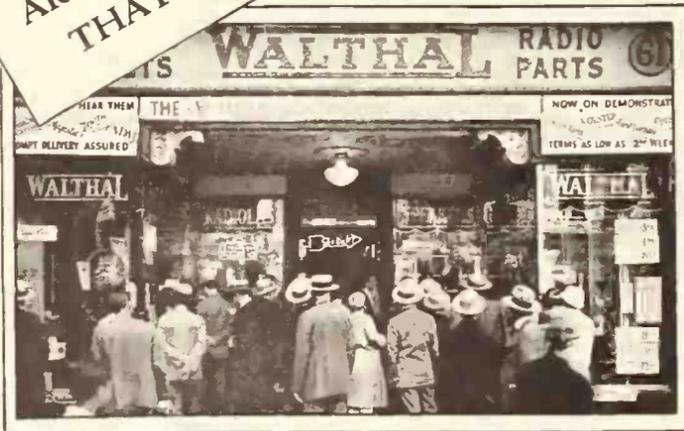
The third annual Akron, O., Radio Show took place recently in the armory and for four days crowds viewed the newest in radio.



Kaufmann's of Pittsburgh, one of the country's biggest department stores, have boosted tube sales with Arcturus. They have "sold hundreds of Arcturus A-C Detector Tubes and to date had no occasion to replace one of them."

ARCTURUS TUBES  
ARE HEATER TYPE  
THAT'S WHY—

Walthal, New York's biggest tube retailer, boosted tube sales with Arcturus—"personal demonstrations were held where the most skeptical customer was instantly won over."



## You too can increase tube sales with ARCTURUS

NO OTHER tubes in the world are made like Arcturus. Heater Type construction gives them demonstrable features of superiority unequalled by any other line of tubes. The country's leading merchants have increased sales, profits and customer satisfaction by demonstrating and proving Arcturus superiority.

They demonstrate that the Arcturus Detector will act in 7 seconds—against 30 to 60 seconds for other tubes—that Arcturus Tubes will stand 5 to 6 volts without effecting emission—that they give *hissless* reception. They show proof (which we will gladly

furnish you) that Arcturus Tubes have an average life of well over 2,000 hours. This line of Heater Type Arcturus A-C Tubes includes the 071 H Power Amplifier of proven long life and dependability, the first and only satisfactory power amplifier on the market.

It is because Arcturus Tubes are unequalled by any other tubes—and because their superiority can be readily demonstrated—that they are boosting sales for the leading merchants in the country—and will for you. Write for complete information. Arcturus Radio Co., 220 Elizabeth Ave., Newark, N.J.

# ARCTURUS

A-C LONG LIFE TUBES

## New Sales Plans for Atwater Kent Dealers

Direct-Mail Campaign to Selected List of Car Owners at Small Cost—Company Prepares Dealers' Sales Aids

Additional plans to stimulate sales of Atwater Kent receivers, augmenting the "New Roads to Radio Sales" campaign prepared by the Atwater Kent Mfg. Co. which was described in detail in a recent issue of The Talking Machine World, were recently made known to A.K. dealers. The first of these is a direct mail campaign prepared by the Reuben H. Donnelley Corp. bearing the approval of the sales division of the Atwater Kent organization. This plan consists of a series of twelve different Government postcards printed in three colors, each of which emphasizes a sales argument on behalf of the Atwater Kent receiver. The dealer selects the cards which he wishes to use in his mail campaign and agrees to pay two and one-fifth cents per card, two and one-half if a neighborhood list is required or two cents per card if he supplies his own list. The names supplied are those of people appearing on the official automobile registration list for 1928. The cards carry a variety of appeals and the dealer's name, telephone number and address appear on each one. The full purchase price is refunded for every card that is returned by the post office department.

Dealer helps for the 1928-1929 season are illustrated and described in two attractive booklets issued by the Atwater Kent organization. Among the aids are: a two-candle lamp finished to resemble antique hand-wrought iron with solid-brass trimmings and shade of antique parchment; little men cut-outs to explain the simplicity of A.K. operation in window displays; three-piece screen finished in the modern manner; rocking poster cut-outs; letterheads, match folders, 24-sheet posters, miniature posters, catalogs, envelope enclosures and electrotype broadsides. Other aids include: the salesman cutout, lifelike and life-size, eye-catching window posters, modern in idea and treatment, and other material for window dressings.

## Freshman Meetings in Leading Cities

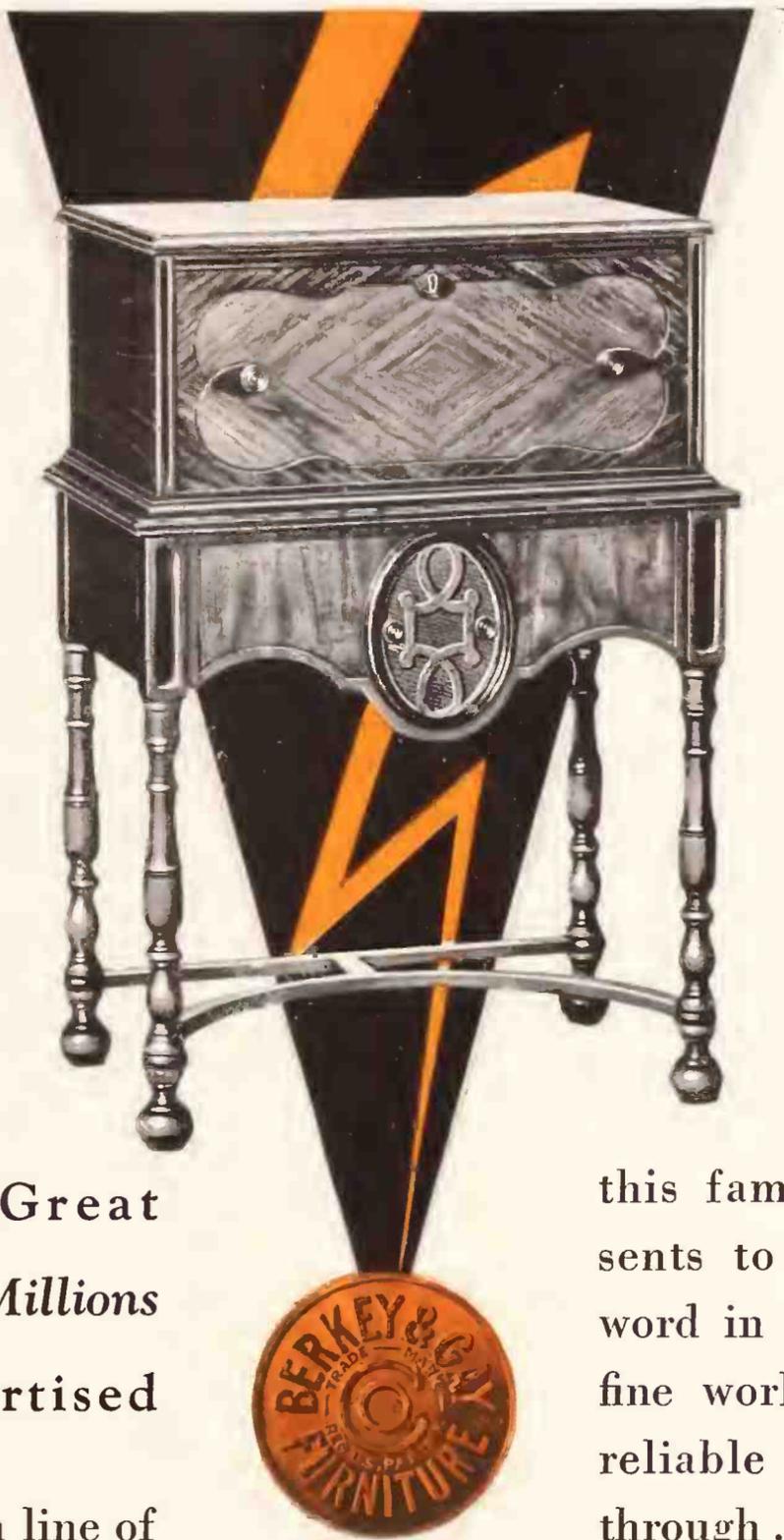
Officials of Company Addressed Representatives Jobbers and Dealers at Fifteen Enthusiastic Gatherings

A series of fifteen sales meetings in as many different cities was recently completed by Chas. Freshman Co., Inc., New York. These meetings were announced as another step in welding Freshman representatives, jobbers and dealers into a most effective organization. Philadelphia, Washington, Boston, Newark, Cleveland, Pittsburgh, Detroit, Chicago, Indianapolis and New Haven were among the cities where meetings were held.

Various officials of the Freshman Co. were present. Clarence A. Earl, president, spoke on the company and its future. J. A. Frye, sales manager, and Clarence A. Earl, Jr., assistant sales manager, spoke on radio merchandising. George Eltz, vice-president in charge of engineering, talked from an engineering angle. Dinner and entertainment were provided.

## Jay Grinnell Praised

Jay Grinnell, director of the music house of Grinnell Bros., Detroit, Mich., was the subject of an interesting biographical sketch which appeared in a recent issue of the *Detroit*, published by the Detroit Chamber of Commerce. The article pays high tribute to Mr. Grinnell's cultural and civic activities.



Profit By This Great  
Name—Known to Millions  
Nationally Advertised

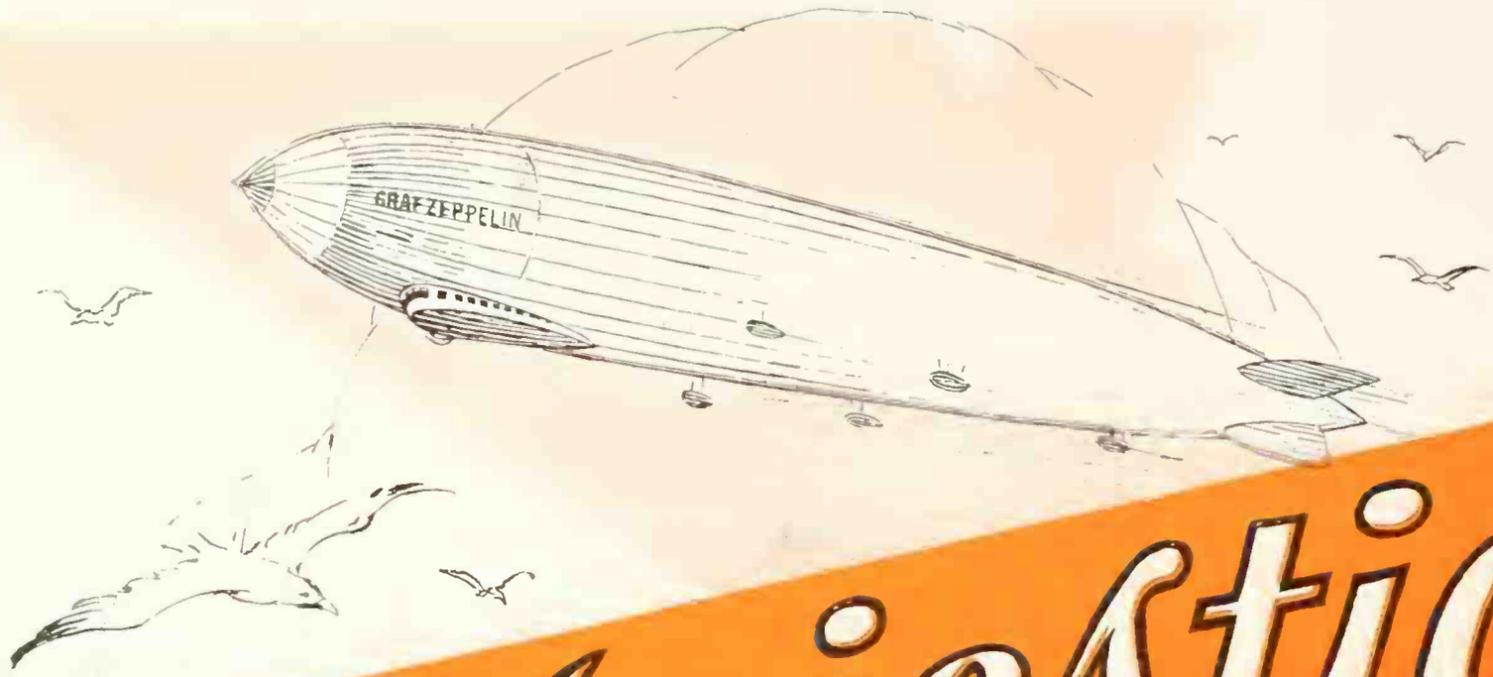
Now you may take on a line of radio furniture bearing a name fully as well known to the public as the greatest name in Radio—Berkey & Gay, synonymous with the finest in furniture for over 75 years . . . The greatest furniture stores in the country compete for the rights of selling furniture bearing

this famous name. It represents to the public the last word in design, the utmost in fine workmanship and finish, reliable value through and through . . . We offer you a complete line of styles to fit most of the popular sets, varied in design to suit any interior or personal taste, carefully finished, beautifully made—a line that will sell easily, turn your capital rapidly and assure you pleased customers and a permanent business.

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.

**BERKEY & GAY** *Radio Furniture*



# Majestic in Graf

**FIRST AS USUAL**

For the first time in history a console radio set has crossed the ocean in an airship. It was a MAJESTIC, of course.

And MAJESTIC was chosen because of merit!

Proving . . . wherever people talk of radio they think of **Majestic First**

GRIGSBY-GRUNOW COMPANY, 5801 Dickens Ave., Chicago



# Crosses Ocean Zeppelin

Chief Graf Zeppelin  
Ingenieur Zeppelin  
K. Beuerle

THE WARWICK  
657 W. 54th St.  
New York

AN BORD DES  
LUFTSCHIFFS  
24 OKT. 1928  
GRAF ZEPPELIN

Gentlemen!  
Ich bin als Chief-Engineer auf dem  
Luftschiff "Graf Zeppelin" nach Amerika ge-  
kommen und habe bei Verwandten in Philadel-  
phia einen Ihrer Radio-Apparate. Majestät  
ich bin über dessen Leistung mit ein-  
gautem Lautsprecher so begeistert, da-  
Deutschland etwas Ähnliches nicht hätte.  
Kön, dass ich mir die Anfrage erlaube,  
ob es nicht möglich wäre, einen Apparat  
mit dem Luftschiff nach Deutschland mit-  
zuführen und unter welchen Bedingungen  
Ich würde das selbe stets mit  
grosser Freude drüber zeigen und gerne  
mit Stolz an die begeisterte Aufnahme  
zurückdenken, die alle hier in Amerika  
gefunden haben.  
Mit vorzüglicher Hochachtung  
Karl Beuerle Chief-Eng.  
Luftschiff "Graf Zeppelin"  
Lakehurst U. S. A. Navy Aero Station



Read this interesting letter  
received from the Zeppelin's  
Chief Engineer:

(Translation)

Lakehurst, N. J., Oct. 20, 1928

Gentlemen:  
I am the Chief Engineer of the dirigible Graf Zeppelin and came to America in her very recently and, through relatives in Philadelphia, I heard your Majestic Radio apparatus.

I like the performance of the built-in loud speaker very well and since we do not have anything like that in Germany I beg to ask you if it would not be possible to take one of your sets back with me in the Zeppelin to Germany, and under what conditions.

I would show the set with great joy over there and it would help me remember the enthusiastic reception which all of us found in America.

Very sincerely,  
KARL BEUERLE, Chief Eng.,  
Luftschiff "Graf Zeppelin," Lakehurst, U. S. A. Navy Aero Station

Extreme left, Karl Beuerle,  
Chief Engineer  
Extreme right, Knute Eckener,  
Son of Commander and hero of flight  
Center, Assistant Engineer



# DEMAND—SALES—PROFITS

—Quality must back them up!



**Dynamic Unit Chassis**  
 A.C. Model A510—For A.C. light socket operation, equipped with dry-disc rectifier and powerful transformer 110 v., 60 cycles. List \$40. In Baffle Box. \$2.50, net, extra.

Model A51 { A.C. 110 volts, 60 cycles. \$50  
 { D.C. 110 volts ..... \$45  
 Equipped with O'Neil Dynamic Unit. Finished in a beautiful two-tone walnut to match the popular sets. Size — 14 1/4 in. wide x 11 in. high x 11 in. deep.

**50.00**



Model 502 { A.C. 110 volt, 60 cycle..... \$70  
 { D.C. 110 volt..... \$65  
 Length 29 in., width 18 1/2 in., height 29 in.  
 Model 503 { A.C. 110 volt, 60 cycle..... \$70  
 { D.C. 110 volt..... \$65  
 Length 32 in., width 14 in., height 29 in.

The exquisite beauty and sturdiness of this table-speaker is so apparent from the illustration that word description is hardly necessary. It will fit perfectly the furnishings of any surroundings. Finished in two-tone radio walnut color to match the new popular radio sets. Made in two sizes as specifications above.



**A**ND does in an O'Neil Radio Speaker! An unusually good dynamic speaker combined with an attractive cabinet provides instantaneous "eye-appeal." Retailing at only \$50.00.

Sales resistance being practically nil, O'Neil speakers move quickly and easily. And your profits are correspondingly greater.

You can't afford to overlook this opportunity for making big money through handling an all quality line of Radio Speakers—Speakers that bring the artist right into your home. There is no rattle—no distortion—nothing but absolute fidelity to the artist throughout the entire broadcast.

Volume sales are further assured by the very moderate prices of O'Neil Speakers. The model A 51, retailing at \$50.00, is the one to use as your leader. If big profits interest you so will the O'Neil line of Radio Speakers. Write at once giving us the name of your jobber and we'll send you the full details of our dealer's proposition.

O'NEIL MANUFACTURING CORPORATION  
 —the famous O'NEIL Radio Speakers  
 West New York, New Jersey

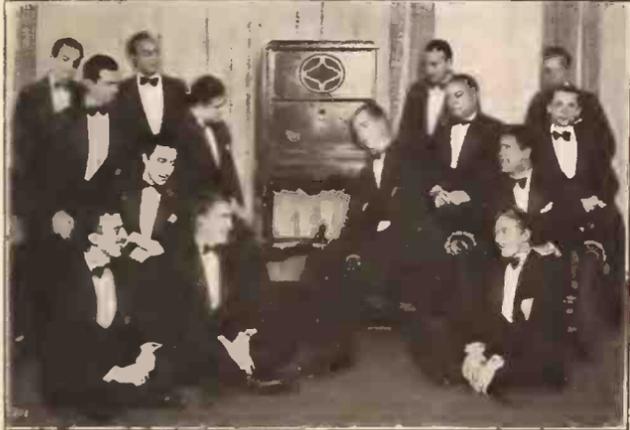
**O'NEIL** \*  
**DYNAMIC SPEAKER**

\* O'NEIL speakers are licensed under the Lektophone Patents.

## Grigsby-Grunow Co. Expands Broadcasts

Secures Services of Arnold Johnson and His Band—Plans New and Novel Features of Radio Entertainment

The Grigsby-Grunow Co., of Chicago, received many requests from the West, also California radio fans, to extend Majestic broadcast-



Arnold Johnson and His Band

ing period to cover their territory. Negotiations were completed recently to cover the entire Columbia chain. Sparing no effort or expense to give radio "listeners-in" the very best in entertainment the services of Arnold Johnson and His Band have been secured in addition to the ever-popular Two Black Crows, Moran and Mack, in new dialogues and experiences.

Arnold Johnson is very popular throughout the United States. He is one of the foremost recording artists and one of the features with George White's "Scandals" now playing on Broadway. The Grigsby-Grunow Co. is planning many new and novel features for air entertainment for the coming season, according to an announcement by the company.

## R. B. Rose Appointed Grebe Representative

Territory Includes New York City and Eight Other Counties—Has Had Wide Experience in the Radio Field

Robert B. Rose, identified with radio merchandising since the inception of broadcasting, has been appointed manufacturer's representative for A. H. Grebe & Co., Inc., New York City, effective immediately. His territory will include all of New York City and eight counties; they are Westchester, Sullivan, Dutchess, Orange, Putnam, Rockland, Nassau and Suffolk, N. Y.

Mr. Rose, because of his long experience in the radio field, has acquired a large number of friends in all branches of the trade. For several years he conducted the radio departments of large New York stores. Also, as a result of this fact, he has gained wide experience in radio merchandising. As representative for Grebe Mr. Rose will employ five trained and experienced salesmen.

## Federal Wholesale Quarters Attractive

Occupies Space Approximately Four Times as Large as That Formerly Used—Every Modern Convenience Installed

The wholesale department of the Federal Radio Corp., at plant No. 2, now occupies quarters approximately four times as large as the space formerly used at the parent plant. The rapid development of this department under the executive direction of L. W. James, manager, made new and larger quarters necessary.

It is said that every modern convenience and means of demonstrating receivers has been installed in the wholesale department, and every speaker and receiver in the display room is set up for operation. Each sales representative has his own glass-partitioned desk room, where light has been given serious consideration. Display rooms are furnished with rugs, draperies and hangings carrying out the Ortho-sonic blue and gold color scheme, and floor lamps and lounge chairs harmonize with the Federal cabinets in effective combination.

## Develop 40,000 Prospects at Show

More than 40,000 prospective customers left their names at the Freed-Eisemann booth at the recent Radio Show in Chicago, according to Arthur Trostler, vice-president of the Freed-Eisemann Radio Corp., Brooklyn, N. Y. This almost equals the record made at the previous Madison Square Garden Show in New York, according to Mr. Trostler, who states that the names are being turned over to the nearest dealers. This is a potent argument as to the benefits to all branches of the trade to be derived by these exhibitions.

## Little Tot Records Used in Broadcasts

Little Tot records and Playtime records, manufactured by the Plaza Music Co., New York City, are now being broadcast during the course of children's programs by several New York radio stations, including station WMCA. These records come across the air with remarkable clarity, it is stated.

Both the records and the Little Tot Books are proving more popular than ever this year and the holiday demand is very strong, the Plaza Co. reports.

# STARTLING PRICE REDUCTIONS

ON

The New Improved



## ATTACHMENT No. 2

With **SOUNDBOX**  
FOR PLAYING

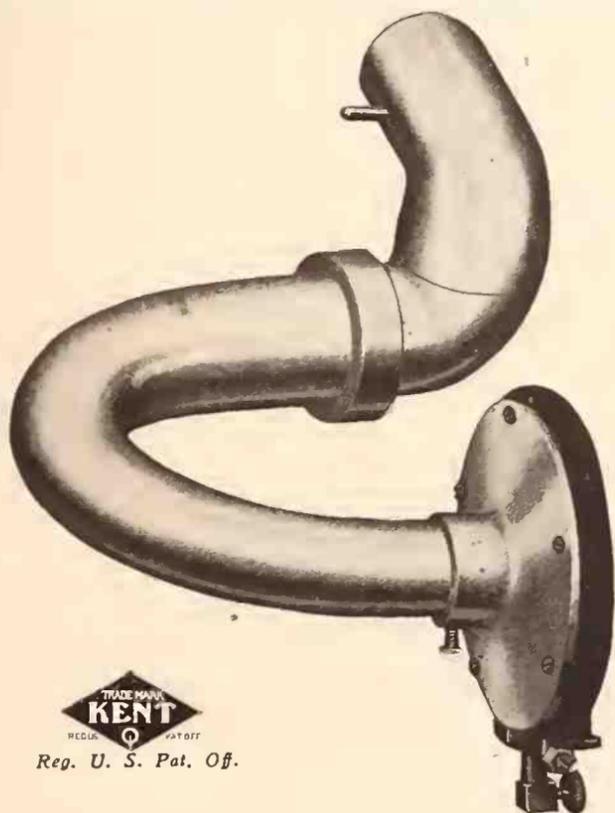
LATERAL CUT RECORDS

ON THE

EDISON DISC PHONOGRAPH

WRITE FOR

DETAILED  
INFORMATION



TRADE MARK  
**KENT**  
REG. U. S. Pat. Off.

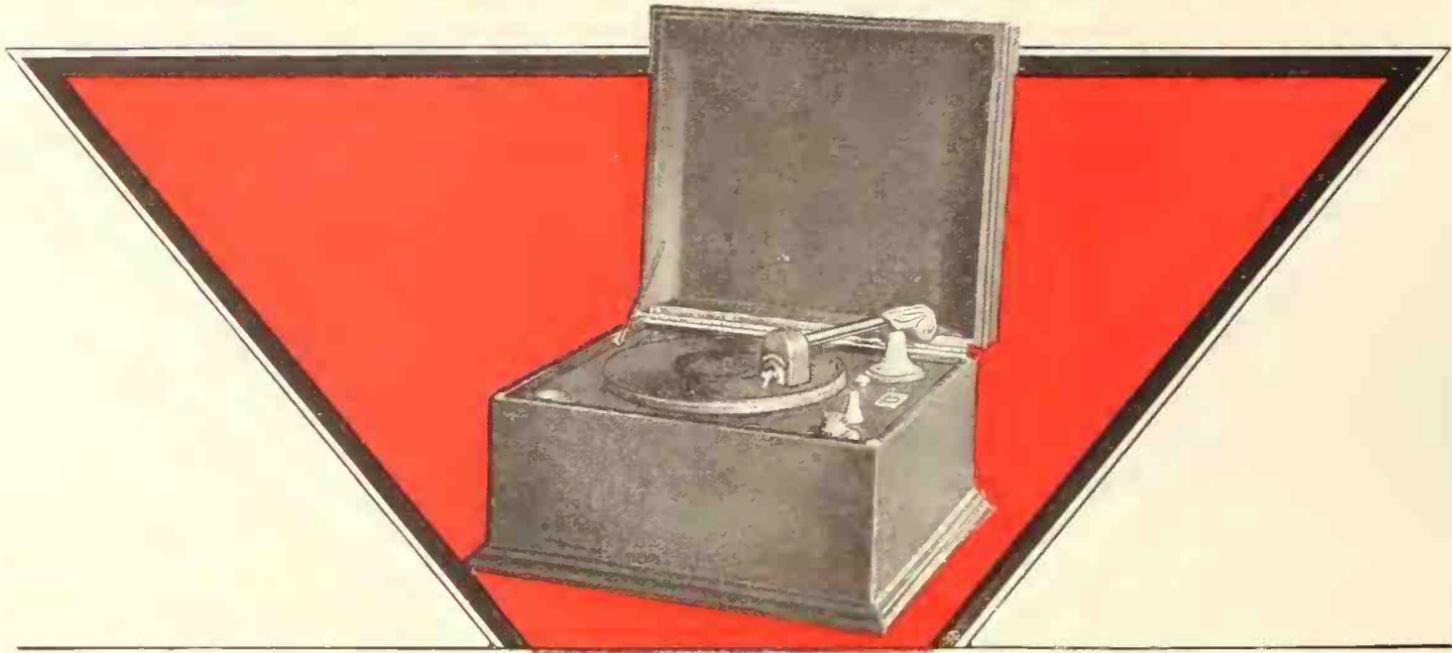
Made by

**F. C. KENT COMPANY**

IRVINGTON,  
N. J., U. S. A.

Manufacturers of TONE ARMS, SOUND BOXES and ATTACHMENTS

# The PACENT



## ELECTROVOX

\$75.00

Pay What You Will...Money Can't Buy Finer  
Electric Phonograph Reproduction Than This!

**A** COMPLETE electric phonograph—when plugged into a radio—giving all the purity of tone, the undistorted volume of an instrument costing hundreds of dollars—complete at \$75.00.

Encased in a handsome walnut cabinet, it is electrically operated by the Pacent silent induction electric motor—the finest phonograph motor made.

The whole instrument is simple to install. Has nothing to get out of order. Switches instantly from radio to phonograph records without changing a tube.

Every radio customer is a live prospect for the Electrovox. Its own performance is its finest salesman. Priced right—sells quickly and shows you a nice profit.

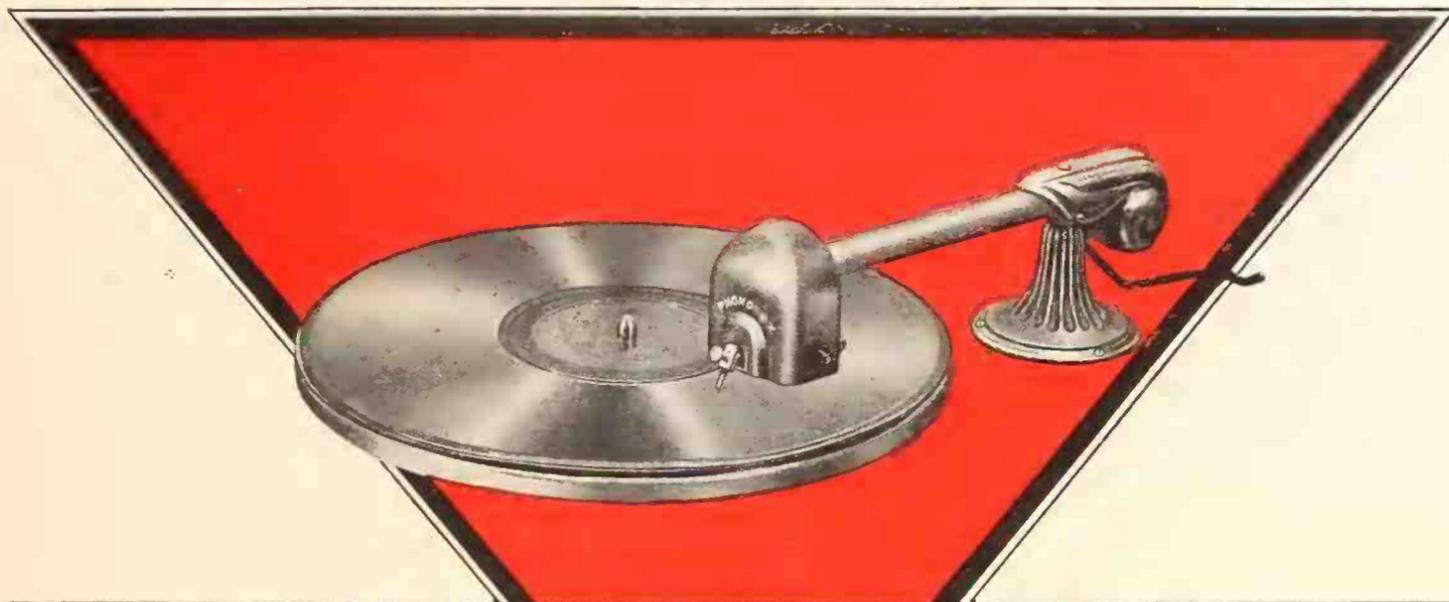
*Demonstrate it to your customers every time you sell a radio set. Use it yourself for demonstrating speakers, sets, and records*

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THE MODERN MUSIC REPRODUCER

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# The **P**ACENT



## PHONOVOX

\$13.50

### A Great Opportunity for Quick Easy Profitable Sales

**T**HE Pacent Phonovox, the first—and acknowledged the finest—pick-up on the market today is breaking all sales records—far and away the biggest selling, fastest selling piece of radio phonograph merchandise on the market and it deserves to be.

Scientifically engineered thruout with typical Pacent precision the Phonovox achieves a tone that actually equals that of the most expensive Electric Phonograph.

In addition to its clear flawless tone, its attractive appearance, its sturdy construction and simplicity, it offers many other outstanding advantages which your customers are quick to see and appreciate.

*If you're not handling the Phonovox write or wire your jobber today. You're missing plenty of quick, easy sales that belong to you. For further information, prices, etc., on the Phonovox, write to the*

PACENT ELECTRIC CO., INC. • 91 Seventh Ave., New York City

*Pioneers in Radio and Electric Reproduction for Over 20 Years*  
Manufacturing Licensee for Great Britain and Ireland, Igranic Electric Co., Ltd., Bedford, England

THE ELECTRIC PICK-UP . . . FASTEST SELLER

## RMA Show Reception Committee



Here is the official reception committee for the Seventh Annual Chicago Radio Show held at the Coliseum, Chicago, during the week of October 8-14. Left to right, front row: Burt Masee, vice-president, Palmolive Soap Co., and an ardent supporter of radio; Commander E. E. McDonald, president of Zenith Radio Corp. Back row, left to right shows: A. J. Carter, president, Carter Radio Co.; Arthur Walsh,

vice-president of Thomas A. Edison, Inc.; Hon. Louis L. Emmerson, Secretary of State of Illinois, and Republican candidate for Governor; U. J. Herrmann, managing director of the Show; Corveth Wells, lecturer, and African explorer, and G. Clayton Irwin, Jr., Chicago Radio Show general manager. Mr. Emmerson opened the show, which in point of attendance was an outstanding success.

## Transforms Light Beams Into Music

An interesting demonstration was staged before the American Institute of Electrical Engineers at Atlanta, Ga., recently when a narrow beam of light was cast about an assembly room in the Hotel Biltmore and was changed into music and held under perfect control at the will of John Ballamy Taylor, consulting engineer of the General Electric Co. This was made possible through a complicated apparatus by which electrical impulse is controlled by the beam of light and represents what Mr. Taylor styles "narrow casting." The equipment used is known as a photophone built on old prin-

ciples, but utilizing the perfected photo-electric tube, electric pick-up and the newly developed amplifiers and sound reproducers.

A regular phonograph with an intricate electric attachment was used in producing the music. The electrical energy was sent over a light beam to transforming and reproducing elements mounted on a tripod across the room and music and sound resulted. When the demonstrator held his hand in the path of the light the music stopped, and as he allowed the light to filter through his fingers the volume of the music increased.

In explaining the apparatus Mr. Taylor said the record served as the sound source, the electric pick-up on the instrument transforming the music into electric current. This energy is led to a mirror, one thousandth of an inch in area,

delicately suspended in the magnetic field by means of wires. At one side is an ordinary automobile headlight incandescent lamp, the light from which is focused on the mirror.

## Zenith Radio Corp. to Increase Stock

Stockholders Vote to Increase the Capital Stock of Company From 150,000 to 500,000 Shares of No Par Common

CHICAGO, ILL., November 4.—E. F. McDonald, Jr., president of the Zenith Radio Corp., announced that at a special meeting of the stockholders of the corporation held on October 29 it was unanimously voted to increase the capital stock of the corporation from 150,000 to 500,000 shares common stock of no par value.

Paul B. Klugh, vice-president and general manager, presented a report of the present condition of the corporation, stating that it had earned \$1,100,000 net during the first six months of the present fiscal year after charge-offs, depreciation and reserve, but before Federal taxes, which is at the rate of \$11 per share on the present outstanding stock for the first six months and comparing with \$727,000 for the last fiscal year or \$7.27 per share. He added that the next six months should show equal or better net profits because the plant is working to capacity and that the non-cancelable unfilled orders on hand are sufficient to carry the corporation through the present radio year.

At a meeting of the directors of the Zenith Radio Corp. following the stockholders' meeting a stock dividend of 300 per cent, payable November 18 to stockholders of record November 13, was announced by President E. F. McDonald. The increased capitalization will be placed on the dividend basis of at least \$2 per share, he stated.

## Watkin Holding Radio Show

DALLAS, TEX., November 1.—Immediately following the Texas State Fair, which opened here on October 21 and closes tomorrow, the Will A. Watkin Co. will conduct a radio show at its store featuring the latest models of receivers carried, which include the RCA, Atwater Kent, Brunswick and Philco. A newspaper advertising campaign has been in effect and a large crowd is expected to attend. The Watkin store now utilizes twelve radio salesmen.

## Broadcasting Co. Chartered

A charter has been granted to the Allied Broadcasting Co., 551 Fifth avenue, New York City, to act as representative of the ABC network, owned by the American Broadcasting Co., operating broadcasting stations in Seattle, Spokane, Portland, San Francisco and Los Angeles. Programs originating in New York are to be relayed throughout the Pacific Coast and into Mexico and Canada.

## Polymet Working Overtime

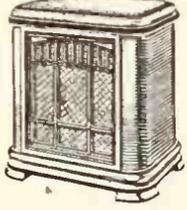
Night and day operation is in effect at the factory of the Polymet Mfg. Corp., New York, manufacturer of radio set essentials. It is announced that large commitment orders for electric set parts received from radio manufacturers made this move necessary, and Polymet officials view this unprecedented volume of business as an indication that the radio industry is anticipating a large demand for electric receivers.

The board of directors of the St. Louis Radio Trades Association in meeting last month passed a resolution commending and congratulating the Federal Radio Commission on its plan of allocation of wave lengths and pledged the Association to do everything in its power to assist in enforcing the plan.

J

# Jensen

## DYNAMIC SPEAKER



Jensen  
Model Six  
Cabinet

Trade and public preference for the Jensen Dynamic Speaker becomes more and more pronounced as the radio season advances.

"Reproduction true as the original" is a real sales asset for the dealer for it is readily recognized by the prospective buyer.

Jensen Dynamic Speakers are offered in attractive Cabinet and Console Models or as separate units for installation in radio and phonograph consoles. Made in types to operate with practically any kind of current. Prices range from \$40.00 upward.

### JENSEN RADIO MFG. COMPANY

338 N. Kedzie Ave., Chicago, Ill. - 212 Ninth St., Oakland, Cal.

Jensen Patents Allowed and Pending—Licensed under Lektophone and Magnavox Patents.



Jensen  
Type D4-AC Unit  
for 110 volt  
AC operation

# New 1929 models

—now ready



Ask your Jobber—or ask us!

*The American public—and the American retailer—insist upon continuous improvement and will withdraw their patronage from any product that stands still.*

*Artone portables for nearly four years have been changed frequently in keeping with this progressive policy of “continuous improvement.” Hence, the new line, just out, should arouse your interest—they are truly remarkable in performance, appearance and value!*

Profit with



Reg. U. S. Pat. Off.

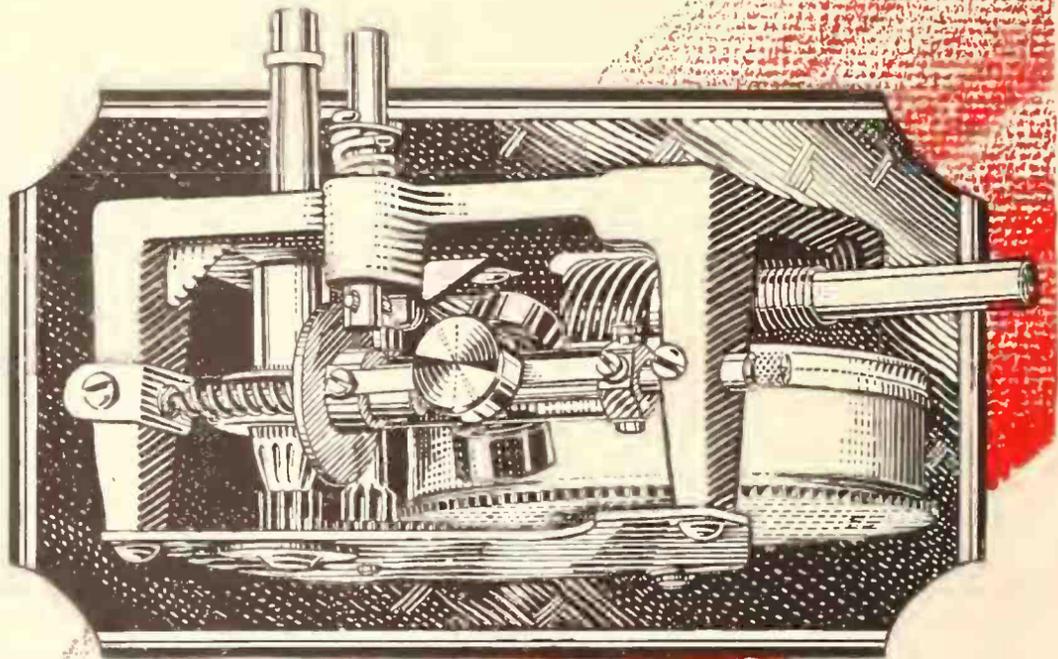
Seeing—and hearing—is believing!

Ask your Jobber—or ask us!

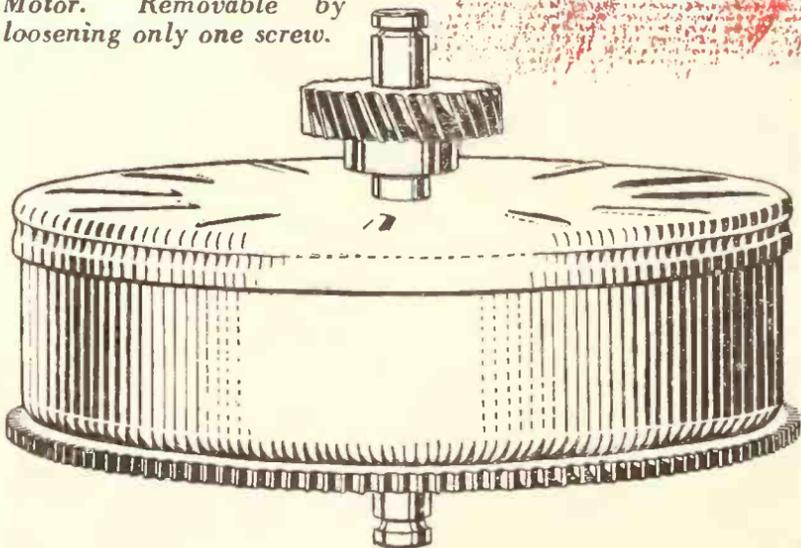
# A spring that the heart to try

*With a word or two  
about pulling power*

*The new improved Master Junior Motor, for Junior portables. Similar design and same highest quality as the Master Flyer. Plays TWO full 10-inch selections from one winding.*

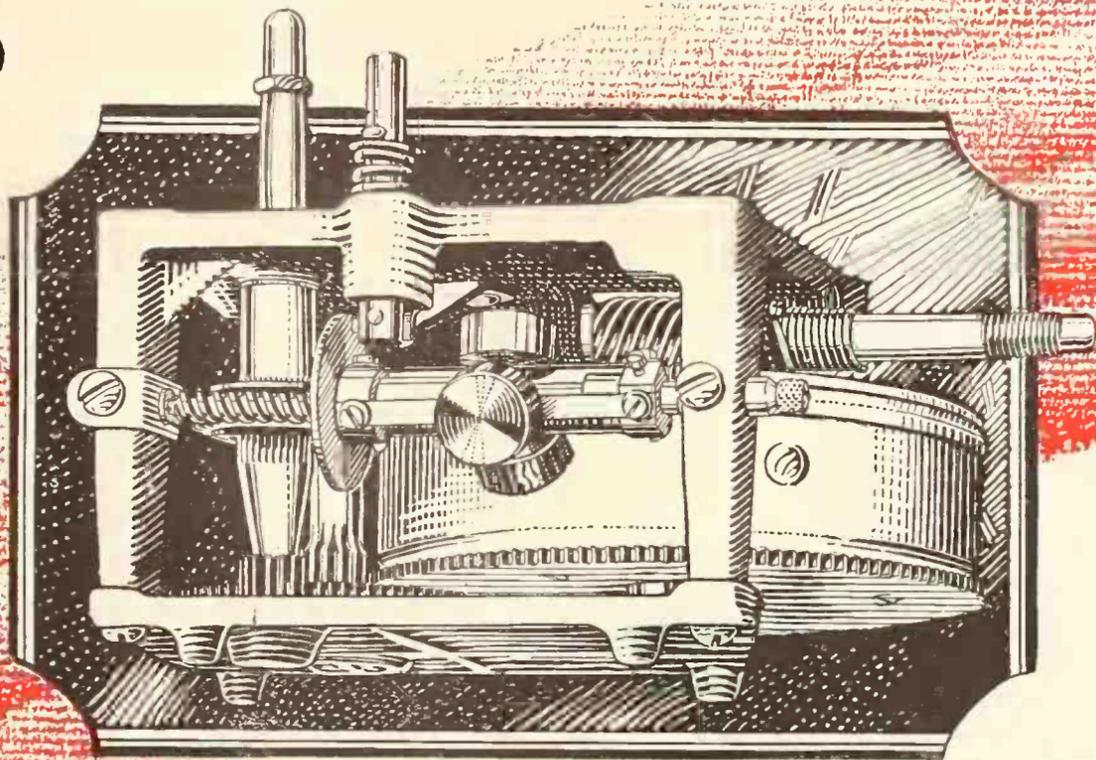


*New spring assembly of the new Master Flyer Motor. Removable by loosening only one screw.*



*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.*

# has



The new improved Master Flyer Motor, for standard portables. Plays THREE full 10-inch selections from one winding. New silent gear train. New athletic spring. New quick, silent, effortless worm wind, with abundant knuckle room.

**M**AKING phonograph motors is one of the things that look easy. Just a coiled spring, short train of gears, governor, and a turntable to spin around at uniform speed.

It would be easy, but for a few underlying obstacles.

\* \* \*

Uniformity of speed has to suit the ear, which in music is as exacting as time itself.

Records vary greatly in drag, and this must be kept from affecting speed.

Sound boxes vary in weight, further complicating drag. But still the speed must not vary.

Cutting and fitting that short train of gears is almost a job for a diamond cutter. They must mesh and turn with unvarying finest precision, transmitting the power with perfect smoothness and silence. With the governor they likewise control the power flow.

As for the spring—it would take a book to tell about springs alone.

\* \* \*

Just to give one example about springs:

A cheap soft spring will spin that turntable around. And it can be guaranteed not to break. But—

To furnish pulling power that gives uniform speed at all tensions, with all sound boxes and records of all degrees of drag, requires a spring with the mettle of a race-horse. A spring that has the heart to try.

\* \* \*

For best developing demand for portables, with increased sale of records, choose motors that combine the highest quality and every modern advantage in design. Order the Master Flyer and the Master Junior.

*"Built like a fine ship's clock"*

The **GENERAL INDUSTRIES CO.**  
2811 Taylor Street, Elyria, Ohio

## Jack Mueller Joins Grigsby-Grunow Co.

Appointed Manager of the Franchise Department—Plans Close Contact With Retail Dealers and Distributors

The Grigsby-Grunow Co., of Chicago, maker of Majestic All-Electric radio receivers, announces the appointment of Jack Mueller as



Jack Mueller

manager of the franchise department of the company. This is a new department created to build up a closer contact with Majestic dealers and distributors. Mr. Mueller has had twenty-three years' sales experience, calling on dealers direct, and has had fifteen years' experience as a sales manager and general manager for two distributors of electrical and automotive equipment. He has also been Eastern sales manager for a prominent manufacturer of radio equipment before joining the Grigsby-Grunow organization. Mueller will work in close personal contact with H. E. Young, general sales manager of Grigsby-Grunow Co.

## Fischer Co. Acquires Superior Co. in N. Y.

Manufacturer of Valley Forge Products Consolidates Superior Phono Parts Co. With J. A. Fischer Co., Philadelphia

PHILADELPHIA, PA., November 6.—The J. A. Fischer Co., manufacturer of Valley Forge mainsprings and talking machine repair materials, recently acquired the Superior Phono Parts Co. of New York, and consolidated that business with the Valley Forge organization. The J. A. Fischer Co. has now become a corporation, the incorporators being J. A. Fischer, I. R. Epstan and Jack Sukon. In a recent statement sent to its customers the J. A. Fischer Co., Inc., stated:

"We are pleased to announce the acquisition of the Superior Phono Parts Co. of New York City, and the consolidation of that business with our organization, effective as of October 1, 1928. The various officials of the Superior Phono Parts Co. are now identified with this company. There will, of course, be no change in the policies of the Valley Forge organization, and the management will remain the same. To improve service and eliminate waste, all orders will be shipped direct from our factory, where every effort is being made to better our merchandise and service, wherever possible. Many new original features have been planned, which will be announced shortly. Our Valley Forge friends will no doubt at once appreciate the benefits which will accrue to them by this joining of Valley Forge-Good Luck hands."

## Sees \$1,000,000,000 Yearly Radio Sales

Thomas H. Endicott, general sales manager of the Zenith Radio Corp., addressed members of the Lansing Rotary Club at the Hotel Olds, Lansing, Mich., on October 19. He spoke on the development of radio and predicted that 1929 will be a billion-dollar year in the radio industry. He also stated that television is still in the experimental stage and that years would elapse before manufacturers would become interested. He said Zenith sales last Summer tripled those of the Summer of 1927.

## Latin American Broadcasting in Infancy

Transmission Art Does Not Compare With Standards and Technique in U. S.—Freshman Officials in Cuba

A glance at the accompanying photograph will show that the broadcasting art as practiced by Latin Americans is still in its infancy when compared with standards and technique in the United States. The studio shown is station 2MC, at Havana, Cuba, and is typical of the small scattered stations transmitting programs throughout Latin America.

The gentleman at the microphone is Senor Rodrigues, export manager of the Charles



Broadcasting at Havana, Cuba

Freshman Co., Inc., New York, and Senor Manuel Escoto, the Freshman representative at Havana, is shown dressed in white. One sign on the wall, when translated, reads: "Please be brief in your remarks. Time is money"; the other carries the terse warning "Hands off Everything is adjusted."

Senor Rodrigues has just returned from an extensive and successful business tour of South America in the interest of Freshman Radio.

## Senators Address RMA Luncheon Meeting

An unusual program featured the first RMA luncheon for the Eastern membership held at the Hotel Astor, New York City, on October 24. It consisted of addresses by United States Senators George H. Moses, of New Hampshire, and Pat Harrison, of Mississippi, on radio's influence in politics. The subject read "Giving Politics the Air—What Radio Has Done for (and to) Politics and Politicians." The talks were broadcast through the courtesy of the National Broadcasting Co. President Frost, of the RMA, presided at the meeting.

## Sponsors Breakfast Sales Conferences

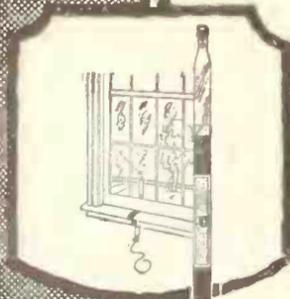
Breakfast sales conferences have been inaugurated by L. P. Naylor, sales manager of the Arcturus Radio Co., Newark, N. J., who states as his opinion that the ideal time for business conference is in the morning when ideas are crisp and fresh. At these meetings the discussion centers upon the points in Arcturus tubes worthy of particular emphasis from a sales angle to be played up in advertising.

## Visit Atwater Kent Plant

Atwater Kent dealers of Poughkeepsie, N. Y., headed by Claude Edmonds, of the E. J. Edmonds Co., distributor, recently spent two days in Philadelphia as guests of the Atwater Kent Mfg. Co. The feature of the trip was a tour of inspection of the Atwater Kent plant. A continuous program of entertainment was provided, rounding out an enjoyable day.

# WANTED!

## By Radio Fans



**THE ELECTRAD LEAD-IN**  
*For Outdoor Aerial*

A really better Lead-In. Fits under locked window or doors; bends any shape. Triple-ply insulation, 10 inches long, cannot short-circuit. List 25c.



**ELECTRAD LAMP SOCKET ANTENNA**

Ends the need of aeriels and lightning arresters at one stroke. Makes any electrical outlet an aerial. Reduces interference. A distance getter. Uses no current, and is SAFE. List \$1.00

Complete FREE Circulars on Request  
Dept. G-11, 175 Varick Street, New York

# ELECTRAD INC

## Complete Field Tests of Low-wave Radio

Radio Apparatus for All-American Mohawk Malaysian Expedition Thoroughly Tested for Hazardous Trip

Final field tests of the special low-wave radio apparatus which will go with All-American Mohawk Malaysian Expedition into the un-



Making Radio Field Tests

explored interior of Borneo were made in the forest preserve near Chicago recently. The equipment includes a number of low-wave receivers and transmitters, which the party will use to keep in constant radio communication with their headquarters' base at Bandjermasin, on the Barito river, in Dutch Borneo, as well as a standard Lyric receiver manufactured by the All-American Mohawk Corp., sponsors of the expedition. Photo shows left to right—William J. Schnell, director of foreign research in the All-American Mohawk laboratories, with Theodore Seelmann, Chicago, who will lead the expedition, and H. J. Moos, general radio engineer, seeking a convenient site to set up their portable "radio station" after it had been unpacked.

## RCA Subsidiaries in Brazil and Argentina

Two export subsidiaries, known as the RCA of Argentina, Inc., and RCA of Brazil, Inc., have been organized by the Radio Corp. of America to serve principally as sales organizations for its products in these Latin American countries. Under the terms of incorporation the new companies are empowered to carry on all kinds of radio business, from the transmission and reception of messages to broadcasting and merchandising. It is said that by complying with the laws of Argentina and Brazil they will be able to do business on a basis of equality with corporations of those countries.

The Radio Corporation's products are now distributed in South and Central America through jobbers and dealers, and it was explained that the subsidiaries were organized largely to centralize that business.

## Reorganizes the Sales Promotion Department

V. W. Collamore, sales manager of the Atwater Kent Mfg. Co., Philadelphia, Pa., has announced that the growth of the merchandising and sales promotional division of the sales department has necessitated the reorganization and definite division of the work. As formerly, the entire merchandising and sales promotion department is under the direction of P. A. Ware, and will include the following activities:

Ben B. Barber will handle the trade paper news and bulletin production. H. E. Morgau,

in charge of the window display work, will expand this activity as rapidly as practical. W. O. Kimberley will do special field promotion and research work to aid the bulletin and publicity work. John F. McCoy is assigned as a member of this division in order to co-ordinate such campaigns as the "Tone in the Home," the "Donnelley Post Card Campaign," etc., with other sales promotional work. Mr. McCoy will concentrate much of his time on the production of sales literature for the trade.

## Remodeling Building

WASHINGTON, PA., November 6.—Ben Reynolds & Co., music dealers, recently let contracts for the remodeling of the two-story building on the site now occupied. Greatly increased window display space will be a feature of the building. Orthophonic Victrolas and Radiola combinations, Victor and Okeh records, Bosch radio receivers and other musical instruments are carried. The company has built up a very successful business.

## Dr. L. F. Fuller in Important Post

Elected Executive Vice-President of Federal Telegraph Co. of California

Dr. Leonard F. Fuller has been elected executive vice-president of the Federal Telegraph Co. of California, a subsidiary of the Kolster Radio Corp., according to a recent announcement. Dr. Fuller will be in charge of Federal operations at San Francisco and Palo Alto, Cal.

## Revises Tube Prices

The list prices on three types of Arcturus AC tubes have been reduced, it has been announced by the Arcturus Radio Co., Newark, N. J. The reductions are as follows: Type 127 (2.5 volts detector) from \$5 to \$4; Type 126 (1.5 volts amplifier) from \$2.50 to \$2.25; Type 180 (full-wave rectifier) from \$4.50 to \$4.25.

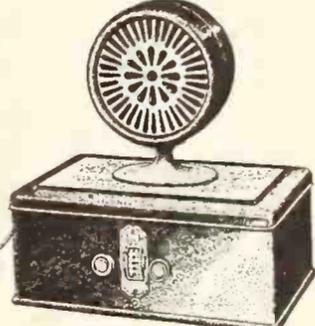
# APEX

ALL ELECTRIC

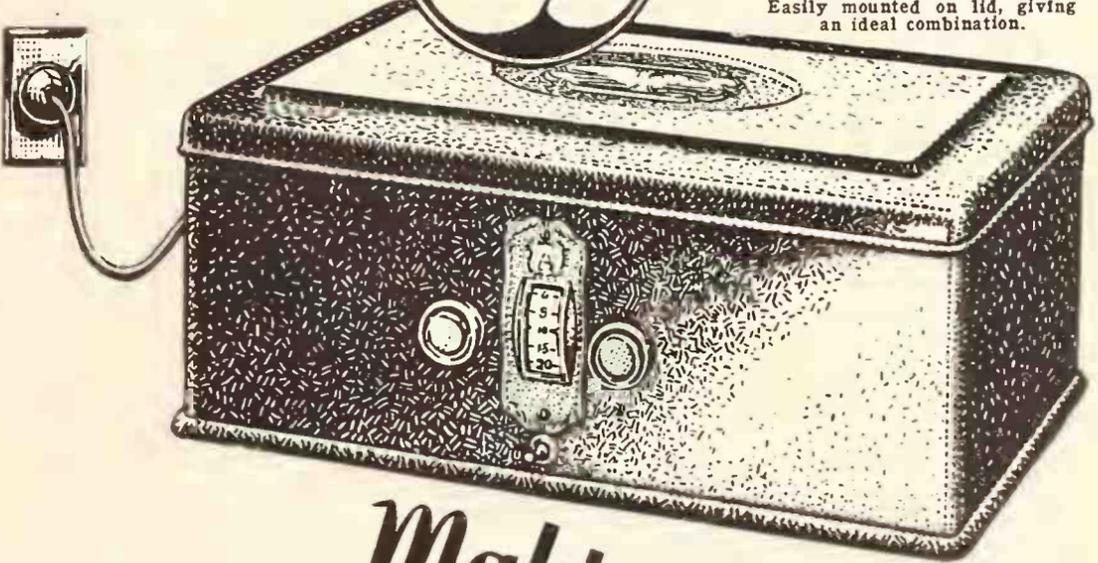
## NEUTRODYNE

### 1929 model 36

\$85



APEX SPEAKER  
\$25  
Designed especially for APEX Model 36 A.C. and D.C. 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.



## Making Good

APEX engineering has set a high standard this season. It is a standard of quality and performance. Wherever the new APEX Model 36 is displayed—whenever it is tuned in—radio buyers comment favorably.

The APEX franchise deserves the consideration of the country's best dealers—it is receiving it beyond a doubt. To read over the big list of APEX dealers is to substantiate this statement.

APEX dealers receive close co-operation. Every scientific method known in the radio world is used in the production of the new Model 36 in order to make this receiver as near foolproof as possible. This means a minimum of service from dealers and, in turn, brings in greater net profit.

The APEX Model 36 is making good for thousands upon thousands of users and dealers. You want to sell a better radio—write for complete information relative to the APEX franchise.

**APEX ELECTRIC MFG. COMPANY**

(Division of the United States Electric Corp.)

1410 W. 59th Street

Chicago

# Never in the history



THE SONORA MELODON, THE MELODON WITH RADIO, SONORA

# of the Musical Business

has a complete line met  
with the instant success  
of the new SONORAS.

THE success of Sonora has been complete and instantaneous. Its spectacular new standard of performance . . . its beautiful and different cabinets . . . its powerful new advertising campaign . . . have led the true Music Merchant to see in Sonora the answer to the increase of his profits!

*The reasons are not far to seek*

FIRST of all, Sonora is a business-like set-up for the Music Merchant. In one line, under one trade-mark and with a low inventory requirement, Sonora covers the entire field of reproduced music—the Sonora Melodion, the Melodion with Radio, Sonora Radios, Melodonic Speaker, Sonora Phonographs, and forthcoming Sonora Records.

FOR the Music Merchant knows when he deals with Sonora that he deals with men of established success in the industry — a management who have developed not only startling new instruments, but new finance plans, sales helps and greater margins of profit.

HE knows that he is backed by a powerful advertising campaign in newspapers and magazines. That Sonora is endorsed by such famous people as Michael I. Pupin, famous scientist and inventor, Mrs. Dorothy (Enrico) Caruso, Anthony J. Drexel Biddle, Jr., Emily Davies Vanderbilt and a host of others who appreciate the best in music. He sees this compelling campaign unfolding in such great magazines as Saturday Evening Post, Collier's, Liberty, Literary Digest and Time. And in a long list of metropolitan newspapers, too!

HE knows that Sonora (a division of Acoustic Products Company) is also active in the field of synchronization of sound with pictures, in broadcasting and in the manufacture of amazing new Sonora records.

*This is a Sonora Christmas*

PRESENT orders indicate tremendous volume. We are working day and night to meet demand. Better get your quota ordered now. Write or wire Sonora Phonograph Co., Inc., Sonora Building, 50 West 57th Street, New York City.

*Now Sonora is on the air*

THE "Sonora Hour" is now being broadcast every Thursday evening from 9 to 10 (Eastern Standard Time) from a long list of stations forming the Columbia Chain.

These delightful radio programs afford an unusual opportunity to hear for yourself the excellent quality of the entertainment which will soon be available on Sonora Records. For only those great artists who will later record for Sonora will broadcast on the Sonora hook-up.

TUNE in on the "Sonora Hour" every Thursday from 9 to 10 P. M. (Eastern Standard Time). The "Sonora Hour" is broadcast from these stations:

- |      |   |              |      |   |             |
|------|---|--------------|------|---|-------------|
| WOR  | — | New York     | WKRC | — | Cincinnati  |
| WABC | — | New York     | WBBM | — | Chicago     |
| 2XE  | — | New York     | WGHP | — | Detroit     |
| WFAN | — | Philadelphia | WOWO | — | Ft. Wayne   |
| WNAC | — | Boston       | KMOX | — | St. Louis   |
| WEAN | — | Providence   | KMBC | — | Kansas City |
| WFBL | — | Syracuse     | WSPD | — | Toledo      |
| WMAK | — | Buffalo      | WICC | — | Bridgeport  |
| WJAS | — | Pittsburgh   | WHK  | — | Cleveland   |
| WADC | — | Akron        | WLBW | — | Oil City    |



RADIOS, THE MELODONIC SPEAKER AND SONORA PHONOGRAPHS

# Showroom on Wheels Brings Philco Line to Prospective Customers

J. Paul Enck, Lebanon, Pa., Dealer Believes in Bringing His Merchandise to the Customer in His Aggressive Campaign for Radio Business

To the end that all prospective customers in his district may have an opportunity to hear the new Philco all-electric radio set, J. Paul Enck uses a regular passenger truck as his traveling showroom. He covers the entire

so of first-class, varied radio entertainment. Mr. Enck uses a regular passenger truck as his traveling showroom. He covers the entire



Enck's Philco Traveling Showroom

Enck, of the Enck Automotive Co., Lebanon, Pa., has installed what is probably one of the most novel showrooms in the United States. During the daytime he starts out with his large motor truck containing all of the models of Philco radio sets and calls on housewives to give them demonstrations. At night he gets entire families, invites them to be seated in his truck, plugs in his cable to a nearby electric switch and provides them with half an hour or

county of Lebanon, Pa., in this manner and has met with great success in his demonstration work. All models of the Philco set are lined around the walls of the truck and a prospective customer is permitted to hear any model that may be preferred. Frequently, large crowds gather around the truck and before Enck has gotten far along with his program he finds that he is entertaining an entire neighborhood party. The plan has proved successful.

## Simplified Finance Plan Offered Dealers

General Contract Purchase Corp. Announces System of Dealer Financing Similar to "7-20" Plan for RCA Dealers

Simplified financing facilities are being offered radio dealers by the General Contract Purchase Corp., New York, and its affiliated companies throughout the country. This company, which was formerly a subsidiary of the General Electric Co., was recently purchased by the Industrial Acceptance Corp., thus placing practically unlimited resources at the command of dealers

in the financing of retail time-payment sales.

H. T. Melhuish, formerly manager of sales administration of the Radio Corp. of America, is vice-president of the General Contract Purchase Corp., and is said to be the man who first organized satisfactory time-payment plans for radio dealers. More than five years ago Mr. Melhuish formulated a plan for Radiola time-payment sales that proved entirely satisfactory to dealer, purchaser and manufacturer.

Commenting upon the "7-20" finance plan of the General Contract Purchase Corp. for RCA authorized dealers, J. L. Ray, general sales manager of the Radio Corp. of America, stated that it is proving to be one of the most important factors in the successful merchandising of Radiolas in 1928 and 1929.

The new "G. C. P." finance plan, which has just been announced, is similar to the "7-20" plan in its liberality and simplicity, according to Mr. Melhuish. It operates in the following manner: When a customer of good credit standing buys a set on time payment, the dealer adds a suitable carrying charge to the cash price of the set. The dealer then obtains a down payment of 20 per cent or more, which he keeps and the customer signs a contract to pay the unpaid balance in equal payments. This contract is then entered on the blank furnished by the General Contract Purchase Corp., and mailed to their nearest office. The dealer then receives a check for 90 per cent of the unpaid balance, after deducting the handling charge, and each month as payments are made the dealer remits them to the finance company. After receiving payment in full, the company pays the dealer 10 per cent and returns the contract to him.

## Trico Products Corp. Adds to Floor Space

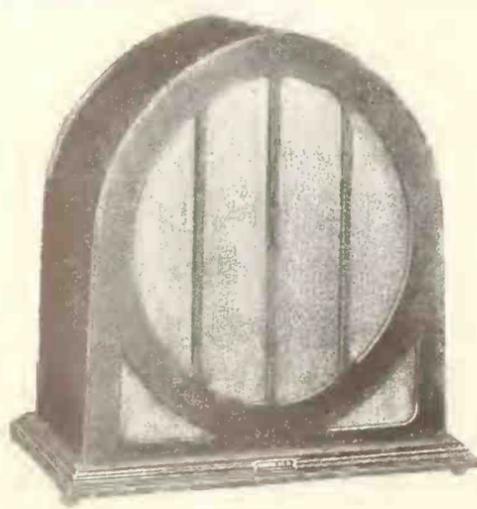
New Building Brings Total Area of Plant Space Up to 180,000 Square Feet

Business expansion has made necessary an addition to the plant facilities of the Trico Products Corp., Buffalo, N. Y., manufacturer of the Trico Cameron antenna. The new company building is six stories high and extends the depth of an entire city block, giving the plant a total area of 180,000 square feet. The Trico organization has been identified for a number of years with the production of windshield cleaning devices.

In the recently completed new building a large part of the space is being devoted to the manufacture of the antenna, which enjoys widespread distribution and is meeting with great success, according to officials of the company.

## Bosch Sales Agents Attend Conference

An important sales conference of radio sales representatives of the New York branch of the American Bosch Magneto Corp., Springfield, Mass., was held recently, under the leadership of Harry G. Russell, Eastern district radio sales manager. The conference was called to discuss ways and means of taking care of the unprecedented demand for Bosch radio products. Those in attendance were Harold B. Weed, Syracuse, N. Y.; Conley H. Stratton, Philadelphia; Harry A. Broekelman, Boston; Bernard P. Sloane, Norfolk, Va.; John (Jerry) Coughlin and Joseph A. Foss, New York; Victor A. Norman, Savannah, Ga., and Henry C. Struckman, service manager.



No. 12  
48 in. Air Column.  
Height 16". Width 13½"  
List Price, \$22.50



**Jewel**  
NEEDLE EQUIPMENT

**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.*



No. 8  
Height 10½"  
Width 7¼"  
List Price, \$15.00

**JEWEL PHONOPARTS CO.**  
500 North Dearborn St. Chicago, Ill.



**\$2.95**  
costs you only  
**20¢ more**

*This is the medium size Eveready Layerbilt "B" Battery No. 485. 3 1/4 inches thick. 15 volts \$2.95*

If you use the medium size, you can buy the Eveready Medium Size "B" Battery No. 772, for \$2.75. It's a fine battery of its type—cylindrical cell. BUT, just add 20 cents to your price, and get the Eveready Layerbilt Medium Size "B" Battery No. 485. Same outside size as the older battery, but more active materials inside, and so you buy 25% longer life with your 20 extra cents.

Another great battery bargain!

Both these Eveready Layerbilts are made of flat cells that fill all available space inside the battery case. This construction avoids the useless waste spaces between the cells of the older, cylindrical cell type of battery, and eliminates soldered connections between cells. The truly modern "B" battery is the Eveready Layerbilt. These two batteries, exclusive with Eveready, are longer-lasting and more economical. Look for the name Layerbilt on the label.

NATIONAL CARBON COMPANY, Inc., New York—San Francisco  
Unit of Union Carbide and Carbon Corporation

**Never was so much  
extra service  
bought for so  
few extra cents**

**EVEREADY  
Radio Batteries**

*Layerbilt construction is a patented Eveready feature. Only Eveready makes Layerbilt batteries.*

TUESDAY NIGHT IS EVEREADY HOUR NIGHT

*East of the Rockies*  
9 P. M. Eastern Standard Time  
Through WEAf and associated N. B. C. stations

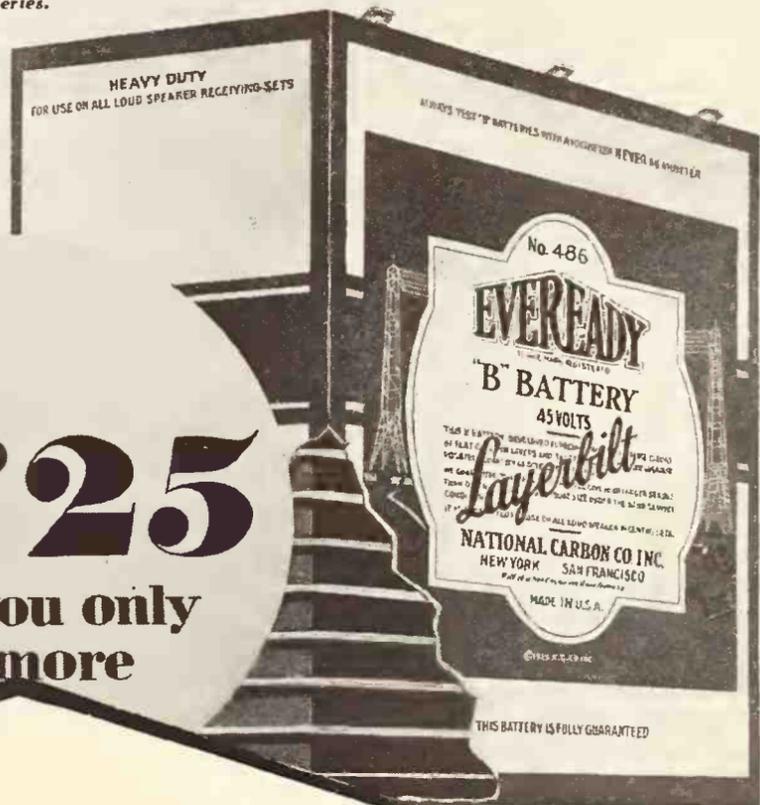
*On the Pacific Coast*  
8 P. M. Pacific Standard Time  
Through N. B. C. Pacific Coast network

You are a "B" battery user. You are most probably interested in one of two popular sizes. You use, in the majority of cases, either the heavy duty size, or the medium size. If you use the heavy duty "B" batteries, which is the most economical thing to do, you can get the Heavy Duty Eveready No. 770, which contains cylindrical cells, for \$4.00. BUT for only 25 cents more you can have the famous Eveready Layerbilt No. 486, which is the same size, outside, but which contains more active materials, and lasts 30% longer. For your extra quarter you get from a quarter to nearly a third more service.

Never before did 25 cents buy so much battery service!

*This is the famous original Eveready Layerbilt "B" Battery No. 486. The longest lasting of all Eveready. 4 7/16 inches thick. 45 volts. \$4.25.*

**\$4.25**  
costs you only  
**25¢ more**



S E E A N

L O S E T S

This is the Eveready Layerbilt story being told to your customers during November in national magazines and newspapers

## Reports of "Largest Business in History" in Milwaukee Territory

Radio Music Exposition at Which Latest Radio Products Were Shown Has Stimulated Public Interest and Dealers Are Enjoying Unprecedented Prosperity

MILWAUKEE, Wis., November 8.—Milwaukee radio and phonograph dealers closed October with many reports of the largest business in history, and in practically every wholesale and retail house, of gains over last year, both for the month, and for the entire Fall season of 1928. One of the chief factors in the increased October business, in the opinion of a number of dealers, was the sixth Wisconsin Radio-Music Exposition which brought before the public the leading new lines.

In addition to the value of the show in this respect, the dealers reported that the meetings were particularly valuable, and as a result of an address made by H. V. Miessner, counsel for the Wisconsin Radio Trade Association, at the meeting of the Association in connection with the exposition, a uniform radio conditional sales contract form for instalment buying may be adopted in the near future.

A 100 per cent representation of radio wholesale houses of Milwaukee will be sought for the second Midwest Market Week which will be held in Milwaukee preceding the opening of the Spring season. During the recent week 141 firms participated and drew trade from 157 Wisconsin cities, as well as cities in Michigan, Minnesota and Iowa. Fred E. Yahr, of the Yahr-Lange Co., distributor of the Super-Ball antenna, and other radio products, represented the radio interests at a recent "Market Week" meeting, and reported on the experience of his firm during the week.

Richard Zinke, of the Interstate Sales Co., distributor for the Kolster, Bosch and Slagle lines, stated that while general business has been keeping up at a rate which will make a "tremendous season," the most outstanding trend is that of increased interest in the higher priced lines of radio receiving sets.

"Business is keeping at such an evenly good plane right now that it is difficult to make any observation on it, other than that we are very busy," declared G. K. Purdy, manager of the Milwaukee branch of the George C. Beckwith Co., distributors of the Crosley and Amrad radios for this territory.

Sidney Neu, manager of the radio department at Michael Ert, Inc., reports that the All-American Mohawk Lyric line is going very well.

I. R. Wittuhn, of the Standard Radio Co., distributor of the Kellogg radio, also reports business as being exceptionally good.

The Radio Parts Co., Inc., has been incorporated at 311 State street, Milwaukee. The business of the company is wholesale and retail radios and parts, etc. The incorporators are B. S. Wisniewski, Charles M. Brown, and Hall Gayhart, and the capitalization of the company is \$20,000.

The Radio Service, Inc., has been incorporated to operate in Milwaukee, dealing in radios, with a capitalization of \$10,000 in 100 shares. The incorporators are W. Massy, A. Massy, F. D. Golden, and G. W. Fringer.

Milwaukee had its record air mail shipment made during October when the Central Radio Laboratory, 16 Keefe avenue, sent about two hundred pounds of mail, consisting mostly of radio parts, to Philadelphia.

W. Otto Miessner, director of the Miessner Institute of Music, was again elected president

of the Wisconsin Association of Music Merchants at the annual meeting held in Milwaukee during October.

The Milwaukee Victor Record Girls Club will hold a special meeting on the evening of November 12, in the club rooms at the Badger Talking Machine Co., distributor for the Victor line in Wisconsin and upper Michigan. The occasion was termed a "Bring Your Boss" meeting, and the employers were guests at a dinner preceding the meeting and also at the entertainment which followed.

Radio dealers in Milwaukee and the surrounding district are interested in the inclusion of a request for a fund to buy radios for the schools of West Allis, a suburb of Milwaukee, in the school board budget.

Wisconsin radio dealers, and especially the local men of Watertown, Wis., are watching the effects of a new ordinance put into effect by the Watertown common council, regulating the use of electrical devices or other machinery that will interfere with the reception of radio programs. The ordinance covers the use of such machinery "that causes reasonably preventable electrical interference, including radio receiving sets, within the limits of the city of Watertown, Wis., between the hours of six o'clock p. m., and twelve o'clock midnight, save and excepting only such as may be absolutely necessary and in making X-ray pictures or examinations in emergency cases of physical injuries." The ordinance is now in operation.

### "1928 Banner Year," Says Fada Manager

The greatest year in radio history was forecast by R. M. Klein, general manager of F. A. D. Andrea, Inc., Long Island City, N. Y., who recently returned to his desk from a business trip to the Pacific Coast.

"There is no doubt in my mind that this is the banner year of the industry," said Mr. Klein, who made a personal investigation of radio conditions in the principal distributing centers. "If I were asked to pick the most striking development that is noted by every dealer I should say it was the demand for higher priced radio instruments. This is a sign of the highest significance. Prosperity and ability to purchase is the answer, beyond the natural desire of the average American family to buy better-grade merchandise."

### RMA Committee to Study Radio Laws

The Board of Directors of the Radio Manufacturers Association at a recent meeting in Chicago ordered its legislative committee, headed by C. C. Colby, to make a thorough study of the effects of the new radio broadcast set-up ordered by the Federal Radio Commission, and which went into effect on November 11. In addition the committee was ordered to make an exhaustive survey of radio legislation and recommend constructive amendments to the radio law if the new broadcast set-up revealed the necessity.

### ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Isley'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

## Bush & Lane Line Featured in Display

Shalek's Brunswick Music Shop of Chicago Builds Volume of Sales by Means of Attractive Window Display

CHICAGO, ILL., November 3.—A window trim which caused considerable interest and atten-



How Shalek's Featured Bush & Lane

tion from the buying public and resulted in a most satisfactory volume of sales recently occupied the show space of Shalek's Brunswick Music Shop, 3206 Lawrence avenue, this city. As can be seen from the accompanying photograph the display featured the Bush & Lane line and the eye-arresting arrangement resulted in a great many passers-by entering the store and requesting demonstrations.

### A. K. Traveling Salon on Middle West Tour

Traveling from city to city throughout the Middle West, the Atwater Kent Salon is pulling big crowds everywhere and stimulating both dealer and consumer interest in the A. K. line. The Salon is nothing more or less than a miniature radio show, traveling by special trucks from community to community, operating first in a hotel lobby, then probably in a hall or store leased for the occasion. Special showings are arranged for the dealers in the cities visited while the Salon remains open to the public for several days.

Charles Weiser, assistant district manager of the Atwater Kent Co., Philadelphia, in Illinois and Indiana, is in charge of the Salon, which is now operating in the territory served by the Sampson Electric Co.

### Outing Portable Sales Gain

Presidential years have no detrimental effect upon the demand for portables, according to Max Willinger, of the New York Album & Card Co., New York City, manufacturer of Outing portables. The first nine months of this year have already exceeded in sales volume the entire year of 1927, and orders in hand for the remaining three months would indicate the biggest portable year in the history of the company. This demand covers the entire country, it is reported by the company.

### 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.

# Atlas Service



What  
it  
means  
to  
you

Phonograph and radio manufacturers have learned to associate the name ATLAS with the best in packing cases. ATLAS on a plywood case signifies that it stands head and shoulders above the crowd in appearance, protectiveness, handiness and real economy.

ATLAS SERVICE brings you these modern boxes without a hitch. For carload deliveries in shooks, seven manufacturing plants in New England, the South and Canada guarantee an unlimited supply with no railroad tie-ups. For local deliveries, either in shooks or assembled, branch factories in twelve cities furnish a convenient trucking service.

In whatever way you prefer deliveries and however large your case requirements, you will find ATLAS SERVICE dependable. And you are always welcome to bring your packing problems to us. That is part of the ATLAS SERVICE.



General Offices

PARK SQUARE BUILDING BOSTON, MASSACHUSETTS  
New York Office, 90 West Broadway Chicago Office, 649 McCormick Bldg.

Southern Division (formerly Empire Mfg. Co.) Goldsboro, N. C. Branch Factories: Grand Rapids, Mich. Bloomington, Ind. Jamestown, N. Y. and in nine other cities.

## Atwater Kent Set for Next President

Two-Millionth Set Produced at A. K. Factory in Philadelphia Will Be Presented to Hoover or Smith

PHILADELPHIA, PA., November 6.—The two-millionth Atwater Kent radio, which issued from the factory in this city last week, will go to the winner in the presidential contest, A. Atwater Kent announced. Mr. Kent's gift of this set—the first two-millionth radio to be produced by any manufacturer—to the new president-elect is an expression of his belief that the four years of the next administration will see radio progress to a new position of influence and prestige in America's daily life.

Both Smith and Hoover, in the campaign, have used radio extensively to get their messages home to the voters. Each has recognized it as a chief factor in the information and edu-

cation of the public on campaign matters. As a listener-in, Mr. Kent believes, the next president may find radio equally valuable in keeping him in touch with current opinion, for radio is more and more giving a cross-section of what the country is thinking on public issues.

## Freed-Eisemann Sales Reports Enthusiastic

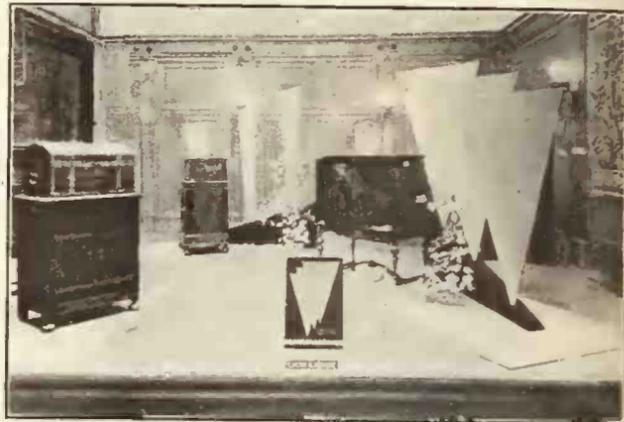
Optimistic reports are being received at the headquarters of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., from sales representatives in the field and executives on tours of inspection throughout the trade.

Leo Freed, one of the Freed-Eisemann sales executives, states that Grinnell Bros., distributors at Detroit, Mich., report that in their five years' representation of the Freed-Eisemann line 1928 easily tops them all. Enthusiastic reports are coming in from Freed-Eisemann distributors throughout the United States.

## Show Sonora in Famous Window

Lyon & Healy, of Chicago, Feature Sonora Models in Striking Modernistic Displays

Probably one of the most famous windows in the world is that of the great music store of Lyon & Healy at the corner of Wabash avenue



Lyon & Healy's Sonora Display

and Jackson boulevard in Chicago. This double window, fronting on two of the most important thoroughfares in the Windy City, is known wherever shoppers meet, and is famous for the high artistic nature of its displays.

Quite recently, the entire space has been devoted to a display of a number of Sonora models—Sonora Melodons, radios, and combination Melodons with radio. It is a matter of interest that this is only the second time in the history of the Lyon & Healy organization—always meticulously careful as to the musical value of the lines they carry—that this valuable space has been used to exhibit radio receiving sets.

The decorations in the window are in strictly modernistic style, and form an effective contrast to the rich beauty of the Sonora period cabinets, which are gaining wide public favor.

## Vitrohm Line Voltage Reducer Selling Well

Dealers are finding the installation of a line-voltage control with every AC receiver very helpful in cutting down service calls, according to the Ward-Leonard Electric Co., Mt. Vernon, N. Y., manufacturer of the Vitrohm line-voltage reducer. Reports from its distributors throughout the country indicate that they are meeting with favorable response in their efforts to have dealers sell this equipment with AC sets.

## Davega Adds More Stores

Pursuing an extensive expansion policy, Davega, Inc., Metropolitan radio and sporting goods chain stores, has purchased a twenty-one-year lease on the radio salon of the Max Bruskin Co., at 278 Steinway avenue, Astoria, L. I. This shop is the third new store Davega has opened during the past year. The last two additions to the chain of ten sporting goods and radio stores being located at the corner of Broadway and Forty-second street and in the Military Park Building, Newark, N. J.

Davega, Inc., Greater New York chain of radio and sporting goods stores, also has secured leases for two stores in Brooklyn. One at 1703 Pitkin avenue and the other at 415 Fulton street. These acquisitions bring the total of Davega shops to thirteen. The stores will open for the Christmas season; and the continuance of a remarkable business period is expected; for these new shops are the fourth and fifth to be opened within a year.

The Long Island Music Shops, Long Island City, N. Y., have been incorporated with a capital stock of \$60,000.

Console Models equipped with Magnetic or Dynamic Speakers.



Furnished in 6-Tube Standard and 7-Tube Push-Pull.

## Private Label Radio Brings You Most Profit

The entire radio merchandising world knows the remedy for the disadvantages of a national fixed-price policy, for top-heavy inventories, burdensome contracts and insufficient mark-up. Private label radio!

Remember also that material and manufacture—not advertising—determine the quality, performance and salability of a receiver.

Premier Radio for Private Label gives you longer profits, absolute control of price in regard to local markets; you order out only what you need; you preserve your *most valuable possession*—your trade identity.

Premier Radio is the equal of any in performance, looks, quality and salability. Table and Console Models furnished standard in 6-tube and 7-tube Push-Pull. Also combination radio and phonograph with electric pick-up.

### Chassis Specifications

All-metal chassis; rigid, strong, stays put. Unconditionally guaranteed. Apparatus 100% shielded. Licensed under U. S. Navy Patents and Hogan Patent No. 1,041,002.

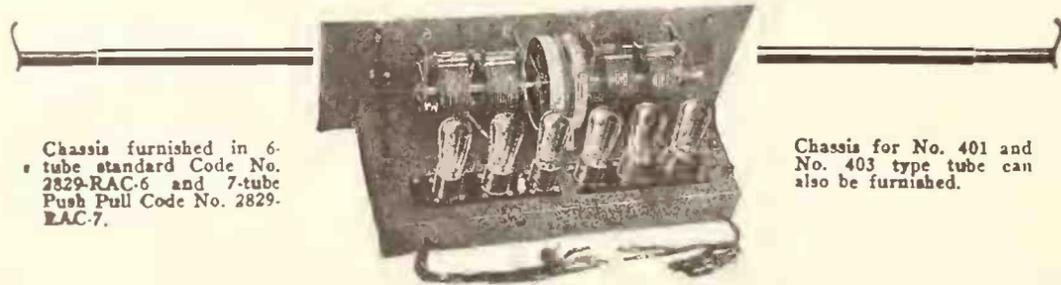
Write for price and full details. No obligation

## PREMIER ELECTRIC COMPANY

Established 1905—Manufacturers Ever Since

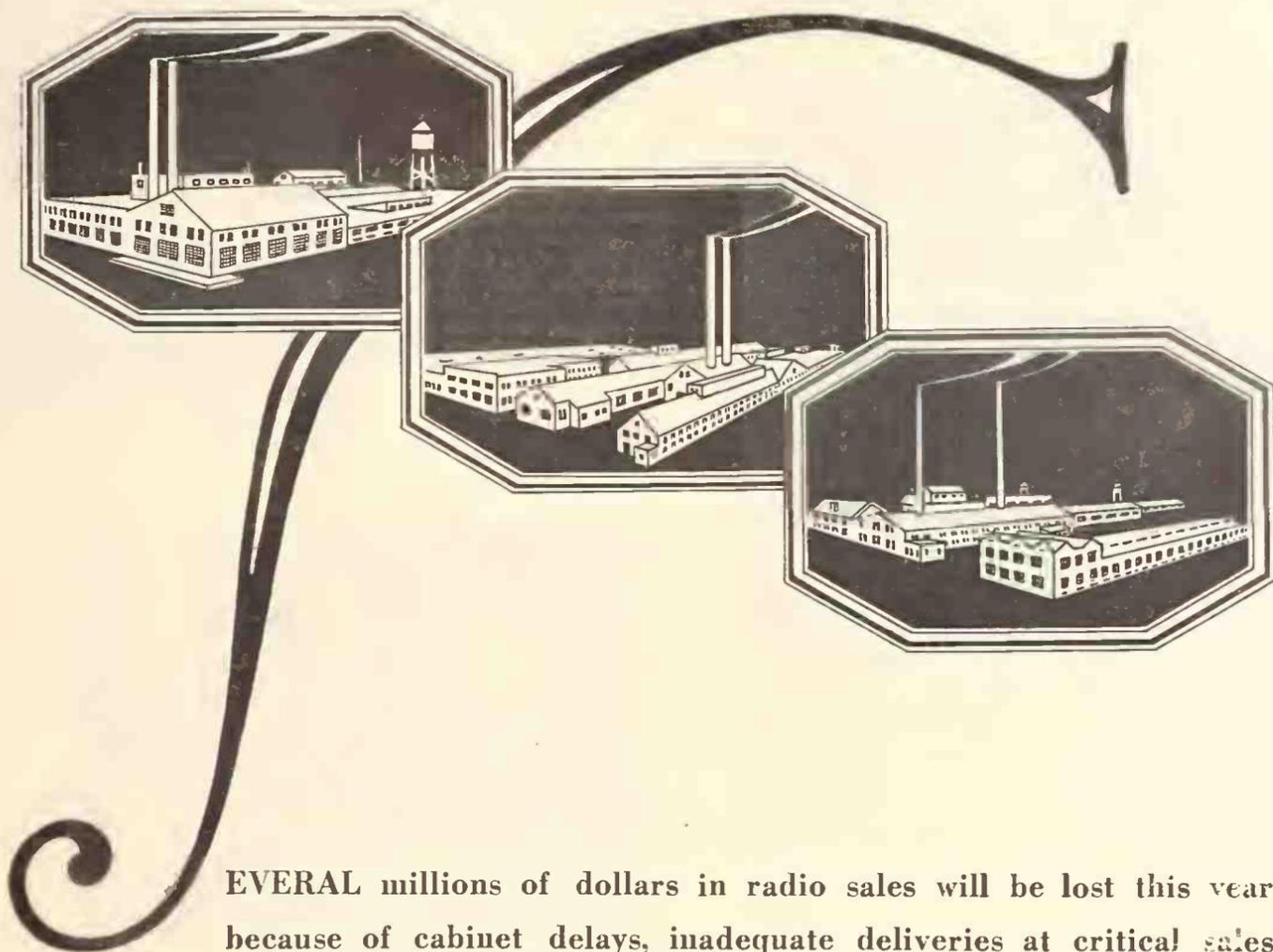
3807 Ravenswood Ave.,

Chicago, Ill.



Chassis furnished in 6-tube standard Code No. 2829-RAC-6 and 7-tube Push Pull Code No. 2829-RAC-7.

Chassis for No. 401 and No. 403 type tube can also be furnished.



SEVERAL millions of dollars in radio sales will be lost this year because of cabinet delays, inadequate deliveries at critical sales periods and unsatisfactory design and construction.

Quality Factories offers a service which helps you to solve this condition. It is an organization directed and manned by experts whose broad experience, covering many years in this field, has already proven extremely valuable to many important radio manufacturers.

With the facilities of a great number of reputable and responsible manufacturing organizations at its command—factories whose output runs into millions—Quality Factories, Inc., offers the radio manufacturer of America a complete service—from the design through to the production of the ideal cabinet, resulting in deliveries *ON TIME* of radio cabinets in any volume you desire.

Write today for full information

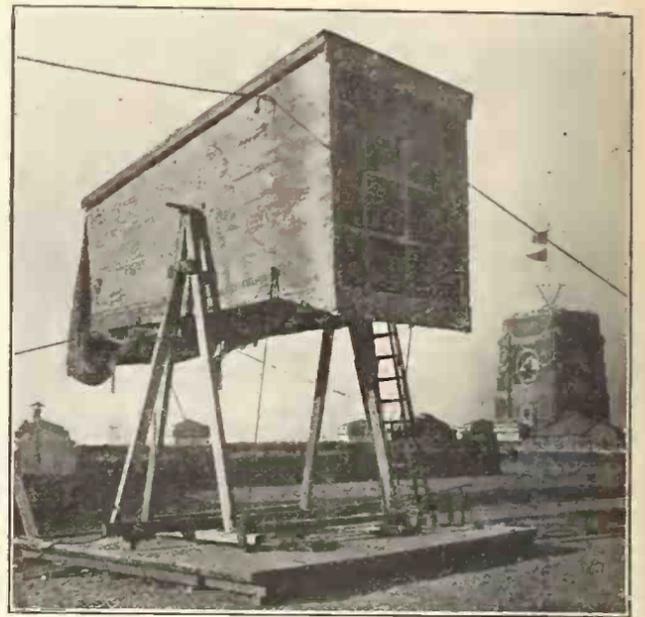


**Quality Factories, Inc.**  
*Factors in Radio Furniture*  
**SALMON TOWER, 11 W. 42<sup>ND</sup> ST. NEW YORK**

# Interesting Events of the Trade in Pictures



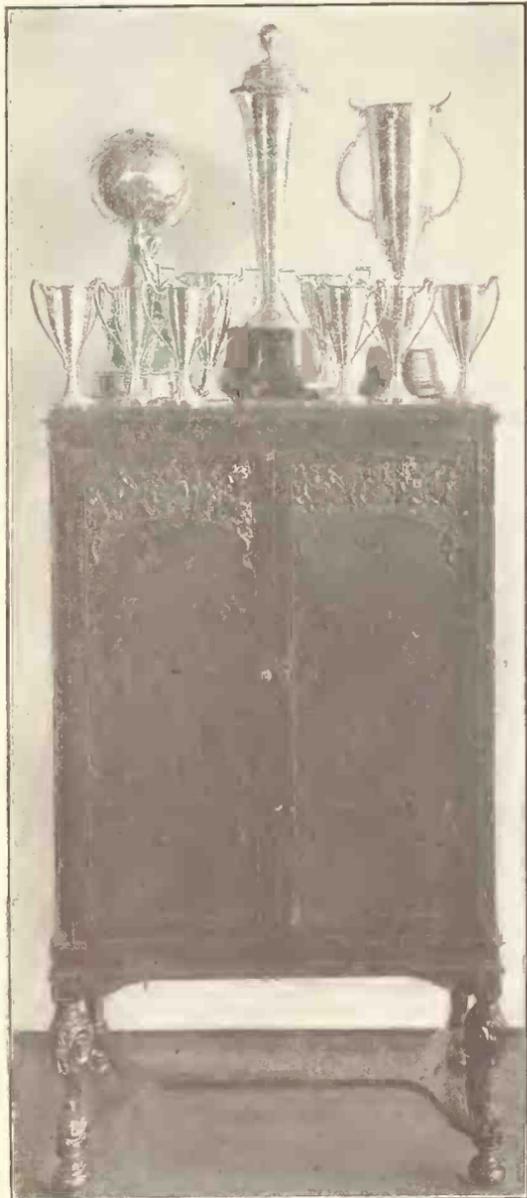
Left—Amateur ballroom dancing contest held at Johannesburg, South Africa, under the auspices of the Columbia Graphophone Co., Ltd. It proved a decided social success and was extremely profitable for Columbia Dealers who properly tied up with the occasion.



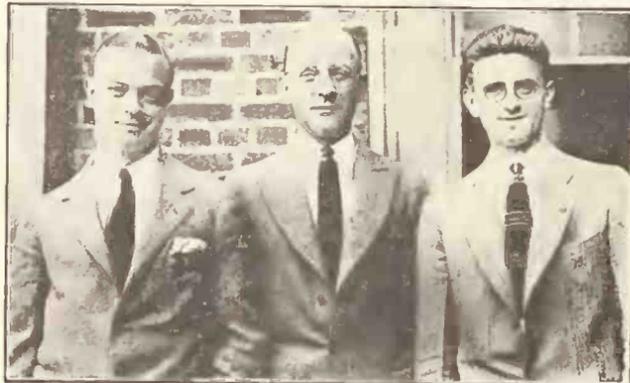
Above—A beam of sound was projected to dirigible J-4 flying above Camden and officers of dirigible heard voices through super-directional horn on roof of the Victor Talking Machine Co.'s plant in Camden.



Left—Seger Ellis, vaudeville, record and radio star, signing a contract to record exclusively for the Okeh catalog, with Otto Heineman, president of the Okeh Phonograph Corp., looking on smilingly.



Left—The men who make Kolster radio products are prize athletes. Cups illustrated were won by Kolster employes for basketball, baseball and bowling championships of Newark industrial teams.



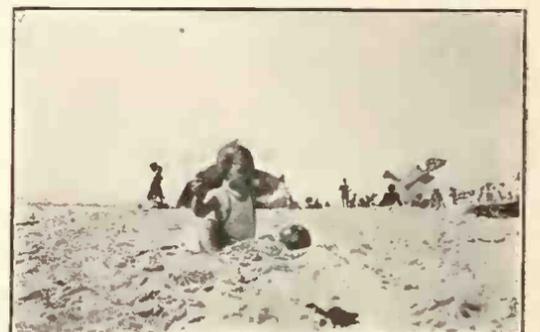
Above—Phileo executives home after an 18,000 mile trip: S. M. Ramsdell, manager sales promotion; H. B. Brown, merchandising counsel, and R. F. Herr, service engineer who recently ended a long trip.



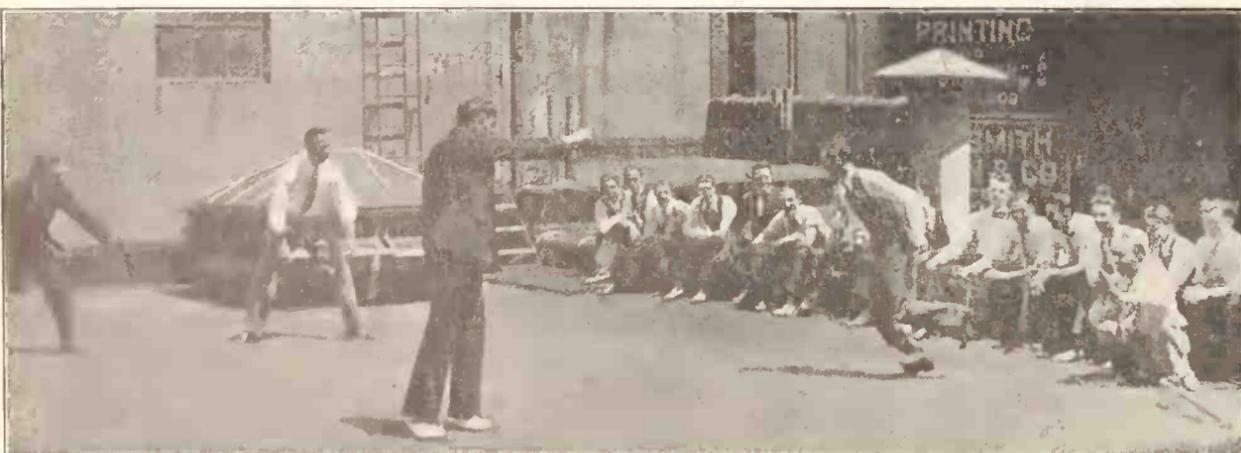
Above—A Federal Ortho-sonic F10-60 receiver to be installed in an exquisite Chinese cabinet was the wedding gift of Mrs. L. M. Green, president of the Silas M. Pearshall Co., Federal distributor, to Major Andrew White and his bride. The presentation was made at the Federal booth at the New York radio show.



Above—Babe Ruth being presented with an O'Neil dynamic speaker by Raymond L. O'Neil, president of the O'Neil Mfg. Corp.

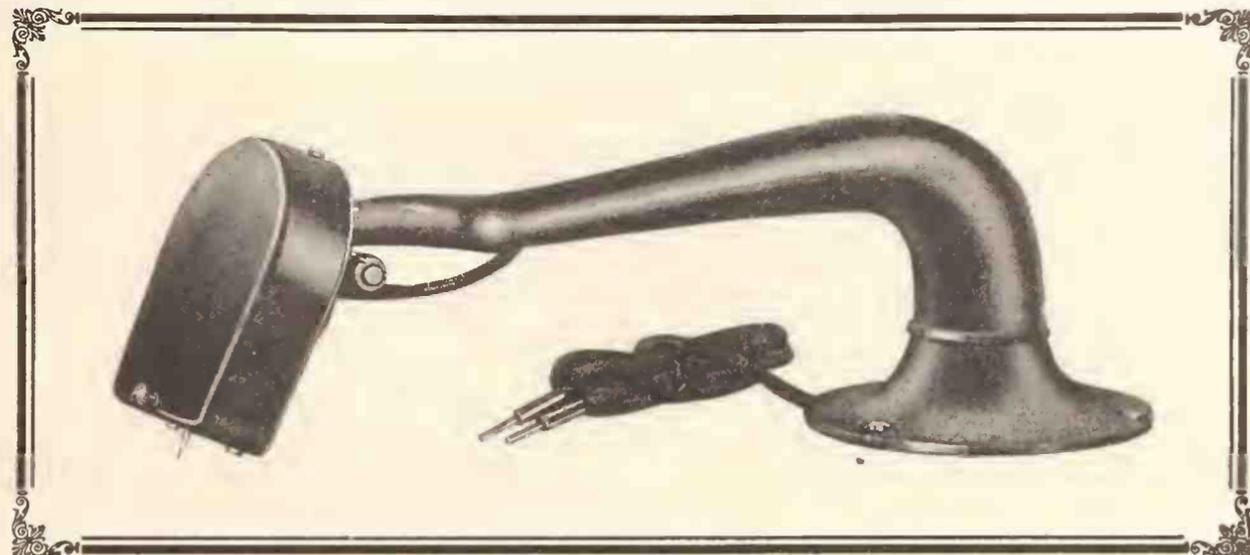


Above—Regardless of how other people spent the Summer months, Lois Adele Trostler, daughter of A. A. Trostler, of the Freed-Eisemann Radio Corp., had a grand time baking in the sun on the Pacific Coast.



Left—The roof of the Brunswick building in New York City when the Brunswick laboratory staff "took on" Bernie Cummins and His Orchestra in an impromptu baseball game. Frank Horning, laboratory manager, is in the pitcher's box, with Bill Wirges, musical director, behind the bat. Bernie Cummins has just lined out a hit. The laboratory staff and the orchestra are lined up awaiting their turn at bat.

# IT'S READY—



## The Buckingham Electric Pick-Up

*Absolutely the finest electro-magnetic reproducing unit ever offered to the radio and phonograph trade*

A unit of precision manufacture, made with that fine regard to microscopic detail that is found only in the construction of fine chronometers and scientific instruments. Embodies the results of years of experience and experimental investigation to produce a pickup which combines high voltage output, low impedance and uniform response over a frequency spectrum far in excess of that required to faithfully reproduce anything that is audible to the human ear.

The heart of the pickup, the permanent magnet, is the finest cobalt steel and each magnet is tested for retentivity and specially aged before used.

The main frame is an accurate die casting of special brass. This assures a perfect and permanent alignment of parts.

The armature is a solid piece formed from special magnetic steel and each armature is dynamically balanced—an exclusive Buckingham feature.

All internal metal parts are cadmium plated while the external case and housing are finished in statuary bronze.

Each unit upon completion is set aside to age for not less than three weeks to assure molecular equilibrium in bearing and damping pad before final adjustments and tests are made. The armature is accurately centered by easily accessible means of adjustment. These points are of utmost importance to the discriminating buyer.

*Write or Wire Immediately  
for Samples and Prices*

**BUCKINGHAM RADIO CORPORATION**

440 West Superior Street, CHICAGO, ILL.

.....dealer sales throughout the country  
are proving the exceptional value of the  
Orchestrope franchise . . . . .

.....the Capehart Automatic Orches-  
trope has firmly established itself as the  
undisputed leader for commercial in-  
stallations . . . . .

.....this field represents a tremendous  
buying power and to dealers in open  
territories we offer an opportunity for  
excellent profits . . . . .

.....let us prove to you the value of the  
Capehart franchise . . . . .

# Capehart Automatic Phonograph Corp.

Huntington, Indiana, U. S. A.

*Sold only through dealers*

## H. G. Russell Was Host to Bosch Staff

Entire Sales and Office Organization in Eastern District Entertained at a Dinner Dance at New York Hotel

The entire sales and office organization of the radio division of the American Bosch Magneto Corp. in the Eastern district, and their



Members of Bosch Staff, Eastern District, at Dinner in Hotel Roosevelt

wives, were recently entertained by Harry G. Russell, Eastern district radio sales manager, at a dinner-dance at the Hotel Roosevelt in New York City. Business was relegated to the background for the evening. Among the executives from the home office at Springfield, Mass., who were present were Roy Davey, advertising manager; C. Howard Baker, assistant to the general sales manager, and Benjamin V. K. French, of the engineering staff. George Shortmeier, automotive sales manager of the New York branch office, was also a guest.

Members of the sales staff in attendance were John (Jerry) Coughlin, New York; Harry A. Brockelman, Boston, Mass.; Conley H. Stratton, Philadelphia, Pa.; Harold B. Weed, Syracuse, N. Y.; Bernard P. Sloane, Norfolk, Va., and Victor A. Norman, Savannah, Ga.

## Victor Educational Course

The educational department of the Victor Talking Machine Co. recently completed and issued a thorough and practical lecture-laboratory course in the Appreciation and History of Music. This course is a welcome addition to the company's educational service and should be enthusiastically received by all schools. The laboratory work is built around Victor records. The course is offered at seventy-five cents for single copies and at sixty-five cents in lots of twenty-five or more.

## Spalding Adds Radio

A radio department has been added by A. G. Spalding & Bros., sporting goods store operators, at their store, at 518 Fifth avenue, New York City. The department is under the management of James C. Smith, who was formerly connected with the Haynes-Griffin organization. The following lines are being carried: Radiola, Stromberg-Carlson, Atwater Kent, Majestic and Trav-ler portable radio receivers, Peerless speakers and RCA and Cunningham tubes, offering a wide selection.

## Kolster Experiments With Short Wave Beam

Has Purchased Land for Purpose of Experimentation With New Short-Wave Beam for Long-Distance Transmission

The Kolster Radio Corp. has purchased land on the seaside near Halfmoon Bay, Cal., for the purpose of experimentation with a new and

highly developed short-wave radio beam for long-distance transmission. In discussing this project, Ellery W. Stone, president of the Kolster Radio Corp., issued the following statement of the new system:

"The new beam system, a product of the Kolster laboratories at Palo Alto, is new in theory and design and is the result of research work during the past year in connection with the perfecting of efficient directional beam sending and receiving apparatus. The new Kolster invention anticipates the elimination of 'fading' which has heretofore been a handicap in the operation of radio stations on short waves alone. The phenomenon of 'fading' is thought to be caused by a shifting in the reflecting 'heavyside layer' in the upper atmosphere, and cannot apparently be eliminated until the vertical as well as the horizontal direction of the radio beam is controlled and directed. The Kolster invention contemplates controlling the beam in all planes, which should very materially reduce the energy and cost incident to successful radio communication over great distances."

## Joe Browning With Columbia

Joe Browning, comedian, is the latest addition to the list of Columbia Phonograph Co. exclusive artists. Mr. Browning has been a favorite with vaudeville and revue audiences for the past twenty-five years and is in a position to know what entertains theatre audiences. He recently made a successful Vitaphone film. His first Columbia recording has found a wide sale.

## Radio Exports Gain

WASHINGTON, D. C., November 5.—Exports of radio apparatus and accessories from the United States during August amounted to \$1,007,846, an increase of \$313,828 over the exports of August, 1927. Shipments of radio apparatus for the first eight months of this year are valued at \$6,299,086, a gain of \$1,278,417 over a like period last year.

## Federal Plant Working at Full Capacity

Price Reduction Has Greatly Increased Demand and Present Output Is Greatest in History, States W. R. McAllister

Price reductions on the Federal Ortho-sonic receivers have led to a greatly increased demand, and in its efforts to meet consumer requirements the Federal Radio Corp., Buffalo, N. Y., is operating at capacity with the largest daily output in its history, according to W. R. McAllister, sales manager of the company.

"Without sacrificing a single detail of quality, Federal is passing on to the consumer the economies resulting from unparalleled popularity, tremendous sales increases and economical production," said Mr. McAllister. "During the Summer period new machinery was installed and many manufacturing improvements were made throughout the plant."

The new list-price range of the Federal Ortho-sonic line is from \$95 to \$925, the former prices having ranged from \$120 to \$1,260.

## Big Freed-Eisemann Sales

J. H. McCullough & Sons, Freed-Eisemann distributors in eastern Pennsylvania and southern New Jersey, report to the Freed-Eisemann Radio Corp., Brooklyn, N. Y., that they are enjoying the finest business in three years, and their sales of Freed-Eisemann sets and speakers are three times as great as in the corresponding period last year.

## Holds Radio Show

A radio exposition was held at Bloomingdale's department store, New York City, during the week of October 29. Many historical features connected with the early days of radio, including Marconi's first set, were shown. Present-day problems of radio and the television of the future were also subjects of display and demonstration.

## Opens Store

The Capitol Music and Gift Shoppe has been opened by Mrs. Pearl W. Maxwell and Mrs. Elizabeth Cahill in Williamsport, Pa.

# 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

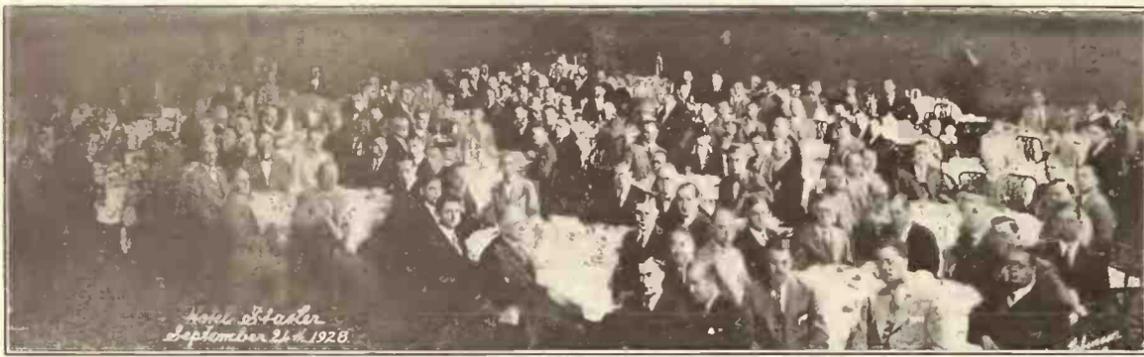
### IT IS SIGNIFICANT

that every record manufacturer in the United States is a user of our standard

**Cotton Flocks for Record Manufacture**

CLAREMONT WASTE MFG. CO.

Claremont, N. H.



Dealers Present at Caravan Meeting Sponsored by Victor Co. in Buffalo

## Present Victor Portable to Graf Zeppelin

Victor Co. Makes Gift of Portable and Fifty Records to Dirigible—Used on Eastward Flight to Germany

Dr. Hugo Eckener's famous canary, which sang gaily throughout the westward flight of the Graf Zeppelin, had a rival on the return



Presenting Victor Portable to Dr. Eckener voyage of the giant dirigible. Music was at all times available to the crew and passengers, for the ship carried a Victor portable talking machine, the gift of the Victor Co. With the instrument went fifty records, presented to Dr. Eckener by the Victor Co. on behalf of its German affiliation, Die Electrola Gesellschaft.

William G. Porter, of the Victor Co., presented the instrument to Dr. Eckener at the Naval Air Station at Lakehurst. Officers of the ship were enthusiastic over the prospects of music during the flight to Germany. Coming over, they said, they had had nothing but an accordion, for a talking machine they had planned to carry proved too heavy and bulky for the purpose.



### PIERCE AIRO

AC and DC REALISTIC  
7-TUBE RECEIVERS

Self-Contained Chassis  
and Cabinet Models

Write for prices and discounts  
or send for a sample for test

PIERCE-AIRO, Inc.

123 Fourth Avenue

New York City

## Raytheon Rectifier Sales Show Increase

Popularity of the Filament-Type Rectifier Has Not Adversely Affected Sales of Gaseous Type—Booklet Issued

CAMBRIDGE, MASS., November 6.—Although the filament type rectifiers have gained greatly in popularity during the past two years, the gaseous type rectifier or Raytheon is by no means obsolete. In fact, the sale of Raytheons for this year will surpass those of last year or the preceding year by a comfortable margin, according to Fred D. Williams, vice-president in charge of sales for the Raytheon Mfg. Co.

"The Raytheon BH tube," stated Mr. Williams, "has been our contribution to the radio industry. It made pioneer socket power operation practical, and opened up the field so that other devices might follow. The sales of BH tubes for replacement alone have been mounting steadily. Fortunately, our production can keep pace with the demand, for the BH tube has been placed on the latest type automatic machinery for uniform and mass production. While our engineers have developed a new line of refined and improved filament tubes, the Raytheon BH continues our mainstay."

## Latest Phonograph and Radio Patents

Combined Phonograph and Radio Apparatus. Joseph W. Bishop, Muskegon, Mich., assignor to the Brunswick-Balke-Collender Co., Wilmington, Del. Patent No. 1,685,394.

Phonograph. Daniel D. Mounts, Los Angeles, Cal. Patent No. 1,685,433.

Radio Receiving System. Louis Cohen, Washington, D. C. Patent No. 1,685,763.

Logging and Indicating Device for Radio Receiving Sets. Robert C. Bower, St. Louis, Mo. Patent No. 1,685,803.

Radio Appliance. Albert B. Fishwick, Cincinnati, O. Patent No. 1,685,875.

Radio Vacuum Tube. Hubert M. Freeman, East Pittsburgh, Pa., assignor to the Westinghouse Electric & Mfg. Co. Patent 1,685,994.

Loud Speaker Unit. Marzo Allen Kennedy, Chicago, Ill. Patent No. 1,688,625.

Radio Set Connection. Milton Alden, Springfield, Mass. Patent No. 1,688,772.

Radio Signaling Circuits. Ray A. Weagant, Douglaston, N. Y., assignor to the De Forest Radio Co., Jersey City, N. J. Patent No. 1,688,842.

Aerial Loop Mechanism for Radio Receiving Sets. Victor Alvear, Brooklyn, N. Y., assignor to the Radio Corporation of Delaware. Patent No. 1,688,845.

Radio Receiving Apparatus. Samuel T. Schofield, Washington, D. C., assignor to the National Electric Supply Co., same place. Patent No. 1,688,943.

Horn for Loud Speakers. Stephen H. Byrns, Kansas City, Mo. Patent No. 1,689,009.

Radio Attachment for String Instruments. George T. Hastings, New York, N. Y. Patent No. 1,689,136.

Radio Receiving Apparatus. James A. Bishop, Mascoutah, Ill. Patent No. 1,689,224.

Antenna. Arthur Haddock, East Orange, N. J., assignor to the Western Electric Co., Inc., New York, N. Y. Patent No. 1,689,337.

Loop Antenna. Lee Lincoln Manley, Brooklyn, N. Y. Patent No. 1,689,400.

Radio Indicating Device. Clarence Schaefer, Davenport, Ia. Patent No. 1,689,405.

Radio Apparatus. Alfred F. Sanford, Knoxville, Tenn. Patent No. 1,689,602.

Antenna. William Henry Haworth, Green Bay, Wis. Patent No. 1,689,629.

Radio Loud Speaker. Warren D. House, Kansas City, Mo. Patent No. 1,689,011.

## Clark Makes Unusual Victor Presentation

New Models of Victor Talking Machine and Combination Line Shown in Attractive Setting—Clever Light Effects

SYRACUSE, N. Y., November 8.—The Clark Music Co. has succeeded in stimulating the demand for the new models of Victrolas and Victor-Radiola through an unusual and attractive arrangement of the new models. The accompanying photograph shows the manner in



Clark Co.'s Victor Display

which the models were presented in an eye-arresting manner against a background of drapes with fixtures that tended to give the person examining the display an idea of how the instrument would look in the home. Colored lights thrown upon the display in such a way that the colors changed constantly from one hue to another added greatly to the effectiveness of the presentation.

## Seek Serial Plate Law

In order to afford better protection to the public the Federated Radio Trade Association has compiled a survey of Serial Number Laws throughout the United States and has found that legislation protecting radio merchandise from removal or defacement of serial numbers is lacking. The Federated, through its various associations, is preparing a model bill for presentation in the different State Legislatures.

## Shows Recording Phone

John Collins, of Waco, Tex., demonstrated before a meeting of the Independent Telephone Association in Chicago, Ill., an "atmosphere" which, when installed in a telephone, will receive messages when the telephone user is absent and later transmit them in the sender's own voice to the person for whom the message was intended.

## D. Allen Returns From N. Y.

RACINE, Wis., November 3.—Don Allen, president of the Allen-Hough Mfg. Co., Racine, Wis., maker of Allen portables, has returned from an important business trip to New York, where he discussed new channels of distribution with his representatives.

The Hugo C. Wurlitzer Co., Wilmington, Del., was recently incorporated with a capital stock of \$1,000,000.

# America's Finest Small Console



**T**HIS new Federal H-40-60, a gracefully compact console with built-in speaker, is offered as a fitting companion to the new table model, H-10-60, America's finest small radio.

It is particularly appealing in that it will fit into any decorative setting and tuck away in the smallest nook or corner without necessitating the rearrangement of the furniture.

Its pleasingly artistic design immediately attracts the buyer. Its remarkable performance and deep, natural Ortho-sonic Tone quickly sells it.



Phone, wire or write for the Federal proposition to retailers.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.  
OPERATING BROADCAST STATION WGR AT BUFFALO  
Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.

*Prices (without tubes)*

Console Models  
H-40-60 (60 cycle) \$185  
H-40-25 (25 cycle) \$195

May also be had with Dynamic Speaker

Federal Models from \$95 to \$925  
*(Prices slightly higher west of Rockies)*

# Federal Radio

ORTHO-SONIC\*

Licensed under patents owned and/or controlled by Radio Corporation of America, and in Canada by Canadian Radio Patents, Ltd.

\* Federal's fundamental exclusive development making possible Ortho-sonic reproduction is patented under U.S. Letters Patent No. 1,552,470

FEDERAL RADIO CORPORATION,  
1738 Elmwood Avenue, Buffalo, New York

Please send me complete details of the Federal proposition,

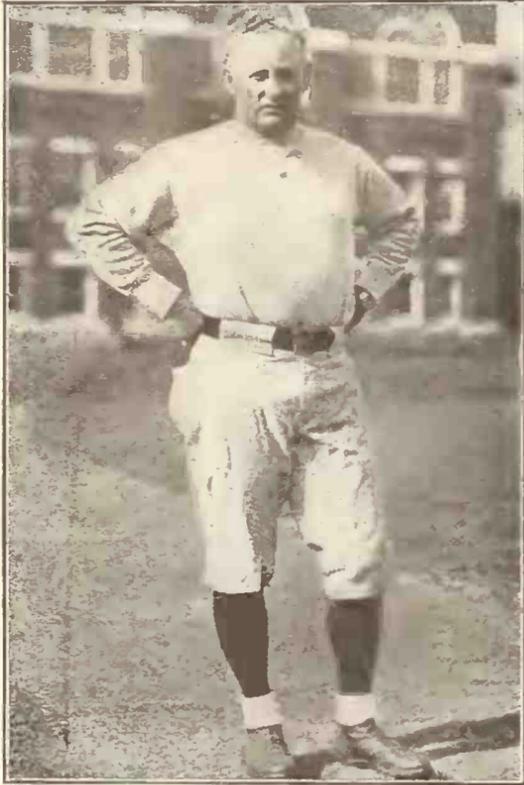
Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

## Radio Executive and Football Coach

Jess Hawley, Vice-President of United Reproducers Corp., Has Won National Fame as Dartmouth Football Coach

The unusual distinction of achieving national fame in two highly competitive and distinct lines of endeavor rests upon a radio man, Jess



Jess Hawley

Hawley, vice-president of United Reproducers Corp., St. Charles, Ill., and Rochester, N. Y., now the country's largest manufacturer of radio loud speakers.

In addition to his success in radio Jess is known as the coach of the eminently successful Dartmouth football team. Jess thinks football is the greatest training in the world for modern hard-hitting business. The contact with the football squad each year, he says, keeps him young and full of pep to surmount the obstacles in the speaker business.

As an undergraduate Jess played one year of football at the University of Minnesota, and two at Dartmouth. At the latter institution he also won the New England championship in the 100, 220 yards dashes and in the discus throw.

## Big Delegation on Trip to A. K. Plant

PHILADELPHIA, Pa., November 1.—Yesterday was the occasion of one of the largest dealer visitations to the Atwater Kent plant in Philadelphia so far this year. More than 500 Atwater Kent dealers from points in Pennsylvania and

### Cesco Repeater

For Repeating Phonograph Records



A POPULAR CHRISTMAS NOVELTY.  
RETAIL PRICE \$1.

We would like to connect with a responsible distributor of phonograph accessories to market this device. Will give exclusive sale or will sell patents, tools, etc., to someone in the industry.

RAPID REPEATER COMPANY  
260 Van Alst Ave. Long Island City

Delaware were present as joint guests of their distributors and the Atwater Kent Co. The distributors represented were D. T. Lansing, Inc., Scranton, Pa.; Knerr, Inc., Harrisburg, Pa.; Lewis T. Ganster Co., Reading, Pa.; Garrett, Miller & Co., Wilmington, Del.

Arriving by bus, train and motor the activities of the day began with breakfast at the Pennsylvania Hotel. Luncheon was served at noon, at which time the dealers were addressed by several members of the Atwater Kent staff, including V. W. Collamore, general sales manager; "Dick" Smiley, assistant general sales manager; L. A. Charbonnier, service manager, and "Jim" Hickey, division manager for Atwater Kent activities in the territory represented by the dealers present. Following luncheon the dealers visited the big Atwater Kent factories at Germantown, and then returned to the hotel for dinner, after which the new musical comedy "The Treasure Girl" was witnessed. One of the features of the day's entertainment was the band brought from Scranton.

## Many Distributors Visit Zenith Plant

Jay E. Shaw, secretary of the Olmsted Co., Zenith distributor of Syracuse, N. Y., who recently attended the Automotive Equipment Association Convention at the Hotel Stevens, Chicago, was one of many Zenith distributors who spent several days at the Zenith factory. Other distributors who visited the plant were P. H. Lyon, vice-president, Chanslor & Lyon Co., San Francisco, Los Angeles, Seattle, Portland and Oakland; Dave Goldman, president, North American Radio Corp., New York; T. O. Quanrud, of Quanrud, Brink & Reibold, Inc., Bismarck, N. Dak.; C. A. Clark, of Repass Automobile Co., Waterloo, Ia.; M. J. Murphy, of W. M. Dutton & Sons Co., Inc., Hastings, Neb.; C. M. Weidermer, of the Joseph Strauss Co., Buffalo, N. Y.

## H. W. Dutton Joins Sonora Sales Staff

According to an announcement by Donald S. Rockwell, Sonora Phonograph Co.'s field sales manager in Zone 3, the headquarters of which is Baltimore, Herbert W. Dutton has now been added to the Sonora sales force in that territory.

Mr. Dutton was first connected with the Columbia Phonograph Co. as sales representative in Virginia, which State will be part of the territory he will cover for Sonora. In addition he will travel in the northern half of North Carolina. His experience has been extensive.

## Federal Coast Jobber Visits Buffalo Plant

William Kemper, manager of Listenwaller & Gough, Inc., Los Angeles, Cal., Federal Ortho-sonic wholesalers, recently visited the Buffalo plant of the Federal Radio Corp. for several days to become acquainted with company officials and observe factory production. Mr. Kemper also joined the reception committee which greeted W. H. Tait, Federal wholesaler of Toronto, Ontario, who came to Buffalo by airplane to get a supply of Model H Ortho-sonic receiving sets.

## RCA Petitions Court

The Radio Corp. of America has petitioned the United States Supreme Court to decide whether, in licensing other manufacturers to use its patents in their receiving sets, it can require them to purchase the tubes made by the Radio Corp. of America. The lower courts have held that this agreement was a violation of the Clayton act.



J. E. Henderson, manager of Brunswick record sales, Tom Gerunovich, orchestra leader of Los Angeles, Cal., whose first record has just been released on Brunswick records, and another orchestra leader of California pose for an informal photo at the entrance of the Yosemite Park, while on a fishing expedition

## Splitdorf Stresses Slogan in Campaign

"Found! The Lost Notes of Radio" is the slogan selected by the Splitdorf Radio Corp. to be stressed in advertisements of the company. A series of articles by Hal P. Shearer, general manager of the company, gives some explanations for the choosing of this slogan. In these articles Mr. Shearer states that low notes and high notes were formerly lost in radio reception, but since the development of the "250" heavy-duty tube, electrically co-ordinated with the oversized dynamic speaker, the "lost" notes are now heard.

The Splitdorf campaign is unusual in that musical range is its principal topic taken in conjunction with the capabilities of the "250" tube and dynamic speaker. The tube in particular is given great credit by Mr. Shearer for the advance in the quality of reception, and he says "dynamic" speakers without heavy-duty tubes are like large cars with underpowered motors." The Splitdorf Radio Corp. has prepared newspaper matrices with space for the dealer's name and address with the slogan "Found! The Lost Notes of Radio" as the outstanding feature of the advertisement.

## Broadcasters Assn. Meets

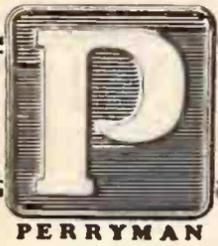
The annual meeting of the National Association of Broadcasters was held at the Washington Hotel, Washington, D. C., on October 15, 16, 17. A number of important problems were discussed, including the copyright situation, technical problems and the establishment of educational programs. Bond P. Geddes, executive vice-president of the Radio Manufacturers' Association, spoke on the relations between the broadcaster and the manufacturer.

## Victor Chile Co. Formed

The Victor Talking Machine Co. of Chile was recently incorporated in Delaware to build a manufacturing plant in Chile similar to that built by the Victor Talking Machine Co. of Brazil. The American company has a factory branch in Argentina which is not a separate corporation. The Chile company will be concerned with the manufacture of phonographs, records and equipment.

## Allen Coast Jobber on Trip

RACINE, Wis., November 2.—Walter Faggan, president of Pacific Distributors, Inc., Los Angeles, Cal., recently paid a visit to Chicago, where he was in conference with Allen-Hough executives. Mr. Faggan reports gratifying results in distributing Allen portables in his territory and says that the outlook is excellent.



# PERRYMAN RADIO TUBES

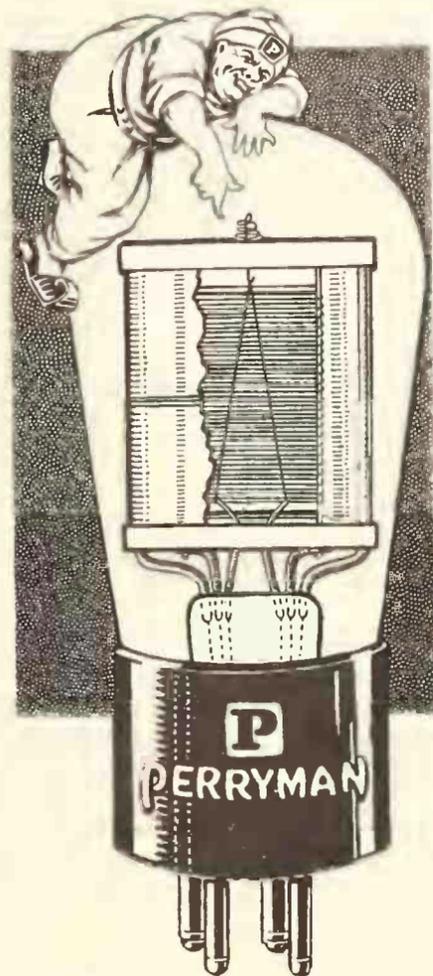
## Elected!

Elected by engineers because the construction is fundamentally sound and the performance unsurpassed.

Elected by dealers because of the extra profit and our cordial cooperation.

Elected by consumers because they get their money's worth—and more.

If you are interested in Perryman Radio Tubes, we suggest that you anticipate your requirements by several months. Perryman Tubes are selling as fast as we can make them.



More Hours of Service per tube...because of the **SHOCK-PROOF BRIDGE**

### 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



## Demand for Combination Units Is Feature of Pittsburgh Trade

High-Priced Radio Receivers and Combination Talking Machine—Radios Are in Urgent Demand—Records Selling Well—Superior Jobbing Freshman Line—Other News

PITTSBURGH, PA., November 7.—The outstanding feature of the radio market here is the urgent demand for radio sets. Another outstanding feature is the satisfactory demand for Victor combinations as well as the Columbia-Kolster models and the attractive Brunswick Panatropes and Panatropes-Radiolas.

George H. Rewbridge, manager of the wholesale Victor department of the W. F. Frederick Piano Co., stated that sales of the Victor line and Zenith radio sets are most satisfactory.

At the Standard Talking Machine Co., Victor and Sparton distributors, Wallace Russell, general manager, emphasized the steady demand for the high-grade line of Orthophonic Victrolas as well as the radio combination sets.

Miss Elizabeth Weemer, Red Seal record expert with the Victor Talking Machine Co., spent two weeks in Fayette County among Victor dealers, making her headquarters in Uniontown. From the latter place Miss Weemer came to Pittsburgh, where she will spend the month of November in an advisory capacity to Victor dealers, especially aiding in the sales promotion of Red Seal records.

E. H. Schnitzler, factory representative of the Victor Talking Machine Co., who spent over six weeks in Uniontown at the W. F. Frederick Piano Co. store in special work, has returned to the factory at Camden, N. J.

The Chas. Freshman Co., of New York, has appointed through its Pittsburgh representative, Leo Reed, the Superior Auto Accessories Co. as distributor for western Pennsylvania, eastern Ohio and West Virginia.

The Pittsburgh Radio Co. has been appointed a distributor for the Temple speakers. A full line of the magnetic, air chrome and dynamic speakers is displayed at the offices.

Sales of the Atwater Kent line are reported by local dealers as very brisk. Model 40 AC, Model 42 AC and Model 152 AC are very popular with the public, it is stated. The Esenbe Co., local distributor, is pleased at the marked increase of business the past few weeks.

The C. C. Mellor Co. has added the RCA line. The firm also handles Sparton radios as well as the Victor and Brunswick lines.

Hamburg Bros., distributors for the Majestic

radio sets, stated that their distribution to local dealers "is far behind." The firm recently received a carload of the Majestic sets, which were about as speedily disposed of as they were unloaded from the freight car.

H. S. Schohe, formerly connected with the radio and talking machine department of the S. Hamilton Co., is now associated with the Rosenbaum Co.

The East Liberty Music Shop, a new store in the East Liberty section of the Steel City, is located at 122 North Sheridan avenue. Kolster, Steinite and Freshman lines are handled.

Troup Bros., 8 North Market Square, Harrisburg, exclusive dealers of the new Sonora radios and the new Sonora Melodon, had a display of the entire Sonora line in their warehouses. A half-page advertisement in the local newspapers was used to call the attention of the public to the Sonora line.

The Stewart-Warner Sales Co., with offices and display rooms at Baum Boulevard and Millvale avenue, held a "radio show" of their own at which all of the models of the Stewart-Warner radio line were shown.

Under the auspices of Knerr, Inc., Atwater Kent distributors at Harrisburg, Pa., 152 radio dealers from central Pennsylvania points inspected the Atwater Kent Mfg. Co. plant in Philadelphia on October 30. A special train of Pullman cars was chartered from the Pennsylvania railroad for the occasion.

## Name Judges in Victor Composition Contest

Competition for Work Within Scope of Dance or Jazz Orchestra Closed—Announce Winners in December

CAMDEN, N. J., November 3.—With hundreds of manuscripts received from American citizens in all parts of the world the Victor Talking Machine Co.'s \$10,000 prize competition for the best concert composition within the playing scope of the American dance or jazz orchestra closed yesterday at midnight. The awards,

which include a second prize of \$5,000, will be announced December 28. The judges of the contest, announced for the first time, are Nathaniel Finston, Edwin Franko Goldman, Roger Wolfe Kahn, Arthur Lange, George Olsen, Dr. Hugo Riesenfeld, Domenico Savino, Frank Skinner, Fred Waring, S. L. Rothafel (Roxy) and Tito Florida.

The Victor contest for a composition of symphonic type, for which a prize of \$25,000, said to be the largest sum ever offered for a single musical work, is offered, closes May 28, 1929. Already many manuscripts have been received for consideration by the judges, who, in the symphonic competition, are Mme. Olga Samaroff, Rudolph Ganz, Serge Koussevitzky, Frederick Stock and Leopold Stokowski.

## Entertain Visiting Brunswick Officials

J. E. Henderson, manager of the Brunswick record sales department, and other members of the Brunswick organization, were entertained by officials of the Oriental Record Co., on the occasion of Mr. Henderson's recent visit to San Francisco. Part of the program was a visit to the Chinese Theatre, where they attended a performance and later garbed themselves in Mandarin costumes.

## Writes on Foto-Cells

D. E. Replogle, of the engineering staff of the Raytheon Mfg. Co., Cambridge, Mass., has written a very interesting article upon "Foto-Cells and Their Application." The Raytheon Mfg. Co. was among the pioneer manufacturers of foto-cells for television broadcasting and pick-up and has developed a line of foto-cell tubes for the various demands of television.

## Increased Steinite Sales

The Steinite Radio Co., Chicago, Ill., reports earnings of \$103,527 for the month of September compared to \$17,682 for the same month of 1927 and \$451,114 for the full year ended August 31, 1928. Shipments for September, 1928, totaled \$417,900 compared to \$125,000 for September of 1927, a remarkable increase in sales.

John Donahue recently joined the staff of the Yorkville Radio Co., 147 East Eighty-sixth street, New York City.

## MAKE YOUR WINDOW PAY DIVIDENDS

Attract Thousands of Shoppers to Your Store  
with a

### Miniature Radio Broadcasting Station or Novel Dance Display



Every Figure in Motion

Display 2 ft. wide, 2 ft. high, 8 inches deep. Beautifully finished in gold bronze; concealed lighting effects; silver cloth background and other colorful features.

\$50.00 for  
A Ten Day Run

Check for One-Half  
Must Accompany Order

We pay express charges



Every Dancer in Motion

Display 3 ft. long, 2 ft. wide, 1 ft. high. Dancers are dressed in vari-colored silk dresses; other features colorfully finished. Either display run by an electric fan or piano motor. Complete set of attachments sent with each display. Shipped in one unit and requires only a few minutes to set up in running order.

W. P. PRINGLE DISPLAY CO., 627 Lexington Place, N. E., Washington, D. C.

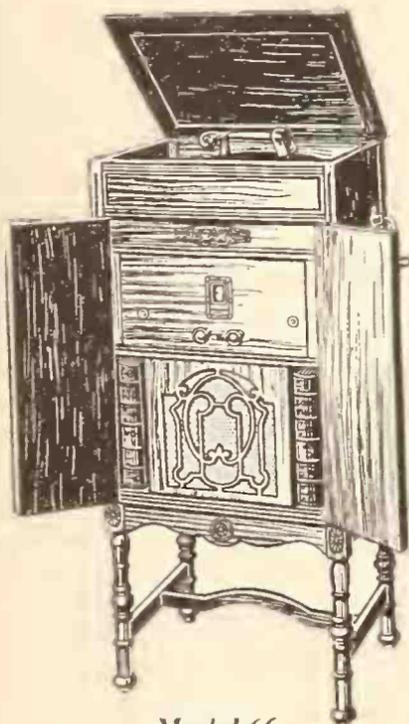
# All-American Mohawk Corporation

## LYRIC RADIO

# WATER

And, of course,  
Super  
Dynamics!

# IT



**Model 66**  
Radio Phonograph Combination.  
One dial, six tube, non-oscillating  
electric receiver. Electric pickup.  
Built-in speaker. Less tubes, \$245.

IT DOESN'T require a "seventh son of a seventh son," or a palm reader to discover "It" — in an individual. "It" — sincerity — character — individuality — call it what you wish — that indescribable, invincible force that carries a favorite few to the pinnacles of fame and fortune is self-expressive, self-evident. It speaks in all languages to all ages.

The magnetic power of "It" is not restricted to the human race. Its irresistible influence is seen, heard, and felt in All-American Mohawk Corporation LYRIC Radios. It doesn't necessitate technical knowledge of radio to determine the super-quality of the LYRIC. It is convincingly evident. "It" is embodied in genuine merit — in superb beauty of design and finish — in greater selectivity — in finer sensitivity — in exact tone duplication — in volume — in precision of operation. "Radio's Realistic Close-up" — LYRIC Radio — is richly endowed with "It." LYRIC Radio assures the utmost in demand and profit for LYRIC dealers.

Accredited Dealers are invited to write or wire immediately for complete details regarding desirable dealer franchise available in open territories

**ALL-AMERICAN MOHAWK CORPORATION**

Dept. 6B — 4201 Belmont Avenue, CHICAGO

## RMA Sponsors Series of Authoritative Articles on Television

R. P. Clarkson, Well-Known Radio Author, Prepares Six Articles Designed to Give Complete Information on Television—Is Still in Experimental Stage, He Says

A series of six authoritative articles is being prepared by R. P. Clarkson, well-known radio author, under the sponsorship of the Radio Manufacturers' Association, designed to give complete information on television. The first article, dealing with television broadcasting, states that reception by the general public at the present time involves one of two things: Either the sending of images must take place within the broadcast band, the 200- to 600-meter band, or the public must buy special television receivers, as the usual commercial set has great difficulty in getting down to the short-wave stations. It is admitted that most up-to-date receiving sets could be used for reception, and in place of the loud speaker one could merely plug in a device to make the signal visible instead of audible. However, the number of stations which are sending images is so small, the results to date are so crude and so difficult to receive, the apparatus to create the image is so cumbersome and involves moving machinery, which, in turn, requires electrical connections entirely apart from the set, and incessant attention is required for the instant-to-instant regulation of the device, while no one device can be used except for the particular station it matches, so there can be no possible appeal to the general public.

The first step in any wide development of television, states Mr. Clarkson, will be for the establishment of sufficient transmitting stations so that a purchaser, wherever he may live, has at least one possible program he can tune to. It is also obvious that there must be a stand-

ard adopted by various stations that will permit a receiver to be used equally well on all of them, providing proper facilities.

A number of stations are broadcasting images at the present time, but they vary widely in the speeds at which the images are sent, and the images themselves are of different "screens," so that in order to get them widely different receivers and different television apparatus would be necessary.

At the present time there is no general tendency for broadcasting stations to enter the field, and it is a question whether the Radio Commission will permit the stations now indulging to continue, except, as has been suggested, that it be done after midnight. The idea of this limitation is that, in view of the congestion and interference in the ether and extremely limited number of those who can receive the crude broadcasts, it seems unwise to permit good broadcasting time to be taken up by experimental work on waves entirely unsuited to television purposes.

The unsuitability of the broadcast band, which limits the frequency transmitted from any station to 5,000 cycles, ample enough for voice and music, is largely responsible for the lack of interest on the part of broadcasters. This limitation makes impossible either quality of action for television purposes. If sixteen pictures per second are transmitted, no one picture can be made up of more than 312 impulses or dots. Assuming a square picture with the quality of an ordinary newspaper cut the maximum size possible would be about one-

quarter of an inch square. In one or two instances, where the Radio Commission has granted permission to ignore the legal limitations, fair results have been obtained in an image about three inches square. Ignoring any difficulties to be overcome, it is certain that even 20,000 or 40,000 cycles separation of stations will not ultimately suffice. That means television must go down to the short waves, states Mr. Clarkson, who adds that new stations must be built and a new style receiver will have to be developed and marketed.

In his second article Mr. Clarkson treats of visual broadcasting, and describes the four distinct methods now being employed to carry visual matter through the ether by radio communication. Two of them, he states, provide permanent records at the receiving end in the form of photographic prints. The other two produce transient images lasting but the fraction of a second. The first two are utilized largely for commercial purposes by communications companies, news associations and individual newspapers or newspaper chains. The second group, or transient methods, are for public entertainment. The transient images are produced by methods called television, but should be divided into (a) television and (b) radio images.

Television properly applies only where objects or scenes which are before the televisor can be observed at the receiving set. This is the hoped-for development now in a crude and unsatisfactory stage. Radio images, on the other hand, are transmitted from a film at the station studio and are received as transient images at the receiver. The films are not of the ordinary movie variety, but are made by photographing a succession of drawings especially for radio transmission.

It is apparent that television when it passes out of the present experimental state will be capable of doing everything that any of the other methods will do. It is not in sight, however, and business has turned its attention to the companion methods whereby the wheels of progress are made to turn a little faster toward the television goal.

## YOUR COPY OF THE UDELL CATALOG IS NOW READY

**THE UDELL WORKS**  
28th St., at Barnes Ave. Indianapolis, Ind.

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?*

Makers of  
Dependable Cabinets  
for 55 Years



## Satisfactory Summer Freed-Eisemann Sales

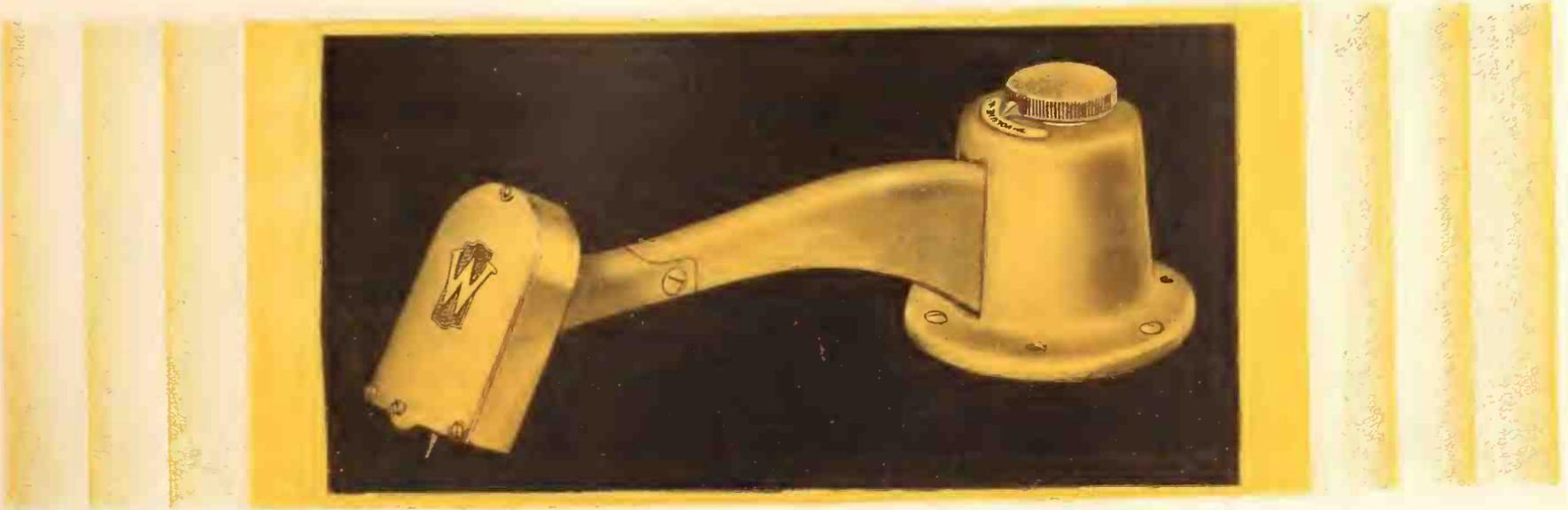
Joseph D. R. Freed, President, States Months of June, July and August Showed Best Quarterly Results

The months of June, July and August of 1928 showed the best quarterly results by far of any similar period in the history of Freed-Eisemann radio products, according to Joseph D. R. Freed, president of the Freed-Eisemann Radio Corp., Brooklyn, N. Y. Mr. Freed states business done during these months always furnishes the sign on which expectations of Fall and Winter business may be based, and he predicts the best Winter radio business since broadcasting began.

Mr. Freed stated that field reports as well as home office analysis indicated that higher-priced merchandise is moving more swiftly than any other, adding that it is apparent people are willing to pay a little more to get the best in performance as well as appearance.

## Decision on Important Suit

In a decision handed down on October 29 the Westinghouse Electric & Mfg. Co. was denied title to the "regenerative" or "feedback" circuit, a basic feature in radio amplification said to be used extensively in receiving sets, broadcasting stations, trans-oceanic and marine radio communication. The DeForest Radio Co. claimed the circuit under patents granted Dr. Lee DeForest. The Westinghouse claim was based on patents granted to Edward H. Armstrong.



# New Features... new Selling Points... new PROFITS!

*the Webster Electric Pick-up offers you all these . . . . . plus faithful tone reproduction!*

The Webster Electric Pick-up embodies engineering refinements that make it highly superior to the general line of pick-ups. It has been specifically designed to overcome the objections so common in less finely-developed products. Sweeping public acceptance is now accorded the Webster Pick-up, for it is the one reproducer that faithfully recreates all recorded music!

Each individual part of the Webster Electric Pick-up is perfectly matched and delicately balanced. A frictionless stylus bearing—a pick-up head encased in a die-cast dead-metal housing, that eliminates objectionable resonance—and a supporting arm of the cantilever type, suspended in snugly fitting bearings—these features are all tangible selling points which you can convert into additional profit!

Test the Webster in your own showroom! Note the thrilling realism of its reproduction—the

brilliance of the full symphony orchestra—the unbelievable delicacy of the solitary tone of the violin—the distinct whisper of a low human voice. This is indeed perfection for you and your public!

The Webster Electric Pick-up is available in two Models. Model 1-A includes pick-



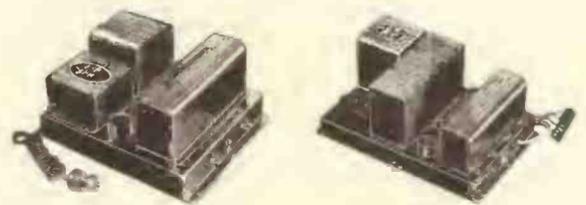
up head, supporting arm with a volume control incorporated in the base—an exclusive Webster feature—and necessary adapters. The Model 1-B includes pick-up head, separate volume control, and necessary adapters. Model 1-A is priced at a list of \$17.50, while Model 1-B is priced at a list of \$12.50.

A very complete and practical assortment of sales helps—catalog pages, envelope enclosures, etc.—are supplied. Both models are packed in attractive self-selling counter display cartons—one Model 1-A to a carton and three Model 1-B to a carton—a small enough quantity to permit a constant stock yet secure quick turnover. The usual wholesale and retail discounts apply.

Your jobber now has the Webster Electric Pick-up in stock, and is ready to fill your orders. If he has not yet received his supply, order direct from us. Get in on this new business as quickly as possible—it's a daily profit proposition!

## Webster Power Amplifiers Another Precision-Built Webster Line

Skillfully engineered and built to precision standards, Webster Power Amplifiers provide vocal and musical amplification of new high-standards of perfection. A Webster Power Amplifier used in conjunction with the Webster Electric Pick-up is the ideal combination.



Model A-210 two-stage amplifier provides great volume with splendid tone quality. List \$105.00. Model A-310 three-stage amplifier produces exceptionally great volume but retains all tone qualities over entire musical range. List \$115.00. Model A-271 two-stage amplifier for home use with phonograph or radio. Fine tonal quality. List \$67.50. Prices slightly higher west of Rockies. Send for full details.



The attractive self-selling counter display carton which contains one Model 1-A or three Model 1-B.

A Universal adapter and full instructions are packed with each model so that pickup is readily adaptable to either battery operated or A. C. sets.



WEBSTER ELECTRIC COMPANY  
RACINE, WISCONSIN

**Webster**  
**Electric**  
**Pick-up**

# Nation's Leaders Participate in Tribute to Thomas A. Edison

Secretary of the Treasury Andrew W. Mellon Presented Medal Voted by Congress to Mr. Edison and President Coolidge Paid Compliments in Message Over Radio

The entire American nation, represented by President Calvin Coolidge and Andrew W. Mellon, Secretary of the Treasury, paid tribute to Thomas Alva Edison, at his laboratory, in Orange, N. J., on October 20, when the noted inventor was formally presented with a gold medal voted to him by Congress for his achievements in the field of science and invention.

Although the President was unable to attend in person, he, nevertheless, paid high compliments to Mr. Edison in a message broadcast over the radio. In the course of his talk the President said:

"The life of Thomas Alva Edison, master of applied science, has been represented as a romance. He has been called a genius, a wizard. While these terms may well be used to describe his great abilities, yet this remarkably modest man has constantly refused to attribute such qualities to himself. In his blunt and homely way he is quoted as having said that genius is made up of 1 per cent inspiration and 99 per cent perspiration. Even if not literally true, this expresses an important idea which he has not failed to apply. Carrying on the same thought, he is said to have made an adaptation of the well-known maxim to the effect that everything comes to him who hustles while he waits. Rather than to any mysterious power, he attributes his success to intelligent and persistent hard work along the

and benefactor of mankind, may you long be spared to continue your work and inspire those who will carry forward your torch."

Mr. Mellon, who was present in person at the laboratory in Orange, then presented the medal to Mr. Edison.

"In the space of a single lifetime," said Mr. Mellon, "he has changed the conditions under which men live; and, more than any one else now living, has helped to bring about a new social order based upon the achievements of modern science."

Describing Edison as one who had acquired the habit of doing the seemingly impossible, Mr. Mellon called attention to his aid to other inventors. He recalled that Edison had made the telephone of Alexander Graham Bell practical by the invention of a transmitter, and he remembered that Edison had had a hand in the successful development of the typewriter. He greatly aided the value of the telegraph also, said the Secretary.

"Edison's own inventions," he continued, "included the phonograph, the mimeograph, the stock ticker, the alkaline storage battery, the motion-picture camera and many others too numerous to mention here. But his greatest achievements were in the field of electricity; and so vast and varied have been his contributions to its use that there are some men who even believe that electricity itself is merely another one of Edison's inventions."

Secretary Mellon recounted other inventions which followed in rapid flow from the Menlo Park laboratory, and in closing he declared:

"America is proud that she has given such a man to the world; and, as an expression of what the nation feels, Congress has directed that a gold medal be struck

in commemoration of what Thomas A. Edison has done 'in illuminating the path of progress through the development and application of inventions that have revolutionized civilization in the last century.' It is my privilege, Mr. Edison, to present to you this medal as a token of the high esteem and grateful appreciation of your country."

Mr. Edison's face was flushed as he rose and took from Mr. Mellon's hand the red morocco leather case in which the medal was enclosed. He handed the case and medal to Mrs. Edison and responded as follows:

"Mr. President, Mr. Secretary and honored guests, in accepting the medal which has been awarded to me I do so with a keen appreciation of the great honor that has been conferred upon me. To my mind there is a profound significance in this token of the esteem and good will of my fellow countrymen as expressed by their representatives in Congress.

"This medal will be a source of pride and veneration to my family as well as to myself and will be preserved in my home with my choicest possessions. Thank you."

Another notable figure at the reception was Ronald Ian Campbell, Charge d'Affaires of the British Embassy, who, acting for the British Ambassador, who was visiting Europe, returned to Mr. Edison the original model of the first phonograph lent by him to the South Kensing-



Andrew W. Mellon Presenting Medal to Thomas A. Edison

ton Museum, in London, thirty-nine years ago. The return of the first phonograph was suitably acknowledged by Mr. Edison, who took occasion to declare that his original electric lamp still in the South Kensington Museum would remain there as a present from him.

The last speaker of the evening was Dr. John Grier Hibben, president of Princeton University, who tendered to Mr. Edison the tribute of the scientific men of the country.

In addition to those who made addresses a notable company was present in the laboratory to observe and participate in the ceremonies, including Senator and Mrs. Walter E. Edge; and Representatives Randolph Perkins, Frederick D. Lehlbach and Franklin W. Ford, of New Jersey; Major-General Geo. S. Gibbs, U. S. A.; Rear-Admiral J. R. deSteigner, U. S. N.; Mr. and Mrs. Henry Ford; Mr. and Mrs. Harvey Firestone; Adolph S. Ochs; W. H. Meadowcroft; Samuel Insull; Alexander Dow; David Sarnoff; Mayor S. Rollinson, and a number of others, including the members of Mr. Edison's family and the executives of his business organization.

## Kolster Expands Its Radio Research Plant

Negotiations have been completed by the Kolster Radio Corp. for expansion of its Newark, N. J., plant for radio research and development. Land and building in Fourth street, near the outskirts of Newark, have been purchased for that purpose, according to an announcement by Ellery W. Stone, president of the company. It is said that the building will immediately afford double the space now employed at the plant on Mount Pleasant avenue, and the additional land will permit further expansion of facilities for Kolster radio production.

Major research activities will be continued at Palo Alto, Cal., where a large staff, under the direction of Dr. F. A. Kolster, is employed in the development of radio receivers, loud speakers, electric phonographs for the Columbia Phonograph Co., communication equipment, talking motion picture equipment and aircraft radio beacons for landing fields.

In addition to the new Eastern research laboratory the Kolster Radio Corp. is also planning the erection of a three-story factory unit to adjoin its existing plant buildings on Thomas street, in Newark, N. J. This new unit will be ready in advance of the 1929 manufacturing season, and it is said that it will greatly enlarge the company's manufacturing facilities in the eastern United States. Other plants are now in operation at Toronto, Canada; Slough, England, Palo Alto, Cal. The business of the Kolster Radio Corp. has enjoyed a steady increase.



Medal Presented to Thomas A. Edison—Face and Back of Medal

practical lines of applied science. . . .

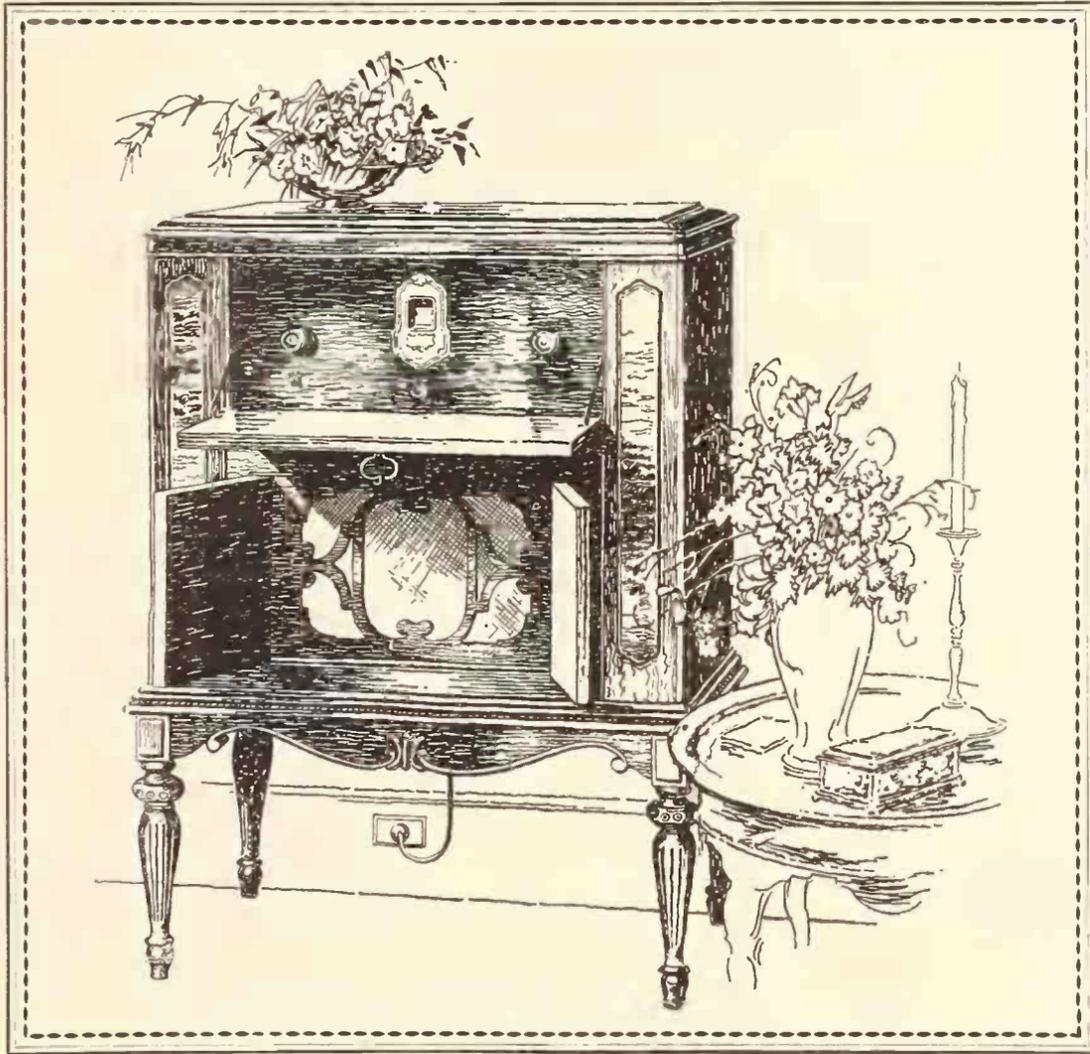
"The field of electricity will be most closely associated in future years with the name of Edison. It has been asserted somewhere that there is scarcely an electrical process or instrument of to-day which does not reflect in some way changes wrought by his researches. Steinmetz, who should be an authority, said Edison had done more than any other man to promote the art and science of electrical engineering.

"In his invention of the incandescent lamp and in the perfection of means for developing and distributing electrical energy he literally brought light to the dark places of the earth. Through these and other products of his genius old industrial processes have been revolutionized, new ones developed, and our daily lives have been made easier, our homes pleasanter and more comfortable.

"Although Edison belongs to the world the United States takes pride in the thought that his rise from humble beginnings and his unceasing struggle to overcome the obstacles on the road to success well illustrate the spirit of our country. We are happy to share his achievements as our contribution to progress. He represents the finest traditions of our citizenship."

At the conclusion of his address President Coolidge delivered his personal message: "Noble, kindly servant of the United States

# FADA Radio



## **PROOF OF THE PUDDING!**

Thousands of Fada "70's" throughout the country are daily proving our claim that they will show superior performance over any other radio, regardless of price. They are also showing Fada dealers real profits in quick turnover. And Fada "70", like all Fada sets, keeps service costs down by its dependable performance in the home.

*Write or wire for details concerning a Fada franchise in your territory*

F. A. D. ANDREA, INC. ♦ LONG ISLAND CITY, N. Y.

## "University of the Air" Opened by Series of Damrosch Concerts

Music Educational Series Sponsored by Radio Corp. of America Heard Over Big Network—Every State East of the Rockies and Parts of Canada Participate

Classrooms and school auditoriums from every State east of the Rocky Mountains, and from some parts of Canada, were welded together into one vast "university of the air," Friday, October 26, when Walter Damrosch, world-renowned musician and educator, conducted the opening broadcast of the music educational series sponsored by the Radio Corp. of America, over WJZ and twenty-five associated radio stations.

In New York alone, according to George H. Gartlan, director of music for the Department of Education, over 125 public schools equipped with radio receivers listened to the concerts. Mr. Gartlan predicts that in a year this number will be increased to 500, as a result of the vast strides which are being made in education by radio as typified by the Damrosch concerts. At Teachers College, Columbia University, the faculty and students of the music department listened to the opening concert on an electric super-heterodyne receiver installed especially for the purpose. Headed by Professor P. W. Dykema, the music department will follow all of the Damrosch broadcasts as part of a scientific study which it is making of this new and far-reaching method of education.

Simultaneous with the inauguration of the RCA Educational Hour, the Radio Corp. demonstrated a new type of auditorium radio apparatus, in the assembly room of Public School 95, at 10 Clarkson street, New York City, before 1,000 pupils. It consists of a newly designed electrically operated super-heterodyne receiver combined with an electric phonograph

in a cabinet about the size of a small organ. The reproducing unit is similar to the type developed for the Photophone talking motion picture technique.

Telegrams and letters from all over the country and some parts of Canada are pouring into the RCA Division of Education, requesting advance program information, and telling of the arrangements they are making for providing the schools with radio receivers. In Texas, Miss Sudie Williams, supervisor of music in Dallas,

has enlisted the aid of the Parent-Teachers' Association to promote the installation of radio sets in all the public schools of Dallas. Miss Mabel Glenn, director of music in Kansas City schools has followed the same procedure for equipping over a hundred classrooms in Kansas City, Mo., evidence of interest in the plan.

The widespread interest in education by radio is reflected in the effective organization for radio reception of the public schools in Michigan and bordering States. Here, much pioneer broadcast work in the right direction has been done by the Detroit Symphony Orchestra. Mr. N. Serle Light, State Director of Rural Education, has perfected complete plans by which the Connecticut schools will be prepared to receive the Damrosch concerts. Similar encouraging reports have been received from Nebraska, Iowa, Pennsylvania, Pittsburgh and Tennessee, with many other letters from State, city and county schools coming in almost hourly.

## L. F. Nixdorf Added to Berg Sales Staff

New Artone Line Now in Production—  
Plant Rushed to Handle Largest Demand in History of Firm

E. R. Manning, treasurer and sales manager of the Berg A. T. & S. Co., Long Island City, N. Y., manufacturer of Berg Artone portables, has announced the appointment of L. F. Nixdorf to the sales staff of that organization. Mr. Nixdorf is experienced in the talking machine field, having been connected at one time with the Pittsburgh branch of the Columbia Phonograph Co., the Ideal Phono Parts Co. and the Vincennes Phonograph Co. He will assist Mr. Manning in the Eastern territory.

The new Artone line, which was somewhat delayed in its presentation to the trade, is now in production. Mr. Manning reports that com-

pliments upon the performance and appearance of the new models have been paid wherever the new line has been shown. He also points out that the new Artone line is definitely designed for the purpose of enabling the retailer to obtain the proper retail price with profit to himself in the face of price cutting in cheap portables. The Berg factory is extremely busy. More men are being employed than ever before in the history of the organization, and the month of October has proved to be the biggest month in its history.

## Seek Fine Arts Department

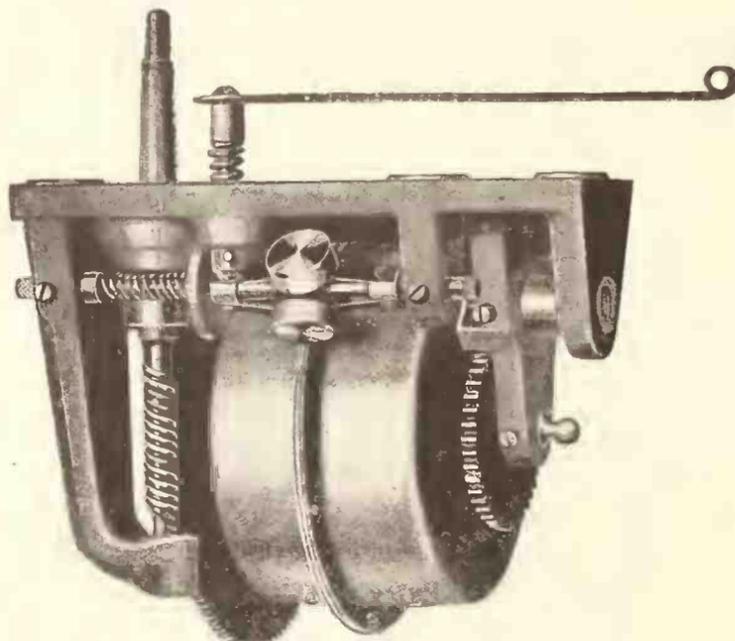
A movement has been started to create a Federal department of fine arts with a secretary at its head and as its representative in the President's Cabinet. Frederick Philip Steff, of Baltimore, has been appointed chairman of a committee on foundation for the movement, which is creating widespread interest.



# "Helycon"



Write  
for Complete  
Catalogue



Motor No. 102

A Quality Line  
of  
Motors  
Tone-arms and  
Reproducers



POLLOCK-WELKER, Limited  
Kitchener, Ontario, Canada



Cable Address: Polwel, Kitchener Established 1907 Code: A. B. C., 5th Edition, Bentley's

## Am. Tel. & Tel. Hazeltine Licensee

The American Telephone & Telegraph Co. and the Western Electric Co. have been granted a non-exclusive license under the Hazeltine patents, according to a recent announcement by Edgar Rickard, president of the Hazeltine Corp., New York. The announcement states that this agreement makes available the use of the inventions of Professor L. A. Hazeltine in radio communication, including trans-Atlantic telephony, ship-to-shore telephony, aircraft communication, and all other uses in which the Bell System may be interested, with the exception

of broadcast receiving sets. It is stated the agreement further provides that in event the American Telephone & Telegraph Co. or Western Electric Co. enters the broadcast receiver field, either by radio or "Wired Wireless," the Hazeltine Corp. agrees to grant a license to either or both companies for those purposes.

### Convalescent

Mrs. George Hough, wife of the popular vice-president of the Allen-Hough Mfg. Co., has recently undergone a major operation. She is recuperating nicely at this date, and the amiable George Hough is again in active contact with the trade throughout this mid-Western section.

## Start Construction on New A. K. Plant

PHILADELPHIA, PA., November 6.—Bids for the erection of a huge additional manufacturing plant for the Atwater Kent Mfg. Co. opened on October 29. The new plant will cover sixteen acres, directly across Abbottsford avenue from the present fifteen and a half acre plant. It will connect with the present plant by means of a bridge across the avenue.

The addition will be a one-story structure of brick and steel with saw-tooth roof construction similar in design to the older building. Construction begins this month.

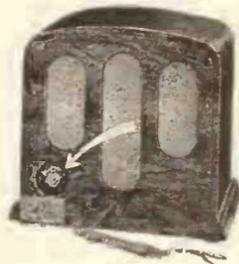
# New Fast Selling Models

## JUST ADDED TO THE NEWCOMBE-HAWLEY LINE



The popular Model 83 Newcombe-Hawley Portable Reproducer with Magnetic Cone Unit is now offered in the New Model 83-B which has the additional feature of the Condition Equalizer.

Dealers everywhere are reporting tremendous interest in the Model 83-B because the Condition Equalizer affords control over the quality of the reproduction. The simple adjusting knob on the back panel does the trick. Be sure to investigate the sales features of the Model 83-B.



## A NEW TABLE REPRODUCER

Model 81-D—with Dynamic Cone Unit

Here is a new table reproducer by Newcombe-Hawley for the larger all-electric sets. It is designed especially for table model sets not over 30 inches in width.

The Newcombe-Hawley Dynamic Cone Reproducer is concealed by a cloth-covered grill and perfect baffling is provided. The table is walnut, beautifully finished, and designed to harmonize with all interior appointments. Be sure to investigate the Model 81-D with the beautiful Newcombe-Hawley Dynamic Cone Reproducer.



### THE COMPLETE NEWCOMBE-HAWLEY LINE

The Newcombe-Hawley line includes dynamic, magnetic, and air column speakers. They are offered in chassis form and also in a series of beautiful

portable table and console models. There is a Newcombe-Hawley reproducer for every purse and purpose. Send for complete catalog today.

Manufactured by  
**NEWCOMBE-HAWLEY**

Division of  
United Reproducers Corporation  
St. Charles, Illinois  
Export Department  
130 W. 42nd St., New York, N. Y.

# NEWCOMBE-HAWLEY

## RADIO REPRODUCERS



## Fall Radio-Music Business in Boston Indicates Excellent Year

Howe & Co. Settled in New Home—Wahn Radio Co. Moves to New Quarters—Many Dealers Add Brunswick Line—New England Dealers Take on Columbia Line

BOSTON, MASS., November 7.—Business this Fall in both talking machines and radios has been very good and there are strong indications that the year will make an excellent showing.

### Wahn Radio Co. in New Quarters

The Wahn Radio Co., Zenith distributor, and division of the George H. Wahn Co., is now settled in its new home at 737 Boylston street. The company is confining its efforts to the



New Home of Wahn Radio Co.

Zenith receiver line with such accessories as Peerless reproducers, Cunningham tubes and Eveready batteries. H. B. Vaughan and D. Gordon Jerauld head the new division.

### Howe & Co. Open New Offices

The new offices of Howe & Co., Atwater Kent radio and Pooley and Red Lion cabinet distributors, at 841 Boylston street, have been officially opened. The new headquarters, in the heart of the business section, occupy 10,000 square feet of floor space. A special demonstration stage is one of the features of the new location.

### Strong Brunswick Demand

All models of Brunswick radio have been oversold, one learns at the Brunswick headquarters in Stuart street, and the indications are good for a big business for the rest of the year. The new B speaker put out by the company

has been greeted with great enthusiasm throughout New England. Two new combination models, the 3KR8 and the 3NC8, have just been received at the local quarters and have been inspected by dealers and the prospects look bright for these.

Some new dealers who have contracted to handle the Brunswick are the Summerfield Furniture Co., in Boston; Shapiro's, at Athol; Brown's Music Store, Fitchburg; Allen & Woodworth Co., Greenfield; Oscar's Radio Shop, Worcester; Dimock & Turner Radio Co., West Newton and Jackson and the Caldwell Co., located in Somerville.

### Columbia Sales Gain

Norman B. Smith makes a most encouraging report of Columbia gains in the New England territory, and together with a big demand for the high-priced goods there is an urgent call even now for the Columbia's new portable. The department is quite sold out on the Columbia radio combinations, and now awaits a new shipment. A number of new dealers have lately become linked up with the Columbia line, including Fay's in Springfield, the M. L. Howard Piano Co. at Milford; O'Hern Music Co. at Waltham; Falmouth Radio Service at Falmouth; Fine & Son at Barre, Vt.; Albert J. Gaudette at Marlboro; F. A. Lutz, Inc., at Pawtucket, R. I.; Harry G. March at Quincy; Medford Radio Co. at Medford; The Music Box at Somerville; Newton Music Box at Newton Center, and the Surprise Department Store at White River, Junction, Vt.

Callers at the Boston quarters of the Columbia have included C. L. Christopher and Mrs. Christopher, of Lindonville, Vt.; H. O. Baker, of Hyannis, who has been doing a big business in radio lately; Charles Dolinsky, of Kaplan Bros., of Fall River, who reports a marked increase in record sales; Harry Pelinck, of Fay's store in Springfield; G. C. Hodge, special rep-



Enjoying the Harvard-Dartmouth Football Game With Kolster K24 at Headquarters of Lewis Elec. Supply Co., Distributor, of Boston

representative for the Schubert Centennial Committee, and Oscar Grogan, recording artist for the company, who was recently a headliner at the Orpheum Theatre.

### F. D. Pitts Expands

The F. D. Pitts Co., which has been doing a big business with the Majestic line of radio outfits, has taken a lease of a large warehouse in Commercial street, Portland, Me., to house merchandise demanded by its Maine patrons.

### Alan Steinert Engaged

An interesting bit of news of the month is the announcement of the engagement of Alan Steinert, manager of the Eastern Talking Machine Co. in Essex street, and Miss Claire Newman Hyman, daughter of Mr. and Mrs. Harris Hyman, of New Orleans, La. Mr. Steinert is the son of Mr. and Mrs. Rudolph Steinert, of New Haven, Conn.

### Enjoys Record A. K. Sales

Atwater Kent outfits have been going big with the J. H. Burke Co. and the business during October, so the concern reports, was the largest since the company has handled this line. Just now there is a marked shortage in Model 42, AC receiver. During the past few weeks the Burke Co. has been busy at the various fairs.

## 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

**P**UBLIC appreciation of a quality product, translated into sales through dealers, has made this year's Freed-Eisemann Success.

From the eight-tube all-electric table models at \$125.00 to the magnificent Dynamic Eighty-Five in the beautiful Hamilton Console illustrated,\* Freed-Eisemann sets are running true to form—the radio famous since broadcasting began.

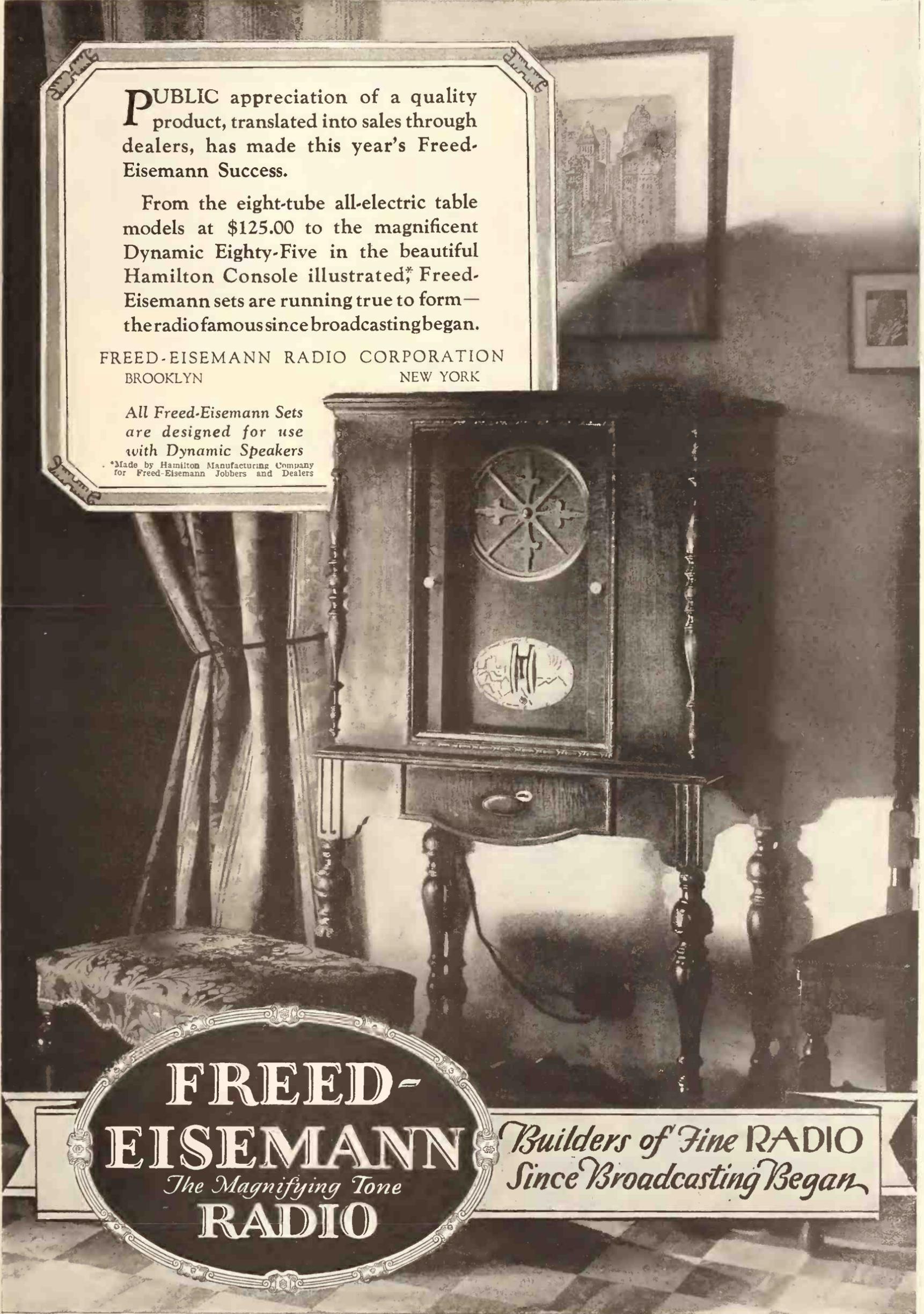
FREED-EISEMANN RADIO CORPORATION  
BROOKLYN NEW YORK

All Freed-Eisemann Sets  
are designed for use  
with Dynamic Speakers

\*Made by Hamilton Manufacturing Company  
for Freed-Eisemann Jobbers and Dealers

**FREED-  
EISEMANN**  
*The Magnifying Tone*  
**RADIO**

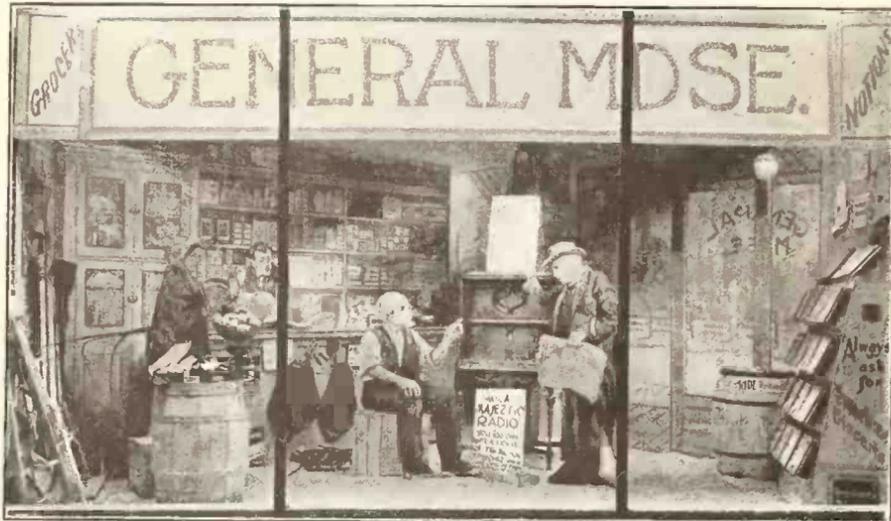
*Builders of Fine RADIO  
Since Broadcasting Began*



## Majestic Dealer Has Attractive Display

St. Joseph Railway, Heat, Light & Power Co. Attracts Considerable Interest by Unusual Window Trim

KANSAS CITY, Mo., November 6.—The window of the St. Joseph Railway, Heat, Light & Power Co., of St. Joseph, Mo., was recently devoted



Unusual Majestic Window Display

to the display of Majestic radio receivers as herewith illustrated. The attractive display pictured the average country general merchandise store in detail and attracted considerable attention from the residents of St. Joseph and surrounding territory and stimulated sales.

This establishment is served by the Majestic Radio Corp., distributing the Majestic receivers exclusively in eastern Kansas and western Missouri. Irving Alter, president of the company and one of the four Alter brothers, of the Harry Alter Co., of Chicago, states that the Majestic Radio Corp. succeeded in selling more than twice its quota of Majestic sets in the short space of two months. The company travels four men and is organized to handle any and all repairing that is necessary.

## Brunswick Dealer Ties Up With Hardeen

New Rochelle Brunswick Shop Challenged Hardeen, the "Escape King," to Escape From Brunswick Packing Case

One of the smartest publicity stunts that a music dealer has ever used in tying up with a vaudeville artist is that of Mr. Cohan, of the New Rochelle Brunswick Shop, New Rochelle, N. Y. Hardeen, who escapes from all kinds of



Excellent Brunswick Publicity

handcuffs, chains, trunks and boxes, was challenged by Mr. Cohan to escape from a Brunswick packing case on the stage of the theatre. Hardeen, of course, escaped, but not before the publicity value of the stunt was fully utilized.

The Electric Supply Co., 221 East McDaniel street, Springfield, Mo., recently added a radio department and is featuring the Fada line.

## Speed Testing of Ortho-sonic Line

Installation of Conveyor System Results in Greater Production of Ortho-sonic Sets by the Federal Radio Corp.

A new conveyor system is now in operation in the test department of the Federal Radio Corp., Buffalo, N. Y., with the result that this operation has been speeded up more than 100 per cent, according to officials of the company. It is said that the new system, which was installed under the supervision of Ken Henderson, chief of the test department, has led to greatly increased output of Ortho-sonic radio receivers.

It is stated that Federal now has the largest daily output in its history, and is concentrating production at this time on its new type H receivers, for which a heavy demand is being experienced.

## Imports and Exports of Talking Machines

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

WASHINGTON, D. C., November 3.—In the summary of exports and imports of the Commerce of the United States for the month of August, 1928, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during August, 1928, amounted in value to \$43,590, as compared with \$53,368 worth which were imported during the same period of 1927. The eight months' total ended August, 1928, showed importations valued at \$345,379; in the same period of 1927, \$426,223, a substantial decrease.

Talking machines to the number of 23,673, valued at \$685,607, were exported in August, 1928, as compared with 14,429 talking machines valued at \$552,188, sent abroad in the same period of 1927. The eight months' total showed that we exported 119,573 talking machines, valued at \$4,316,834, as against 87,017 talking machines, valued at \$3,291,830, in 1927.

The total exports of records and supplies for August, 1928, were valued at \$306,721, as compared with \$279,382 in August, 1927. The eight months ending August, 1928, show records and accessories exported valued at \$2,385,090.

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

Europe, \$31,285; Canada, \$38,283; Central America, \$38,987; Mexico, \$99,889; Cuba, \$14,113; Argentina, \$120,960; Brazil, \$59,030; Chile \$48,751; Colombia, \$42,430; Peru, \$13,491; other South America, \$56,182; China, Hong Kong and Kwantung, \$17,862; Philippine Islands, \$20,370; Australia, \$17,552; New Zealand, \$9,072; British South Africa, \$2,826; other countries, \$44,524.

## Max Strasburg Dead

Max Strasburg, pioneer phonograph dealer of Detroit, Mich., died the early part of last month. Mr. Strasburg retired from business some five years ago and had lived in California and Florida in an effort to regain his lost health. He was a well known and popular member of the retail trade.



Two Freshman girls, Misses Matt and Nolan, employed in the Chicago office of the Charles Freshman Co., Inc., displaying the Model N console receiver

## Temple Corp. Stock Issue Oversubscribed

The Temple Corp., Chicago, loud speaker manufacturer, formerly known as Temple, Inc., recently issued an offering of 35,000 shares of no par convertible preference stock, priced at \$27.50 per share. On October 31 announcement was made that the offering had been heavily oversold and the books closed. The stock is entitled to cumulative dividends at the annual rate of \$1.80 a share, and is convertible share for share into common stock at any time to and including redemption date. Earnings for the fiscal year ended October 1, 1928, were \$199,764, or at the rate of over \$5.50 a share on the class A stock. At this writing it is expected that application will be made to list the shares on the Chicago Stock Exchange.

## Radio Popular in Spain

Major W. J. Avery, in charge of the Atwater Kent Mfg. Co.'s export department, who sailed recently on the S. S. "Homeric" for a tour of European centers, reports a splendid volume of business in Spain, where the demand for A. K. sets is especially strong. According to Major Avery there is every indication of a 100 per cent increase over last year's sales. After visiting Atwater Kent distributors in Central Europe, Major Avery will return to the United States late in November.

## Speeds to Meeting by Plane



Thomas J. Edgar, president of the Edgar Music Co., Tulsa, Okla., one of the largest Victor dealers in the Southwest, starting on his trip to the Caravan Meeting at Oklahoma City, which developed into one of the largest meetings held in the Southwest, traveling by aeroplane to save time

# ATWATER KENT RADIO

## 2,000,000 - and why

**R**ECEIVER No. 2,000,000 was completed in the Atwater Kent factory a few days ago.

It took four years to make the first million Atwater Kents. It has taken less than two years to make the second million. In two years the demand has doubled. Yes, and in the past year it has trebled.

Mere bigness of the Atwater Kent factory, mere production ability, wouldn't make 2,000,000 sets sell. There must be something else. It was summed up by a man who said:

"Atwater Kent started with the intention of making fine radio, of making it by modern methods so that the price could be kept low, and of making it so carefully that every Atwater Kent set, when placed in a home, would make everybody who heard it want to have one like it.

"That was his intention—and he has stuck to it."

The result of these six years of "sticking to it" is the overwhelming popularity of the 1929 Atwater Kent all-electric set, now selling at the average rate of 33,000 a week.

Now watch the third million sell as Atwater Kent dealers "stick to it," too.



Model 52 in the home of IRVIN S. COBB, the writer

**MODEL 52 A. C. SET.** Combining electric receiver and speaker in satin-finished compact cabinet. For 110-120 volt, 50-60 cycle alternating current. Requires 6 A. C. tubes and 1 rectifying tube. Without tubes,

**\$117**

ATWATER KENT MANUFACTURING COMPANY    A. Atwater Kent, President    4725 Wissahickon Avenue, Philadelphia, Pa.

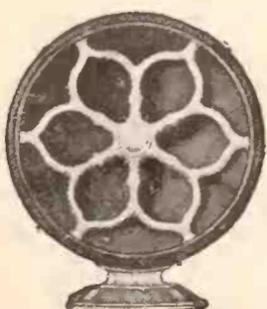
On the air—every Sunday night—Atwater Kent Hour—listen in!

Prices slightly higher west of the Rockies



**MODEL 40 A. C.** The 1929 improvement on the famous Model 37. More powerful, more sensitive. New sealed power unit. **FULL-VISION** Dial. Satin finished in dark brown and gold or deep golden bronze and gold. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle, alternating current.

Without tubes, **\$77**



"RADIO'S  
TRUEST VOICE"

Atwater Kent Radio Speakers: Satin finished—some in dark brown and gold, some in deep golden bronze and gold. Models E, E-2, and E-3, same quality, different in size. Each, **\$20**



**MODEL 42 A. C.** Similar electrically to Model 40, with addition of automatic line voltage control. Many refinements in cabinet design—crowned lid, panelled corners, ball feet. **FULL-VISION** Dial with over-size numbers. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle, alternating current.

Without tubes, **\$86**



**MODEL 44 A. C.** Extra-powerful, extra-sensitive, extra-selective. Crowned lid. Panelled corners. Ball feet. Automatic line voltage control. Local-distance switch. **FULL-VISION** Dial with over-size numbers. Requires seven A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle, alternating current.

Without tubes, **\$106**

# The Trade in PHILADELPHIA and LOCALITY

## Annual Radio Show Is Feature of Month With Philadelphia Trade

Record Attendance of More Than 70,000 Attracted to Exposition of New Models—Changes Reported in Columbia Sales Staff—Adds Phonograph Department

PHILADELPHIA, PA., November 8.—Making the record attendance of more than 70,000 persons, the Philadelphia Radio Show, held the week of October 22, was the center of trade attraction this month. The newest radio types were shown at the 108th Field Artillery Armory with all the leading manufacturers of radios and accessories in the group of exhibitors. From the day of the opening when Mayor Harry A. Mackey, of Philadelphia, extended greetings to the exhibitors and the public at the Armory and over broadcasting station WCAU the crowds of visitors to the Show demonstrated the keen interest that is being taken in the development of radio.

From the nation's most prominent factories the largest list of radio manufacturers ever showing here in a single group were rounded up at this 1928-29 Show. Handsome cabinets, the artistry of the furniture designers and combinations of latest improved electric radio devices gave to the Show the attractiveness that drew the public to view the latest achievements of these trade wares. These radio devices coupled with the newest but still young television whetted the public's curiosity as well as attracted the interest of dealers from all parts of the territory, including Pennsylvania, New Jersey, Delaware, Maryland, Virginia and West Virginia, who journeyed here to witness the assembly of modern developments in radio.

Among the exhibitors and the lines featured were: Atwater Kent Mfg. Co., Atwater Kent receivers, including those in Pooley and Red Lion cabinets; Schimmel Electric Co., distributor Balkite and Steinite radio receivers; Colonial Radio Corp., Colonial sets and the

Cutting Dynamic power speaker unit; R. E. Tongue & Bros. Co., distributors, Federal Ortho-sonic receivers, Newcombe-Hawley reproducers, Temple speakers, Valley B power units and Sylvania tubes; Sonora Phonograph Co., Inc., Melodon phonographs and combination Melodon phonographs and Sonora receivers and allied products; Bornstein Electric Supply Co., distributor, Pierce-Airo radio receivers, Electrovox, Phonovox and phonomotor; Uhr Electric Supply Co. and Motor Ignition Co., distributors, A-C Dayton radio receivers and Superior cabinets; Sylvania Products Co., Sylvania radio tubes; Royal Electric Supply Co., distributor, Case radio receivers and combination radio-phonographs; D. H. Shallcross, distributor, Sterling Mfg. Co., products featuring the Sterling speakers, testers and power units; Jones-Beach Co., distributor, Splitdorf receivers; J. V. Kane Co., distributor, Sparton Equasonne radio receivers and combinations and the products of the Phonocraft Corp.; Acousti-Cone Laboratories, Acousti-Cone speakers and Vitalitone dynamic speakers; J. B. McCullough & Son, distributors, Freed-Eisemann receiver line, Adler-Royal cabinets and Findlay radio tables; Motor Parts Co. and Wilkening, Inc., distributors, Philco, Amrad and Crosley radio receivers and speakers; Philadelphia Motor Accessories, distributor, All-American Mohawk Lyric receivers, Eveready receivers and Peerless speakers; La Salle Electric Sales Co., La Salle receivers; Lyons Radio Sales Co., Shamrock receivers, De Jur Amseco parts, Ultratone loud speakers, Empire ship speakers, Speed radio tubes and the Robert W. Irwin Co. line of radio furniture; Trilling & Mon-

tagne, distributors, Zenith receivers, Kolster receivers, Magnavox speakers, Peerless speakers and the Jensen dynamic speakers and the Q R S cameras and projectors; Berrodin Auto Supply Co., distributor, Kellogg radio products, made by the Kellogg Switchboard & Supply Co.; Dickel Distributing Co., Fada radio receivers and speakers; Keystone Radio Co., distributor, Buck radio tubes; Hubbell Cabin, Daven radio products, including Daven television; Girard Phonograph Co., Edison phonographs, radio receivers and combination units and Komins Bros. Champion radio tubes.

### Columbia Sales Conference

With the early days of the current month the group of sales representatives of the Columbia Phonograph Co. were assembled at headquarters here for the sales conferences on the new types of Kolster radios and combinations of these sets with the Columbia phonograph, which recently were added to the line of the internationally known manufacturer. The line was placed on display last month and showed the two new table Kolster models in Columbia cabinets and in the combination high-boy types. The dealers have been buying freely of all available shipments that the Philadelphia branch has been able to secure and all incoming factory allotments are immediately absorbed by the trade.

Changes in the sales staff of the Columbia during the past month were effective with the resignation from the company of J. D. Westervelt, who for fourteen years looked after this territory. His successor is R. A. Young, who hails from Baltimore and who will be confined to Philadelphia, and two additional men who will cover the field, N. M. Biro looking after the foreign sales, while C. M. Wilson covers north Philadelphia.

### Adds Phonograph Radio Lines

For the first time in its business career the Household Outfitting Co., 306 Lackawanna avenue, Wilkes-Barre, Pa., has added to its furniture stocks a complete line of the Columbia radio and phonograph combinations. A special program was arranged for the opening of the Columbia department, under the direction of Sol Drieson, of the firm. Manager J. J. Doherty, of the Quaker City branch of the Columbia, provided the firm with his own special merchandising campaign and journeyed to the Wilkes-Barre opening of the agency to participate in the introductory sales and welcome to the many visitors.

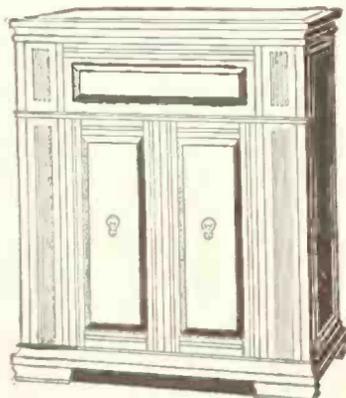
### Big Demand for Panatrope

As the new types of the RCA and combinations in the Panatrope grow in popularity the Quaker City branch of the Brunswick is being cleaned of all available supplies as soon as received from the factory. The same conditions exist in the new electrically operated Panatrope introduced on November 1 when dealers took all incoming shipments. There has been a record sale of the Brunswick records within the past month and the year's total to date in the local territory caps all previous normal business years apart from the inflated war period. In the Al Jolson records alone the sales of No. 4033—"Sonny Boy" and "Rainbow 'Round My Shoulders"—reached a total of 76,000 sold during the past month, classifying this as the best-selling record ever found among the list in the local trade. Jolson is an exclusive Brunswick artist and the sales mounted with the appearance here of the picture "The Singing Fool," featuring this well-known character artist. The screen version has been running for some time at the Aldine Theatre and is booked for more than six months' rounds of

(Continued on page 84)

## The Automatic Orthophonic Victrola

List Price only \$365.00



Model 10-35  
Automatic Orthophonic  
Victrola

An automatic Victrola—with full orthophonic reproduction—selling at a price which makes it the desirable instrument for the average home.

It will create many new prospects in your neighborhood.

Will be backed by a huge Victor advertising campaign.

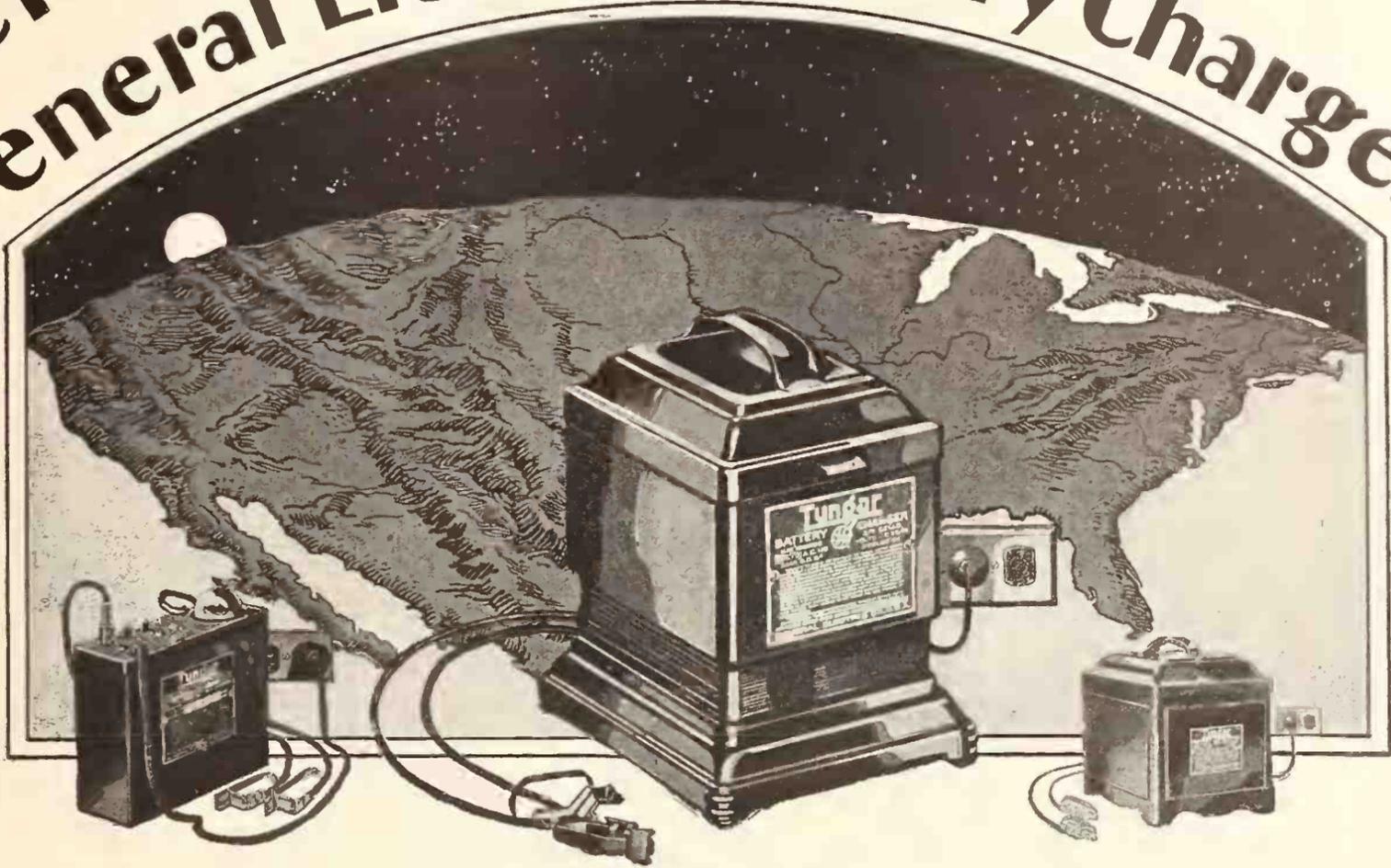
Order now!

"Everything Musical Since 1864"

**H. A. WEYMANN & SON, INC.**  
1108 Chestnut Street—Philadelphia, Pa.

Victor Wholesalers

# Sell General Electric Battery Chargers



## For millions of battery-operated sets

The millions of sets which are battery-operated present a vast market for Tungars—the General Electric Battery Charger. You can give your customers freedom from all

battery-charging troubles.

And you can give yourself a generous profit. More than one million Tungars have been sold. You can sell them, too.



# 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.*

### Prices

*East of the Rockies*

2-AMP. TUNGAR \$14

\$24 5-AMP. TUNGAR

TRICKLE TUNGAR \$10

Section TMW-11  
Merchandise Department  
General Electric Company  
Bridgeport, Connecticut

# GENERAL ELECTRIC

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 82)

the local amusement field in moving picture houses, so that dealers will have a splendid opportunity to tie up with appearance at neighborhood houses after the Aldine run. Manager E. F. Germain has stimulated the business in the Brunswick materially since his assumption of the district management and now the line is carried by all the leading central city department stores and music houses as well as neighborhood stores of consequence. Speedy shipping service from the factory has facilitated the sales of the Brunswick, so that dealers are able to garner profits while the public is enthusiastic over the new AC sets.

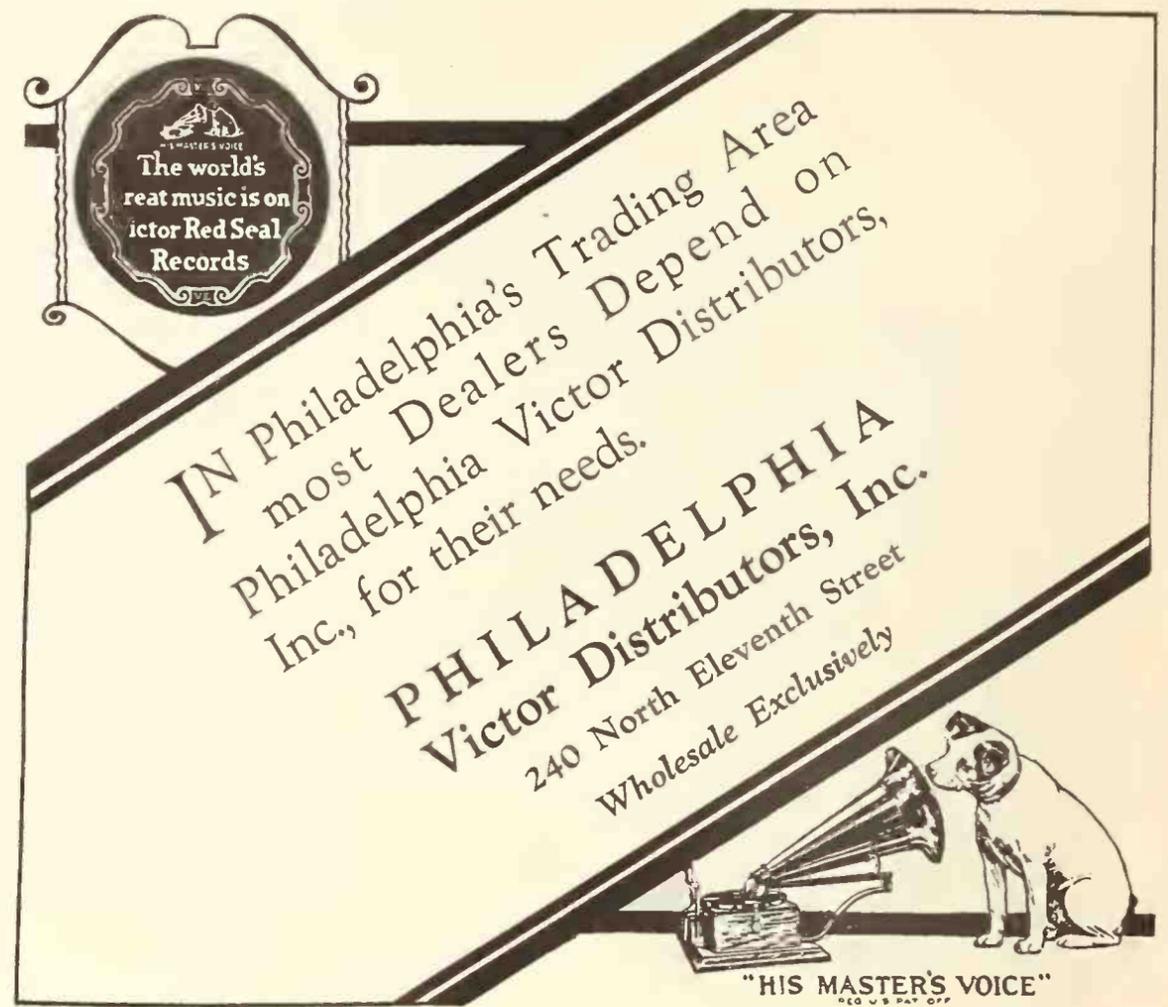
With its prestige as the leading central Pennsylvania department store of high-class standing, the Bowman Co., of Harrisburg, Pa., has devoted a portion of its beautiful building to the Brunswick, featuring a complete line of radios, Panatropes combinations and records, opening the new division during the month. The new music department, under management of H. C. Chubb, will handle the complete line of Brunswick on the fourth floor of the structure along with the RCA and Atwater Kent radio receiving sets.

**C. W. Bahl Seriously Ill**

Those dealers who are associated with the wholesale Victor department of H. A. Weymann & Son, 1108 Chestnut street, regretted to learn of the serious illness of Charles W. Bahl, manager of the department. Manager Bahl is confined to the Samaritan Hospital under observation for an operation for a critical internal disorder and his condition is considered serious. During his illness the business is being carried on by his assistant, W. H. Wendt. The wholesale Victor department is preparing to issue its Xmas list of Victor records for dealers. The new Automatic Victrolas are expected to be stocked and ready for distribution to the trade with the closing days of the current month.

**Markets New Reproducer**

An entirely new reproducer with an improved tone device produced for the factor of quality rather than price was brought out during the month by the J. A. Fischer Co., 730 Market street. The new reproducer is called the Duophonic and its particular attractiveness is in the larger volume of tone and trueness of reproducing the recordings and bringing out the full range of sound. J. A. Fischer is now traveling the Keystone State and Ohio, introducing the



The world's  
great music is on  
Victor Red Seal  
Records

IN Philadelphia's Trading Area  
most Dealers Depend on  
Philadelphia Victor Distributors,  
Inc., for their needs.

PHILADELPHIA  
Victor Distributors, Inc.  
240 North Eleventh Street  
Wholesale Exclusively

"HIS MASTER'S VOICE"

new device, while Irvin Epstan, of the firm, is covering the Southwest; Ben Krupnick, the South, and Martin Krupnick is making the rounds of New York with the Duophonic. Reports back to headquarters here from the men on the road are encouragingly backed up with substantial orders. The Valley Forge main springs and repair parts are in heavier demand as the season advances, evidencing the improvement in the trade.

**Plans to Feature Edison Line**

The Girard Phonograph Co., distributor of Edison radios and phonographs, Broad and Wallace streets, will make the Edison in its newest electrical type the feature of a convention to be held in Baltimore on November 8 and 9. The Edison dealers' convention will be staged

in the Mt. Royal Hotel, where the local manager of the Girard Co., Joseph T. Donohue, will welcome the dealers with the Oriole City representative, L. H. Collison. The entire Edison line will be on display and demonstrated while a dealers' conference and social features will be part of the program.

The Girard Phonograph Co. has become Philadelphia distributor of the De Forest Audion tubes. The tubes will be carried in stock ready for the trade needs in the local territory.

**Talks on Radio Advertising**

President John Benson, of the American Association of Advertising Agencies, addressing the annual convention of the Association of National Advertisers at the Ambassador Hotel, in Atlantic City, advocated that radio advertising be done by regular agencies. Mr. Benson, who is a New York advertising man, stated that radio advertising should be a feature of regular advertising agencies and not a separate feature of the profession conducted through outside channels. He urged the conventionites to take up this phase of their trade and link it with the usual advertising methods and business.

**Heppe Stages Special Exhibition**

A special exhibition of radios and talking machines in the Victor and Brunswick lines was held by C. J. Heppe & Sons in October in conjunction with the Radio Show at the 108th Field Artillery Armory. The Heppe Show was a unique display of the models of the Atwater Kent, Zenith, RCA, Majestic and Orthophonic at headquarters, 1117 Chestnut street, arranged under Manager Leo Cromson.

**Sonora Branch Opened**

Quaker City distribution branch of the Sonora Phonograph Co., Inc., has been acquired at 2206 Chestnut street, where is on display the entire line of Melodion with radio combinations and in the straight electric reproducing instruments and the phonographs and radio combinations. The Philadelphia branch and showrooms were opened during the past month with a staff of capable executives and sales representatives who are well known to the trade. The Sonora will be represented in this section by the manager, L. E. Hilduser, who will cover the field as chief executive of sales and who will have three assistants, in F. J. Hogan, to

(Continued on page 86)

Distributors for Eastern Penna., Southern New Jersey & New Castle County, Del.

**ZENITH**

**"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 MERCHANDISERS

N. W. Cor. 7th and Arch Streets "Grow With Us" PHILADELPHIA, PA.

Branch—218 Chestnut St., Sunbury, Pa.

*The Authorized Furniture for All ATWATER KENT Radios*

Fill in and add up the figures and see at how low a price you can sell this fine combination:

Atwater Kent Receiver \$—

Atwater Kent Speaker \$—

Tubes \$—

Cabinet with Phonograph and Meter \$135.00

TOTAL \$—



# *The Biggest Value in Combinations*

You will find no other combination phonograph and radio cabinet that allows you to make so low a combination price or to give so great a combination value as Red Lion 115.

And this combination cabinet is the latest model of the Red Lion line, up-to-date in every detail of design and construction.

Note these points particularly: The cabinet comes to you with phonograph already installed, and the phonograph is already equipped with an electric motor—no hand-winding, or extra expense for a motor.

The cabinet design is of the most modern, all-concealing type. When the doors are closed, one sees only a very beautiful piece of furniture—there is no hybrid effect.

Red Lion 115 is both the most advanced achievement and the greatest value among combination cabinets.

RED LION CABINET COMPANY . . . RED LION, PA.

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 84)

cover up-State Pennsylvania; J. G. Weir, to make the Philadelphia trade his specialty, and F. X. Donovan, who will travel through the Pittsburgh territory. The local distribution branch will look after the trade requirements in Pennsylvania, Delaware and parts of New Jersey, Ohio and West Virginia and all under Eastern District Sales Manager H. B. Haring. There will be kept in the warehouses here stock for the immediate needs of the trade with a permanent attractive display of all the models of Sonora products in the Melodon, phonographs and combinations.

**Leading Dealers Add Sonora**

John Wanamaker has added to the talking machine department of the store a complete stock of the Sonora and radio combinations. These will be featured extensively by the Wanamaker store with a wide range of displays and exploitation of the line. During the month the Wanamaker store made an announcement in a full-page ad of the addition of the Sonora.

Other well known and representative dealers who will feature the Sonora are Gimbel Bros.; Troup Bros., Harrisburg, Pa.; W. J. Farley Co., Chester, Pa.; Nagle Music House, Reading, Pa.; F. W. Young Music House, Reading, Pa.; Joseph Zakerewicz, Shenandoah, Pa., and Hugh Dunlap, whose business has been established in Philadelphia for more than twoscore years. J. M. Leonard has been added to the local staff to look after the service to the dealers in both radio and talking machines.

**Distributor Adds to Lines**

The Bornstien Electric Supply Co., 918 Broadway, Camden, has become distributor of the Pierce-Airo radios and the Pacent Electrovox, the modern music reproducer made by the Pacent Electric Co., Inc., 91 Seventh avenue, New York. The Pacent also produces the Phonovox and Phonomotor, electrically operated talking machines in portable and other models. These electrical motor parts for talking machines are to be had in separate parts and turntables for conversion of the old hand-wound type machines into those of electrical operation.

**Bankers Visit A. K. Plant**

Several score of the bankers who attended the annual convention of the American Bankers' Association in Philadelphia last month visited the Atwater Kent plant and made a tour of inspection. John F. McCoy and W. O. Kimberly, both of the Atwater Kent staff, entertained the visitors.

**Emil Bauer a Distributor**

Emil Bauer has entered the sales representative and distributing field and has established headquarters at 629 Chestnut street. The lines carried will be portable talking machines, piano benches and radio furniture.

Mr. Bauer needs no introduction in the music field. He is one of the pioneers in the talking machine industry and can look back to the days when some of the largest present-day manu-

facturers presented their first products to the field. Mr. Bauer has been connected with a number of talking machine enterprises throughout the history of the industry and during the many years he has spent in it has built up a wide circle of friendship.

In selecting the products which his own organization will distribute he has chosen those three with which he is most intimately familiar and plans to put behind them his many years of knowledge and experience in the trade.

**William Anderson in New Post**

William Anderson, who formerly was associated with the Philadelphia Victor Distributors, Inc., as service manager, is now affiliated with the Louis Buehn Co., 835 Arch street, as credit manager. The Buehn Co., of which Louis Buehn, president of the Philadelphia Victor Distributors, Inc., is head, is linked with the Atwater Kent radio as Quaker City distributor for these products.

**Adds Philco Line**

The Burkholder Music Co., 308 State street, Madison, Wis., has added the new Philco line of radio receivers and is engaged in a vigorous advertising and selling campaign in the interest of this radio product.

**Big Demand for Jolson Brunswick Recording**

Al Jolson's Brunswick record of "Sonny Boy," the theme song of his sensational Vitaphone production, "The Singing Fool," is meeting with a sweeping demand, and the Brunswick factories are working night and day in an endeavor to keep pace with the avalanche of orders. Brunswick has sold more records of "Sonny Boy" in the first month of its release than any record that the firm has introduced for years. Jolson recorded this number in California, shortly after he finished with the picture, and the record was made under the direction of Jack Kapp, manager of the Brunswick Chicago recording laboratories, who was on the Coast at that time. It is said to be the most perfect "picture" of Jolson's voice that has ever been recorded.

**United Music Co. Branch**

The United Music Co., operating a chain of music stores throughout New England, has just opened a new branch in the McGrath Building on Main street, Wakefield, R. I.

**KOLSTER RADIO***Wholesale Distributors*

DAVID M. TRILLING

HARRY MONTAGUE

**CAM-RAD**

DISTRIBUTING CO.

7th and Arch Streets, Philadelphia, Pa.

Branch—Sunbury, Pa.

*Wholesale Distributors***Q. R. S. MOVIE CAMERA and PROJECTOR****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.**



PAM-16 or PAM-17  
List Price \$125.00 each  
without tubes

# Free

**L**IKE the football player who has eluded the last tackler and is free in an open field, so is the "PAM" Amplifier free from the tackles of service calls.

If you sell phonographs with "PAM" electrical amplification, you are not only assured of good quality of reproduction, but *freedom* from service.

If you sell loud speakers, what better demonstration can be given than by a "PAM" with a good magnetic phonograph pickup and proper records?

If you have old style talking machines with mechanical reproduction, a "PAM" amplifier and associated equipment will bring it up to date, and will allow you to turn this inventory into cash.

If you demonstrate records, a "PAM" with associated equipment and any good reproducer, either inside or outside of your store, will increase record sales and bring new customers.

Not only do manufacturers incorporate "PAM" amplifiers in their products, but dealers and jobbers everywhere are selling them for use in furnishing radio programs, the reproduction of phonograph records or the spoken voice to a number of speakers in hotels, clubs, apartment houses, hospitals, etc.

The PAM-17 is identical with the PAM-16 except that it furnishes in addition field current for a dynamic speaker designed to have its field energized by 90 to 165 volts direct current. For all other types of speakers, including dynamics, having their field energized from storage battery or AC 110 volt 60 cycle, use the PAM-16. Both amplifiers are designed to operate from 105 to 120 volts 50 or 60 cycles AC.

Send for Bulletin TM-1 describing  
the above and other PAM Amplifiers

Main Office: Canton, Mass.  
Manufacturers Since 1882

## Samson Electric Co.

MANUFACTURERS SINCE 1882



Factories at Canton  
and Watertown, Mass.

## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 86)

**Velvaloid Record Brush**

Ideal for advertising purposes or resale. Write us for full information.

**PHILADELPHIA BADGE CO.**

Manufacturers

942 Market Street

Philadelphia, Pa.

**Victor Co. Representatives Meet With Frederick Co.**

UNIONTOWN, PA., November 7.—G. L. Richardson, Southeastern district sales manager for the Victor Talking Machine Co., Miss E. Weemer, Red Seal record expert, also from the factory, and Howard Tangert, Pittsburgh district Victor representative, held a special meeting of the managers and sales staff of the W. F. Frederick Piano Co. stores at the White Swan Hotel. W. F. Frederick, president of the Frederick Co., addressed the meeting. H. F. Schnitzler, a Victor representative, also from Camden, was at the meeting.

**Sherzer Co. Opens Radio and Phonograph Section**

PHILADELPHIA, PA., November 3.—After more than forty years' association with the piano industry of Philadelphia the Sherzer Piano Co., 539 North 8th street, is planning to extend its business to include other lines of trade commodities. There has been added a talking machine and radio section featuring the Kolster, which later will be extended to other well-known makes of radio. Columbia phonographs also are carried in stock.

**Stieff Handles Radio**

PHILADELPHIA, PA., November 8.—The first radio department to be featured in conjunction with its piano business was inaugurated by Charles M. Stieff, Inc., in the Philadelphia store, at 1717 Chestnut street, under management of James A. Spencer. The new radio department, which will be for the present confined to the Quaker City store, will carry the Crosley, Amrad and Philco Radios, distributed here by the Motor Parts Co., 818 North Broad street. It is under management of Daniel A. Sadler.

**Many Cleveland Stores Add New Sonora Line**

Models Shown by H. C. Schultz, Inc., Distributor—Taylor & Son Co. Has Radio Show—A. K. Co-operative Ad

CLEVELAND, OHIO, November 7.—The new Sonora line made its bow to the Cleveland public this month and H. C. Schultz, Inc., distributor, was more than pleased with its reception. A four-page section in the Sunday Cleveland Plain Dealer was run on November 4 in which was featured the entire line and was tied up to by the dealers of the city. New accounts are being opened right along, and Lyon & Healy are the largest of the downtown stores to handle the line. Others include the Goodman Music Co., 10526 St. Clair avenue; Basta's Music Store, 6032 Broadway, and Frank Cerne, 6033 St. Clair. The H. C. Schultz, Inc., organization has grown very rapidly since coming to Cleveland and the new quarters at the southeast corner of Payne avenue and East Seventeenth street are one of the most complete wholesale establishments in the State. In addition to the Sonora line, the company is exclusive distributor of the Carryola line of portables and a number of nationally known lines of small goods and radio.

The second annual radio show of the William Taylor & Son Co. was staged in the company's arcade, which was specially decorated for the occasion. The leading makes of radio receivers were shown in separate booths, and Victor, Brunswick and Columbia instruments were also shown and demonstrated.

The Meisel Tire Co., operating a chain of tire stores in Cleveland and other cities, has taken the agency for the Stewart-Warner line of receivers and is featuring them in all stores.

The Cleveland Distributing Co., Atwater Kent distributor, has been rushed with orders and anticipates this season will be by far the largest ever experienced. An advertisement

that was decidedly out of the ordinary was run by Atwater Kent dealers during the month in Cleveland newspapers and showed pictures of a number of Cleveland's prominent men who are owners of Atwater Kent receivers, and the names of the dealers who sold them. Ray Bechtol, president of the company, headed a party of dealers for a visit to the factory at Philadelphia and upon their return the members of the party expressed themselves as both pleased and impressed with what they had seen.

The new Victor models are gaining in popularity throughout Cleveland and are being featured by all dealers with great success. The Cleveland Talking Machine Co., Victor distributor, has heavy orders from the trade.

There was an informal meeting of officers of the Ohio Music Merchants Association in Columbus, November 3 and 4, for the purpose of discussing plans for the coming year. A. L. Maresh, treasurer, and Rex C. Hyre, secretary, of Cleveland, and President C. M. Alford were present and were guests of Otto B. Heaton, of Columbus.

Cleveland has another radio industry through the Rola Mfg. Co. opening an assembly plant here this month. H. C. Tenney, president of the company, spent three weeks in Cleveland organizing the branch factory, which is located at 2570 Superior avenue.

At a luncheon given by Mr. Tenney at the Hotel Winton, the new Rola Auditorium speaker was demonstrated for the first time and fulfilled every claim made for it.

Several important downtown concerns added the Sonora line during the month, these being Sterling & Welch and the Ott Piano Co. A number of new accounts have also been opened in the suburbs and outlying towns by the H. C. Schultz Co., distributor.

The most pretentious radio show ever staged by a retail merchant in Cleveland was put on by the H. Lesser Co. at the Winton Hotel, October 25 to 28, inclusive, and drew thousands of people. A ten-page section in the Cleveland News was run, besides other advertising. Fifteen makes of instruments were shown, including the Victor and Edison combinations. From a small beginning a few years ago the H. Lesser Co. is now the largest retail radio organization in northern Ohio. H. Lesser is president of the organization, and W. A. Lesser is treasurer. R. E. Clady is sales manager and George Doliva is manager of branch stores.

The Grossman Music Co., of High avenue and East Second street, is now handling ukes, guitars and mandolins. It is also distributing the Allen line of portable phonographs and Phono-Link Pick-Ups. Okeh and Odeon record business is steadily increasing in the three States for which the company is a distributor.

The largest music store on the South side of Cleveland was opened by the Maresh Piano Co. at 6710 Broadway. It has a floor space of 40 by 150 feet and was formerly a department store. Charles Maresh is the manager. The company's main store on East Fifty-fifth street near Broadway is being continued, and Joseph Hajek has been appointed its manager. The company has added the Crosley line of receivers and also the Victor line.

The Newman Stern Co., located at East Twelfth street and Walnut avenue, opened two additional store units on East Twelfth street.

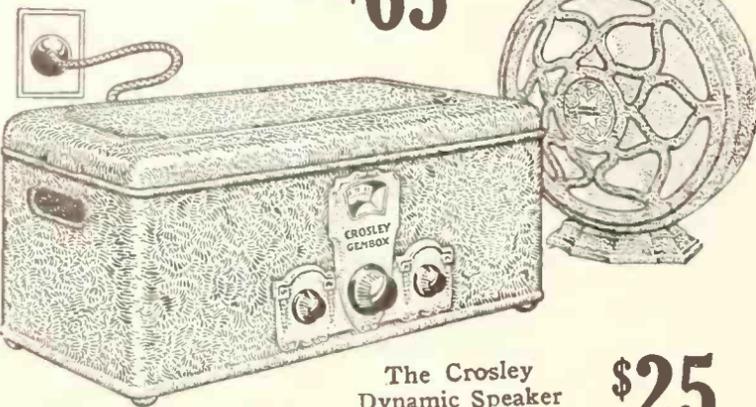
The Cleveland Music Trades Association held its first meeting of the Fall and Winter season at the Hotel Winton, with President Anthony Maresh presiding. There is a possibility that the Association will sponsor a radio hour each week over one of the local stations for the purpose of creating greater interest in good music.

H. J. Whitney is now connected with the band instrument and small goods department of the Lyon & Healy store.

The George Bowman Co., 224 Euclid avenue, held the formal opening of its enlarged radio department the early part of the month. A diversified stock is featured.

**CROSLEY RADIO**  
"You're there with a Crosley"

A genuine A-C electric 6-tube receiver

**\$65**

The Crosley Dynamic Speaker

**\$25**

This will be Crosley's biggest year. Dealers are invited to inquire for particulars of the full Crosley line.

Wholesale Distributors

For Eastern Penna., Southern New Jersey and Delaware

**WILKENING, Inc.**

820 No. Broad Street, Philadelphia

# The Automatic Age!



WHEN a twist of the wrist shoots a new blade into your razor holder, when the furnace heat comes at the click of a thermostat and a subway ride is bought by the drop of a coin into an automatic turnstile, you know the public is thinking, living and BUYING in terms of The Automatic Age.

A year ago the Victor Talking Machine Company linked the world's most famous musical instrument, the Victrola, to public consciousness, automatically, by introduction of the Automatic Victrola—a "human" mechanism that plays twelve records without manual adjustment.

The broad and instantaneous success of this innovation has brought about production economies, so that to-day a new Automatic Victrola (No. 10-35) is available to a great NEW buying public, at a NEW and LOWER price.

Thousands upon thousands of people will become immediate buyers of this prepossessing, fascinating and sensational "musical wizard." And at the extremely popular list price of \$365.00, volume sales are a certainty.

It will be good business, YOUR BUSINESS, Mr. Victor Dealer, to tell the world the "how and why" of the new Automatic. Common sense will tell you that here is a new opportunity to cash in, another era that will witness the pre-eminence of Victor.

Let everybody see and hear the new Automatic Victrola, No. 10-35. Have them appreciate its tonal quality through Orthophonic reproduction. Have them marvel over its perfect mechanical performance . . . and when you tell them the price, the sale is made. Here indeed is an exclusive musical instrument at a value that stands alone. There is no parallel.

*Bruno seeks the opportunity of helping alert Victor dealers to develop a bigger and more profitable business*

## C. BRUNO & SON, Inc.

*Victor Distributors to the Dealer Only*

351 FOURTH AVENUE

NEW YORK, N. Y.

1834—Over 94 Years of Dependable Service to the Music Trade—1928

# Acoustic Products Co. Secures Rights to Bristolphone Patents

New Corporation to Be Formed Combining Wm. H. Bristol Corp., Asher, Small & Rogers, Gotham Bristolphone Service Corp. and Lesser-Warner Productions

P. L. Deutsch, president of the Acoustic Products Co. and the Sonora Phonograph Co., Inc., announced last week that the Acoustic Products Co. had secured the right to acquire the full rights and interests of the Wm. H. Bristol Talking Picture Corp., the Asher, Small & Rogers, the Gotham Bristolphone Service Corp. and the Lesser-Warner Productions in the world-wide Bristolphone patents. Upon the acquisition of these rights the Acoustic Products Co. will also take over all the contracts which the Gotham Bristolphone Service Corp. and the Lesser-Warner Co. have outstanding for the distribution of Bristolphone machines, and all outstanding licenses for producing pictures with sound under the Bristol patents.

"A new corporation will be formed," said Mr. Deutsch, "in which all of the above interests will be combined and in the management of which Chas. R. Rogers will be actively engaged. This new corporation will probably combine the names of Sonora with Bristolphone, and will have exclusive distributing rights on the Sonora Bristolphone for the entire world; the company will also have the sole rights for the licensing of producers to employ the Bristol process of synchronizing sound with pictures. The Acoustic Products Co. will manufacture the machines which the new company will sell and service."

The Wm. H. Bristol Talking Picture Corp. already has extensive manufacturing plant and film studios at Waterbury, Conn., and the producing corporations have modern studios at Hollywood, and there is now added to this organization the vast manufacturing and distributing resources of the Acoustic Products Co. and the Sonora Phonograph Co., including the plants at Saginaw and Stamford, and the studios and laboratories in the Sonora Building, at 50 West Fifty-seventh street, New York City. Negotiations are already well in hand with independent artists and producers for the production of "talkies" by this proposed organization. Talking pictures covering the whole wide realm of cinema possibilities will be pro-

duced—industrial, educational, religious and entertainment. In addition arrangements will be made to make talkies of 104 short subjects during the next twelve months. The Sonora Bristolphone Corp. artists will include some of the best-known figures in the film world and from the legitimate stage. Present plans call for the



Percy L. Deutsch

production of pictures by Asher, Small & Rogers, by the Gotham Bristolphone Photoplays Corp., Lesser-Warner Co. and other producers. The firm of Asher, Small & Rogers is one of the best-known producers in the film business—their list of popular successes includes "McFadden's Flats," "The Cohens and Kellys" and many First National feature pictures.

Mr. Deutsch also states that the new corporation plans to supply at least 250 Sonora Bristolphones a month, ready for installation in the picture theatres. "We believe," concluded Mr.

Deutsch, "that the exclusive Bristol patents, which include the only resynchronizing mechanism on the market, coupled with the tonal qualities for which Sonora has always been famous will put the new Sonora-Bristolphone into a position where it will be an important factor in the entire talking picture field."

The offices of the company will probably be in the Sonora Building, at 50 West Fifty-seventh street, New York City, so that this complete organization will be housed under the roof of Sonora's own home.

It is proposed that the distribution of the new "talkies" will be handled through a distributing organization to be formed as a separate unit. A budget is now being prepared to provide for an extensive and powerful advertising campaign in the interest of these products designed to blanket the country.

It is understood that arrangements are being made for the organization of two further companies, one to manufacture Sonora Bristolphones and issue manufacturing licenses in Europe, and the other to perform similar functions in Canada.

## Trade Activities in the Portland Field

PORTLAND, ORE., November 3.—The election of officers for the 1928-29 season for the Oregon Radio Trades Association took place October 12. H. P. Harrison, manager of the radio, phonograph and record department of the J. K. Gill Company, was unanimously elected president to succeed James W. Condon, Jr., of the Condon Co., Inc. H. W. Brown, of the Electric Corp., was elected vice-president, and H. A. Killam, of Killam, Inc., and M. E. Harris, of Radio Headquarters, were re-elected treasurer and secretary, respectively. Board of directors elected were as follows: E. R. Lucas, of Stubbs Electric Co.; C. W. Hunter, of Hunter Radio, Inc.; Joseph Hallock, of Hallock & Watson; W. C. Brown, of W. C. Brown Radio Service; L. W. Finch, of Star Electric Co.; M. A. Dobbin, of Marshall-Wells Co., and J. W. Condon, Jr., of Condon Co., Inc.

H. J. Zensler, of San Francisco, manager of the Edison Distributing Co., was a Portland visitor the last week in October, and on October 29 he demonstrated the new Edison radio and phonograph instruments at the Hotel Multnomah in this city.

Sherman, Clay & Co. are offering to their customers an exclusive Atwater Kent radio. They have installed the Atwater Kent model 40 in an attractive console cabinet which they have made in their own shops and have added a Jensen Dynamic speaker to the set.

A. R. McKinley, manager of the Brunswick Co., announces business excellent in this territory with the new Brunswick line of radios going over exceptionally well. He announces that he has called a dealers' meeting for the near future at which time dealers from all over the State will gather in Portland to inspect the new Fall line and to receive a sales talk.

The main window of the Sherman, Clay & Co. store was the center of attraction Saturday noon, October 27, due to the fact that George McMurphey and his orchestra, who are exclusive Columbia artists, were in the window playing for the pleasure of the great throngs who gathered there.

A Panatropé P 15 was featured in a clever act at the Portland Theatre the last week in October, attracting much attention from capacity attendances at performances.

Many radio dealers took advantage of the October Home Economics Show held at the Meier & Frank store to show their wares and the radio booths were quite the center of attraction for the 143,000 who attended during the week of the show.

C. A. Christensen and Mildred Larsen, both formerly of the Hyatt Music Co., have joined the sales force of the J. K. Gill Co.

## 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

# 50 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 @*14¼c	\$21.38
Any <u>50</u> Records Free	<u>00.00</u>
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, 14½ cents each, F. O. B. Boston.

Famous Old Favorites and Other Standard Records, 12½ cents, F. O. B. Boston.

\*NOTE: Table above, figuring 150 records at 14¼ cents (\$21.38) is based on our estimate that your order will consist mainly of "popular" records at the 14½ cent price.

## Grey Gull Records, Inc.

Manufacturers of

Radiex and Grey Gull Records

16 Macallen St. T. M. 31 Boston, Mass.

### Popular Hits

Price to Dealers  
F. O. B. Boston **14½c**

DANCE	VOCAL
1560 { Sonny Boy Let Us Waltz Thru the Night	2437 { There's a Rainbow 'Round My Shoulder
1559 { I Loved You Then As I Love You Now	2434 { Half Way to Heaven Hawaiian Honey- moon
1558 { Someday, Some- where Dream Daddy	2433 { Just a Night for Meditation Little Bit of Devil in Your Eyes
1557 { Out of the Dawn Rolling Home	2432 { Sonny Boy Dancing 'Neath Dixie Moon
1556 { It Goes Like This— That Funny Melody	2426 { Jeannine, I Dream of Lilac Time Back to Romany
1555 { Roll 'Em Girls King for a Day God Made a Won- derful Mother	2418 { Hallelujah I'm a Bun Preacher and the Bear
1554 { I Can't Give You Anything But Love	2417 { The Bum Song Get Away Old Man, Get Away
1553 { Dancing 'Neath Dixie Moon	2416 { Memories of France Through all the Years
1551 { Jeannine, I Dream of Lilac Time When Golden Rod Is Blooming	
1549 { For Old Time Sake Little Annie Rooney	
1548 { Roses of Yesterday Gloaming	
1547 { My Angel (Angela Mia)	
1546 { Coming Thru the Eye	
1545 { Old Man Sunshine Sidewalks of New York	
1544 { Just a Night for Meditation	
1543 { Merry Widow Waltz	
1542 { That's My Weak- ness Now	
1541 { That's Gratitude	
1540 { Get Out and Get Under the Moon	
1539 { Loveless Love Blues	
1538 { Rag Doll Dragglin' the Dragon Blues	
1537 { Ramona	
1536 { If I Didn't Love You So Much	
1535 { Girl of My Dreams I Know You Know Chloe	
1534 { Where Cute Cute Cuties Grow	

### Famous Old Favorites

Price to Dealers  
F. O. B. Boston **12½c**

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
4202 { Just as the Sun Went Down My Darling, Nellie Gray
4169 { Where Silvery Colorado Wends Its Way 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
4117 { If You Want to Find Love Where River Shannon Flows
4090 { Send Me Rose From Ire- land In Baggage Coach Ahead Under Some Old Apple Tree
4207 { Blue Bells of Scotland Campbells Are Coming
4203 { Medley of Old Songs, No. 1 Medley of Old Songs, No. 2
4075 { Church in Wildwood Voice of Chimes

### Famous Old Favorites 12½c

#### INSTRUMENTAL

4190 { Sidewalks of New York
4189 { O'Leahy's Lullaby
4217 { Drowsy Waters Herd Girl's Dream
4193 { Irish Washerwoman Mrs. McLeod's Reel
4223 { Whistler and His Dog Powder Puff
4161 { Gems from Grand Opera, No. 1 Gems from Grand Opera, No. 2
4218 { Dixie Favorites Medley of Southern Airs
4068 { Merry Widow Waltz Lullaby from Er- mine Arkansas Traveler Turkey in the Straw

Complete Catalog Mailed on Request

# Stockholders Ratify Freshman and Freed-Eisemann Merger

Identities of the Charles Freshman Co. and Freed-Eisemann Radio Corp. Not to Be Lost by Action—Expect Large Savings in Management and Production

The proposed merger of the Charles Freshman Co. with the Freed-Eisemann Radio Corp. was ratified by a large majority vote of stockholders of both companies at a special meeting held in New York on October 31. It is announced that the identity of the Freshman and Freed-Eisemann companies will not be lost

director of the Charles Freshman Co., and vice-president of the Freed-Eisemann Radio Corp.; W. J. Keyes, vice-president and treasurer of both the Charles Freshman Co. and the Freed-Eisemann Radio Corp.; Harry A. Beach, vice-president, Charles Freshman Co.; Arthur A.



Clarence A. Earl

in the merger, but will be carried on as in the past, and the same relations of both lines with the trade will continue. It is said that this merger will mean great savings in management and production and at the same time will build up the quality of both products, and officials explain that it will strengthen the position of both organizations in the production of high-grade receiving sets.

The officers of the merger are as follows: Clarence A. Earl, president, Charles Freshman Co., and chairman of the board of directors of the Freed-Eisemann Radio Corp.; Joseph D. R. Freed, vice-president and director of the Charles Freshman Co., and president of the Freed-Eisemann Radio Corp.; Arthur Freed,



J. D. R. Freed

Trostler, vice-president, Freed-Eisemann Radio Corp., and George Eltz, vice-president of the Charles Freshman Co.

"The merger of the Freshman and Freed-Eisemann companies was a natural procedure in the interests of the radio-buying public and the trade," said Mr. Earl. "The advantage of such a move is obvious. I wish to have it clearly understood that the Freed-Eisemann high-quality line of radio receiving sets will be continued to be manufactured on a bigger and broader scale for their distributors and jobbers than ever before. The merger will make it possible to effect very advantageous savings in the general operation of the combined businesses. We are going to give the radio-buying

public and the trade quality merchandise at a fair price. It has always been my belief that a sale is only a temporary advantage, but a satisfied customer is a permanent asset."

"This is a logical business step and will prove beneficial to both parties," said Mr. Freed. "It will enable both companies to effect valuable economies in purchasing, manufacturing, selling and administration and to greatly expand research and engineering facilities. The administrative and selling policies of the Freed-Eisemann organization will continue as heretofore. Products of both companies will be sold under their present trade-marks, and they will have additional benefits of increased strength behind them. Inasmuch as both companies have outgrown their present factory quarters, we intend in the near future to seek new factory locations where both concerns will be under one roof."

## Trade News From Detroit Territory

DETROIT, MICH., November 8.—R. F. Bolton, general manager of the foreign record department of the Columbia Phonograph Co., was a recent Detroit visitor, and was very much impressed with the sale of foreign records out of the local wholesale branch. It is a fact that Detroit has the largest foreign population of any large city in this country—the approximate percentage is 65 per cent. The number of foreign records sold by all of the recording companies is tremendous, taking the volume in any given year.

Thomas Devine, Detroit branch manager for Columbia, is immensely pleased with the demand for the new Columbia models. The only thing bothering him is that shipments are not arriving fast enough to take care of the dealer demand. Incidentally, Mr. Devine tells us that he is selling a great many of the Columbia-Kolster 930 machines which dealers are using for outside demonstration of records. It has helped to materially increase record sales and bring people into stores.

Talking machine dealers are certain to cooperate 100 per cent with the committee which is sponsoring (in connection with the National Committee) the Schubert centennial celebration later in the month. There will be special window displays, special sets of Schubert records, the motion picture theatres and the various musical organizations throughout the city and State are lending aid to the celebration.

The Good Housekeeping Shop, whose main store is at Broadway and Grand River, operating nine or ten branch stores in the city and in nearby suburban towns, reports excellent business since adding a radio department. The lines featured in this new department are RCA, Atwater Kent, Kolster and Majestic.

With the advent of the Sonora Phonograph Co. into the sound picture field, the local factory expects to be extremely busy with the manufacture of the new Sonora-Bristolphone, a device for synchronizing records with pictures, it is stated here.

## Columbia Participates in Japanese Coronation

In conjunction with the recent coronation ceremonies in Kyoto, Japan, a huge exhibition was opened. The exhibition was similar, on a smaller scale, to our World's Fairs.

One of the big features at the exhibition consisted of a Columbia tower, in which the Columbia products were displayed. From the top of the tower four huge Western Electric loud speakers broadcast daily concerts played on a Columbia-Kolster Viva-tonal Electric reproducing phonograph, located on the ground floor. Thousands of people took in the Columbia exhibit daily, the salient attraction being the first of Columbia's Japanese records.

## Britain's Best

### "MUSIC TRADES DIARY, DIRECTORY and YEAR BOOK"

1929 EDITION

A Complete Reference Book for the Music and Allied Trades

Comprising

CLASSIFIED DIRECTORY of verified and selected names and addresses of manufacturers and dealers at home and abroad.

YEAR BOOK—A volume of information of real value to those interested in music industries.

DIARY—Spacious for notes, convenient arrangement of one week to the opening; also memoranda space.

PRICE, POST FREE ABROAD PAPER BOUND, 2/6 CLOTH BOUND, 3/-

Published by

G. D. ERNEST & CO., Ltd., 5 Duke St., Adelphi, London, England

Proprietors of the "Music Trades Review," the most influential Music Trade Journal in Great Britain

# Los Angeles Dealers View New Edison and Brunswick Models

LOS ANGELES, CAL., November 3.—A special preview of the new Edison phonograph, combination and radio models was given at the Ambassador Hotel. Music dealers from far and near attended and expressed admiration and satisfaction at the appearance and performance of the new models. H. J. Zeusler, Pacific Coast manager, was a special visitor from San Francisco and assisted W. J. Carson, Southern California representative, and E. J. Dustin, from Orange, in receiving visitors and demonstrating the new instruments.

Ed. L. Hayes, manager of the phonograph and

radio departments of the Fitzgerald Music Co., reports excellent sales of Splitdorf radio and combination sets which are sold by the Fitzgerald Music Co. exclusively in Los Angeles, Hollywood and Glendale.

Scores of Brunswick dealers visited the Biltmore Hotel October 30 to view the latest Brunswick instruments, which included new radio receiving sets, Brunswick radios, Brunswick Panatropes and Brunswick Panatropes with radio combination.

The regular monthly meeting of the Radio Trades Association of Southern California took

place at the Breakfast Club on Thursday, November 1, under the chairmanship of Herb Zenger, of the Blue Bird Furniture Mfg. Co. The principal speaker of the morning was F. P. Woellner, Professor of Education, University of California, who spoke most eloquently on "Radio as an Educational Need." An announcement was made by H. E. Sherman, Jr., of the Leo J. Meyberg Company, president of the Radio Trades Association of Southern California, to the effect that a new policy had been introduced by the Association whereby a regular expert on radio will be employed to investigate and correct, wherever possible, radio interference, regarding which a considerable number of complaints are being received.

The Platt Music Co. has opened a new store on Whittier boulevard, which will be known as the Platt Music Co. Radio Shop.

## 1 ECONOMICAL

You will find that you can pack in Jiffycases with but a fraction of the number of men you now use in your shipping room. This means an important saving.

## 2 SAFER SHIPPING

Jiffycases provide a tough, breakage resisting wall of protection around your product in transit. Breakage and marring practically eliminated.

## 3 QUICKER PACKING

The use of Jiffycases will speed up your packing room. No fussy rough carpenter work. Simply a nailing job. Speedy—easy—no holdup.

*If there is some factor which seems to forbid the use of Jiffycases in your packing—put it up to us.*

Without obligation we will gladly submit facts and figures showing how Jiffycases can be adapted to your special needs.

## 4 LOWER FREIGHT COSTS

Jiffycases — though of tough hardwood and scientifically cleated for extra strength — are extremely light. Lower freight costs mean a buying advantage to Dealers.

## 5 GOOD LOOKS GOOD WILL

Jiffycases make tidy packs which advertise your progressiveness. They make a hit with the shipper who can use them again.

## 6 STORED IN SMALL SPACE

Jiffycases come to you in the shape of light, tough plywood panels which stack in minimum space—releasing added plant-room for production.

# Jiffycase

TRADE MARK REGISTERED

THE SPEEDY SAFE ECONOMICAL PACK FOR FURNITURE, PHONOGRAPHS AND RADIO CABINETS

NEW YORK OFFICE  
No. 80 Maiden Lane  
Rulofson and Sayer  
Eastern Representatives

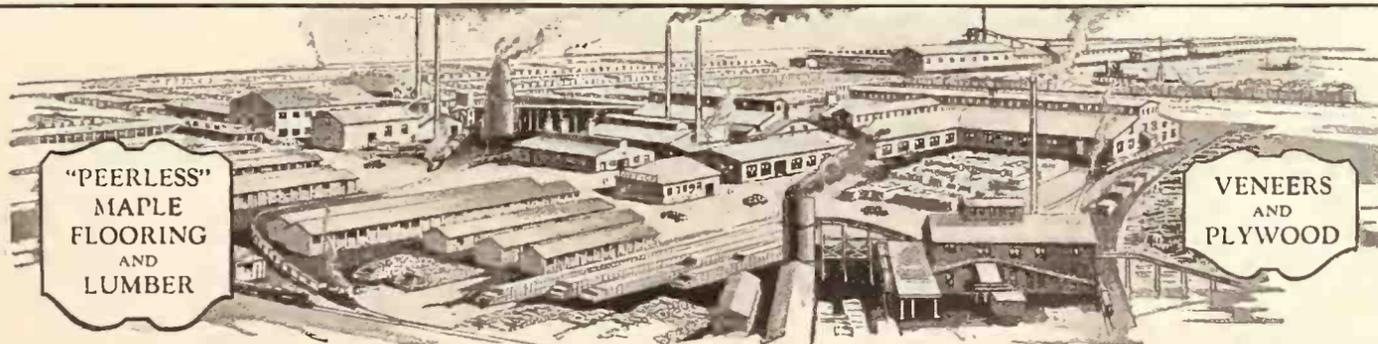
C. L. Strey,  
General Sales Representative  
Wabash, Indiana

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.

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH.



# Radio Wholesalers' Association Directors Plan Many Activities

Important Problems Affecting Organization Discussed at Recent Meeting—To Investigate Insurance and Finance Plans—Many New Members Elected—Plan Drive

The Board of Directors of the Radio Wholesalers' Association held a meeting in October to discuss important problems affecting their organization at that time. The tube situation and the change in discount of October 1 were discussed very thoroughly with a result that a second resolution will be drafted by the Radio Wholesalers' Association urging the manufacturers to provide adequate profit for both the wholesaler and the retailer.

The meeting was adjourned at noon to enable the members to attend the luncheon with the Chicago Association of Commerce at which Major Herbert H. Frost was the honored guest and speaker.

The board reconvening in the afternoon discussed very thoroughly the traffic problems which are now present. They further instructed the Traffic Committee to do everything possible in order that better freight rates for wholesalers be secured as quickly as possible. The committee is to work hand in hand with the Traffic Committee of the Radio Manufacturers' Association in an attempt to secure the passage and approval of the docket which was submitted in June. Great hopes were held by the members of the committee that a satisfactory reduction will be made within the near future.

President Sampson appointed a committee to investigate the insurance problem from all angles. A prominent trade Association insurance man spoke at some length concerning the Radio Wholesalers' Association entering into the insurance field to provide all forms of insurance for our members at a saving in premi-

ums. The executive officers have been working on this proposition for the past six weeks, and with the aid of the newly appointed committee will have complete insurance plans for adoption by the Association during the February meeting.

A national finance plan to enable all members of the Radio Wholesalers' Association to finance their dealer sales at a minimum amount of cost and loss was thoroughly discussed, and a committee appointed to further investigate the proposition.

A new membership campaign is about to be inaugurated with nearly all the board pledging themselves to secure five new members for the organization. A confidential survey which has just been completed among members revealed the fact that the members of the Radio Wholesalers' Association are doing over \$100,000,000 worth of radio business this year. It also shows the keen interest which the wholesalers have for a national insurance plan and one for financing dealer sales.

The executive officers announce the election of the following companies to membership: K. W. Radio Corp., New York City; Specialty Service Corp., Brooklyn, N. Y.; Frederick H. Thompson Co., Los Angeles, Cal.; Majestic Radio Corp., Kansas City, Mo.; Harrisburg Standard Electric Corp., Harrisburg, Ill.; Rochester Auto Parts Corp., Rochester, N. Y.; Starter & Ignition Service Corp., Rochester, N. Y.; B. W. Smith Co., Cleveland, O.; Charleston Electrical Supply Co., Charleston, W. Va., and the Straus-Frank Co., San Antonio, Tex.

## Interest in Elections Stimulates Buffalo Radio Business

Volume of Radio Business for Past Six Weeks One of Greatest in Radio's History—C. N. Andrews Sponsors Meeting—Federal Wholesale Department Moves

BUFFALO, N. Y., November 9.—The past six weeks has developed one of the greatest volumes of business in radio history in this territory, due to election interest. Talking machine business was good for the season, although there was of course not the pressure for delivery that was exerted on the radio trade at election time.

Goold Bros., Sonora representatives in this territory, report a fine reception of the first broadcasting of this company. The local distributors tied up to the broadcasting with display advertising.

Patricola & Wassinger have opened a new radio shop at 441 Genesee street. They carry full lines of Columbia-Kolster combinations, Viva-tonal phonographs, Atwater Kent, Zenith and Majestic sets.

Another new radio shop is that of the Modern Radio & Equipment Co. at 191 Franklin street handling a complete stock.

Keeny & Wentz have opened a new radio store at 103 North First street, Olean, featuring the Sperton Equasonne and Steinite lines.

In their forty-seventh anniversary sale J. N. Adam & Co., of Buffalo, featured an attractive offering of Models 71 and 72 Majestic sets, with large sales of each during this special merchandising event.

G. L. Goodsell, district sales manager for the Sparks-Withington Co., has been giving a series of educational addresses to Sperton dealers assembled at points in New York, Pennsylvania and Ontario, stressing the advantages of these

sets and instructing the retail dealers in their installation and operation.

Sympathy of the trade is being extended to Benjamin E. Neal, of Neal, Clark & Neal, and Olin L. Neal, of the Buffalo Talking Machine Co., following the recent death of their father, the Rev. James E. Neal.

One of the largest trade gatherings of the season was that held in the Hotel Statler by C. N. Andrews, local distributor of RCA products. Mr. Andrews had dealers as his guests at dinner following an afternoon demonstration program. Harry E. Coston, sales engineer of the Radio Corp., demonstrated the new sets, while A. R. Beyer, district sales manager; William R. Cone, of the advertising department, and C. H. Westbrook also spoke. A promotional motion picture was shown.

Robert Darlington, manager of the radio department of H. D. Taylor Co., Crosley distributor, reports an unprecedented demand for this line.

Martin Bros. have installed an RCA department in their furniture store at Akron, N. Y.

The wholesale department of the Federal Radio Corp. has been moved from the main plant here to what is known as Plant No. 2 at 1200 Niagara street, where quarters four times as large as those formerly used are available. L. W. James, manager of the Federal wholesale department, is in charge of the 100 per cent complete displays which are shown in the new quarters. Federal's Fall business has been very large and the two plants here are

operating at capacity with a considerably augmented working force.

A new radio store has been opened at 307 West Third street, Jamestown, by S. B. Burchard, Jr., and associates. Oliver Erickson is sales manager of the establishment.

Max Pies, South Jackson street, Batavia, N. Y., has been granted a Victor franchise and is carrying a full line of these talking machines, combinations and records.

Brunswick business was fine during the pre-election period it is reported at the Buffalo branch office, with prospects bright for a record-breaking holiday business.

Radiola dealers from this territory, together with members of their sales and service staffs, attended a meeting sponsored by Curtis N. Andrews, RCA distributor, at the Hotel Statler on October 25. Luncheon was served to the assembled dealers at 12:30 and the afternoon was devoted to a Radiola service talk by an engineer from the service department of the Radio Corp. of America. This session was followed by dinner, after which several representatives of the Radio Corp. outlined sales and advertising policies for the coming year. A representative of the Commercial Investment Trust, Inc., explained the RCA plan of financing instalment paper. The complete line of Radiolas, including the new models, Nos. 41 and 64, were on display.

## Sues on Radio Patent

An order signed by Federal Judge Goddard requires the Grigsby-Grunow Co., maker of Majestic radio receivers, to show cause why it should not be restrained from continuing an alleged infringement of one of the patents covering an invention by Prof. L. A. Hazeltine during pendency of an action filed by the Hazeltine Corp. The K-W Radio Co. of New York is named as a co-defendant.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, Of The Talking Machine World, published monthly at New York, N. Y., for October 1, 1928.

STATE OF NEW YORK } ss:  
COUNTY OF NEW YORK }  
Before me, a Notary Public, in and for the State and county aforesaid, personally appeared C. R. Tighe, who, having been duly sworn according to law, deposes and says that he is the Managing Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:  
Publisher—Federated Business Publications, Inc., 420 Lexington Ave., New York, N. Y.  
Editor—Raymond Bill, 420 Lexington Ave., New York, N. Y.  
Managing Editor—Chas. R. Tighe, 420 Lexington Ave., New York, N. Y.  
Business Manager—Lee Robinson, 420 Lexington Ave., New York, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Federated Business Publications, Inc., Edward Lyman Bill, Inc.; Bill, Brown & Bill Publishing Corp.; Caroline L. Bill, Raymond Bill, Edward Lyman Bill, Randolph Brown and J. B. Spillane, all located at 420 Lexington Avenue, New York.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is . . . . . (This information is required from daily publications only.)

C. R. TIGHE, Managing Editor.  
Sworn to and subscribed before me this 30th day of September, 1928.

(Seal) WM. A. LOW,  
Notary Public N. Y. Co. No. 695. Reg. No. 9502.  
Certificate filed in Queens Co. No. 4826.  
(My commission expires March 30th, 1929.)

# Kansas City Radio Show Attracted Large and Interested Audiences

Entire Arena Space of Convention Hall Occupied by Exhibits—Radio Compass and Television Exhibits Prove Popular With Crowds—Special Demonstration Booths

KANSAS CITY, Mo., November 7.—The annual Kansas City Radio Show opened its doors for the inspection of the newest types of radio receiving equipment and accessories Tuesday evening, October 30, and continued for one week. The exhibition, given over entirely to radio and allied displays, drew large and interested crowds each day, and the visitors evinced special interest in the newer things exhibited by manufacturers.

The entire arena space of Convention Hall was occupied by the forty attractively decorated booths of the individual exhibitors, giving the appearance of a huge radio studio. The booths were used entirely for display purposes, demonstration being forbidden on the arena floor. The demonstration feature was satisfactorily taken care of by the use of soundproof demonstration booths erected in the corridors of the Hall. This is the first time that a radio show has offered facilities which allowed a prospective customer to hear the sets in operation. Factory representatives of each company were on hand to instruct in the proper method of tuning in to get the maximum distance and the clearest reception.

The radio compass and the television apparatus, developments not before exhibited in Kansas City, were popular points of the Show, sharing interest with the beautifully encased radio sets. The largest single exhibit was that of the Kansas City Power & Light Co., showing the Majestic, Kolster, Radiola, Graybar, Eveready and Brunswick radios. Among the exhibits shown were the Rudolph Wurlitzer mod-

els, featuring the Magnavox dynamic speaker. The Apex and the Bremer-Tully were shown in the booth of Richards-Conover Co. The Steinite Co. showed four attractive models. Zenith radio sets, Stromberg-Carlson AC receivers and other Stromberg-Carlson equipment were displayed in the booth of the Duff-Repp Co. An interesting exhibit was the specially constructed exhibition piece showing the inner mechanism of the Bosch radio shown in the Beach-Wittman booth. Brunswick, Majestic, Kolster and Sparton were displayed in the Mace-Ryer booth. An especially attractive booth in distinctive decorations was that of the Faeth Co. showing the latest radio products of Stewart-Warner Co. An extensive display was that of the Atwater Kent products, and an interesting item was the showing of their two-millionth Atwater Kent set which left the Philadelphia plant October 24. New Sparton equipment was shown by the Gustin-Bacon Mfg. Co. The Majestic trade-mark, "The World at Your Door," distinguished an attractive booth featuring all-electric receivers. A new feature of the Graybar exhibit was the new 24-inch cone, which was prominently displayed as a central feature of their booth. The Harbison Mfg. Co. featured the products of the Crosley Radio Corp. Jones Store Co. made a showing of the Caphart Phonograph Corp. An attractively furnished display was that of the Gist Co., showing cabinet models. The Schneider Radio Co. featured the model 83 Lyric. Radio Cabinets in several colors were displayed by the Philco Co.

## Duo-Tone Sound Mirror Popular With Film Theatres

The new Duo-Tone Sound Mirror, introduced recently by the Western Electric Piano Co., Chicago, and already being sold and distributed very successfully by a number of representative dealers throughout the country, is said to make a particularly strong impression upon operators of motion picture theatres who are seeking some

graph record producers are available in addition to an especially prepared selection of records which is followed on a cue sheet supplied for every motion picture released.

To relieve the exhibitor of the inconvenience of pre-viewing the picture in order to arrange his required phonograph records, a cuing service has been established whereby a definite number of standard selections are purchasable to provide the necessary library. At a small cost, a cue service is furnished which provides

a line-up of all needed selections corresponding to the picture to be shown. A sheet gives not only the cue from the action or title on the screen as well as the number of the phonograph record, but also states definitely the number of minutes or fraction thereof each particular record is to be played to properly

interpret that portion of the film showing.

The Duo-Tone Sound Mirror is described as consisting of two independently motored phonograph discs with two tone-arms fitted with all-electric pick-up and amplification. The case is of hand-rubbed satin-finish mahogany, ornated with designs of Adam motif. Complete control of sound volume is provided as well as an arrangement for immediately switching from one record to the other without interruption. Thus the cuing of the picture may be done to perfection. A jack is provided for inserting a microphone plug coupled with a separate control switch.

Two reproducers or "horns" are provided as



Duo-Tone Sound Mirror

means for bringing about a more perfect cuing of film presentation.

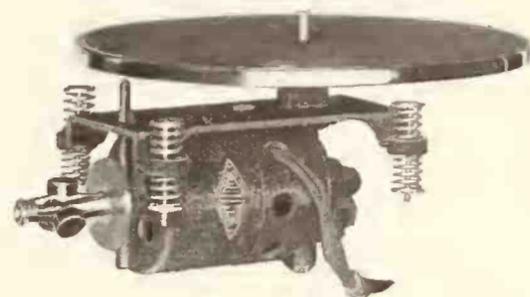
There is a definite reason for the large demand existing for an inexpensive cuing device of this kind. The cost of installation plus the leasing fee of "talking" motion pictures makes it prohibitive for the theatre of small seating capacity to install profitably this most highly developed equipment. The Duo-Tone sells for less than \$600 f. o. b. Chicago, and yet provides reproductions of pipe organ, orchestra in symphony, or jazz, vocal selections, vaudeville dialogue, etc. Besides, it is possible by the use of phone equipment to make announcements to the audience. The libraries of all leading phono-

regular equipment and can be quickly attached to the wall at the proper place within the theatre. "Behind the screen" and concealed installations of other kinds are frequently found desirable. A hammer and screwdriver are the only necessary tools for making a full and complete installation of the Duo-Tone, thus making it extremely simple.

## New Electric Phonograph Motor Marketed

Prime Manufacturing Co. Announces New Motor of Improved Induction Type—Has Several Exclusive Features

The Prime Manufacturing Co., Milwaukee, Wis., manufacturer of reproducers, tone arms and cabinet hardware, is announcing in this



Prime Electric Phonograph Motor

issue of The Talking Machine World a new electric phonograph motor of the improved induction type. A feature of the motor is the fact that it may be operated under water without burning out. It is a two-bearing balanced motor, the governor acting from one bearing and the driving gears for the turntable extending from the other bearing. This feature is said to add considerably to the life of the motor and to prevent vibration even after long service. Installed in a phonograph, the motor is cushioned at its four points of contact with springs, which is said to make it vibrationless. The Prime Manufacturing Co. has spent considerable time in experimental and development work in connection with the new electric phonograph motor, which will be sold to manufacturers, distributors and dealers.

## Moving Displays for Dealers Are Popular

WASHINGTON, D. C., November 6.—The W. P. Pringle Display Co., of this city, is the manufacturer of two moving displays which are appearing in a number of talking machine and radio dealers' windows. One of these displays is a miniature radio broadcasting station with every figure in motion. The display is two feet wide, two feet high and eight inches deep, and finished in gold bronze with concealed lighting effects, a silver cloth background and other colorful effects. The other display is a ballroom with the dancers in motion. This is slightly larger than the broadcasting display, and the dancers are dressed in vari-colored silk dresses with the background and other features colorfully finished. These displays may be run by an electric fan or a piano motor.

W. P. Pringle reports an exceptional demand for these moving window displays. He recently completed a trip through the East and reported that dealers are realizing the possibilities of this form of window display, and wherever tried very satisfactory results were reported. As an instance, Mr. Pringle referred to the O. J. DeMoll Piano Co., of this city, which has used one of these displays for more than nine consecutive months. It still continues to draw crowds to the window and has increased sales.

The Lake Eberhardt Co., Wilmington, Del., was recently incorporated to deal in musical instruments with a capital of 1,000 shares of no par value. Harry K. Hoch, Charles I. Hoch and G. B. King are the incorporators.

## Radio Sales in Twin Cities Continue to Reach High Totals

Big Demand for Sparton Equasonne and Lyric Lines—Columbia Dealers to Tie Up With Whiteman's Appearance—View New Edison Models—Plan Schubert Week

ST. PAUL AND MINNEAPOLIS, November 8.—If the supply of merchandise would keep step with the orders all would be well with the Lucker Sales Co., Sparton distributor, according to A. L. Toepel, sales manager. There is a tremendous demand for the Sparton Equasonne. The Sparks Ensemble is attracting much attention. The All-American Mohawk Lyric line holds great appeal for the dealer in the complete range of sets. The Lyric radio offers models from 6-tube table instruments to the high-priced radio and phonograph combinations. The Lucker Co. has added many fine accounts, among them the Glass Block, of Du-

luth; Borgen & Powers, of St. Paul; Genia Bros., of Virginia, and the New England, of Minneapolis. Magnavox dynamic speakers are going well, says Mr. Toepel, and a great many more dealers are calling than is usual.

The Lucker Sales Co. has added several new members to the force. E. L. Madigan covers southwestern Minnesota, A. G. Neilson calls on the central Minnesota dealers and Gordon W. Volkenant is in the engineering and service department of the organization.

The Belmont Corp. enjoyed an excellent month during October with the Sonora line. George A. Michel, president, attended the first

dealer display in Chicago and also the distributors' meeting in New York. A. G. Freed, of the Sonora engineering department, was in Minneapolis and talked to the Belmont organization late in October.

Columbia officers are looking forward to the appearance in St. Paul on November 21 of Paul Whiteman and his band. The Columbia artist will be at the St. Paul auditorium, and dealers are planning extensive advertising and window displays.

Edwyn Johnstone, special representative of the Columbia Co. for the Schubert Centennial, was in Minneapolis November 1. Churches, schools, libraries, theatres, civic and music organizations, radio stations and art study groups are assisting in plans for making Schubert week a success in the Northwest.

Edwin R. Dyer, president of the Metropolitan Music Co., states that October showed a big advance in radio sales over last year. The firm features the Stromberg-Carlson and Fada lines. KSTP, St. Paul station, has a morning program from 7:30 to 11 in which new records are played and accredited to the Metropolitan record department. Neil Schumacher, who for many years was with the Cable Piano Co., has returned from Florida and will be with his old firm this winter.

Newton Davis, brother of Harry Davis, of the radio department of the Rubin Furniture Co., died recently.

Ernest Hilber and John Church, of the Charles Freshman Co., were Twin City visitors and stopped at the Kern O'Neill offices.

J. E. Date reports an excellent business done in October with the Radiomaster Cabinet line.

The public and the trade showed much interest and enthusiasm over the Edison exhibit held at the new Nicollet Hotel, October 31, November 1, 2 and 3. Although the complete line was not available the models shown have been highly praised. Louis Wommer, of Minneapolis; James Carson, Chicago representative, and G. P. Morrow, of the home office engineering staff, were in charge of the presentation.

Mr. Wommer, who has charge of the Minneapolis Edison branch, is confident that the new line will go over tremendously and all that is necessary is sufficient supply.

During the month of October an unusual full-page advertisement was inserted in the three leading local papers by the Foster & Waldo Piano Co. featuring the Majestic line of radio receivers. Under the caption "Truth Is Stronger Than Fiction" there appeared the facsimiles of two checks, one for \$88,150.32 payable to the Roycroft Co., Majestic jobber, the other to the La Belle Safety Storage Co. for \$5,781. Explanatory paragraphs declared that the payment to the Roycroft Co. was for one month's (September) purchases of Majestic receivers and to the La Belle Co. for the delivery of Majestic products and other merchandise during the same month.

### Attest Federal Dis- tance-Getting Ability

Ortho-sonic Radios Are Demonstrating  
Worth in Distance Reception

Exceptionally fine reports are being received by the Federal Radio Corp., Buffalo, N. Y., in regard to the distance-getting qualities of the F models of Federal Ortho-sonic receivers, according to W. R. McAllister, sales manager of the company. The Federal organization recently added two new models, the F-11 and F-42, to their line.

Paul Godley, international amateur of Newark, N. J., reports that on twenty consecutive Saturday nights he picked up Pacific Coast stations. T. J. Telaak, with a model F in his Buffalo home, received verification of reception from station JOOK in Japan. Reports from New Zealand stated that the model F is picking up American stations frequently.

"28 Years Making Good Instruments"



Pattern No. 150  
Tube Checker  
Operates on Alternating  
Currents

## Test Tubes Without Batteries

Obviously, the elimination of A, B, and C batteries in tube testing would save a lot of time and trouble in making connections, getting the right voltage combinations, besides saving cost of batteries.

But that is what the Jewell Pattern No. 150 A. C.-D. C. tube checker does. No batteries whatsoever are needed. All that is required to prepare it for testing tubes is to plug the attached cord into a 110 volt, 60 cycle outlet, thus making use of alternating current.

Filament voltage is read on a 0-4-8 A. C. voltmeter and plate current is read on a 0-15 milliammeter, which also gives a second reading when the grid shift is used.

A five-prong socket is supplied with an adapter for four-prong tubes and a compound rheostat, for adjusting filament voltage in conjunction with the filament voltmeter, is built in as part of the tester.

All tubes from the WD-11 up to the 210 can be tested.

This new tube tester is fully described in our descriptive circular No. 2004. Write for a copy.



# JEWELL

Electrical Instrument Co.

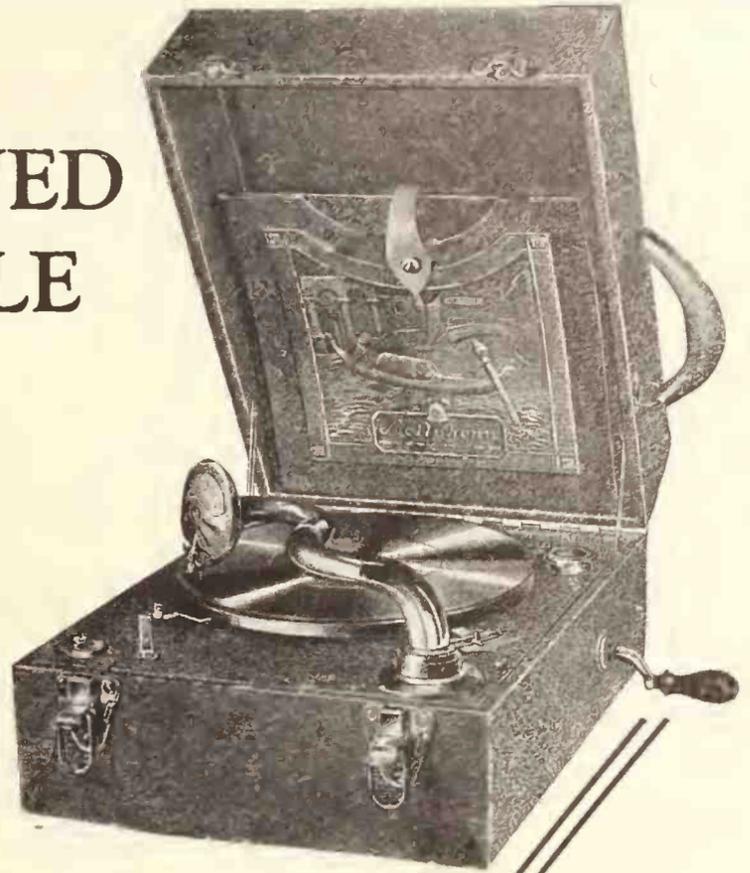
1650 Walnut St., Chicago

# Bellphonic



## The BELL TONED PORTABLE

BELLPHONIC PORTABLES ARE NOW-EQUIPPED WITH THE NEW HEINEMAN MOTORS. BELLPHONIC NUMBERS 5, 10 AND 11 ARE GUARANTEED TO PLAY TWO TO THREE RECORDS AT ONE WINDING. No. 7 WILL PLAY THREE TO FOUR RECORDS.



No. 7  
List \$25.00

No. 5, List \$12.50  
A neatly embossed compact model, vanity style, that is equal in tone and volume to that of standard sizes.



No. 10  
List \$20.00



No. 11  
List \$15.00

MODEL No. 7 IS THE ONLY PORTABLE BUILT WITH A THREE-PLY VENEER CONCEALED TONE CHAMBER OF VIOLIN CONSTRUCTION. THIS CHAMBER COMBINED WITH THE MATCHED SERPENTINE TONE ARM AND REPRODUCER GIVES FORTH THAT WONDERFULLY CLEAR AND LIFE-LIKE TONE.

Samples Sent on Approval  
Write us today

# LIFTON MFG. CO.

40-46 West 20th St.

New York City

## Cincinnati Music-Radio Dealers Prepare for Holiday Business

Christmas Stocks of Merchandise Now in Hands of Dealers and Displays Are More Extensive Than Ever—Fantle Co. Doubles Display Space—All Lines in Demand

CINCINNATI, O., November 5.—Dealers in talking machines report that the holiday demand is beginning to manifest itself, and all expect to be very busy during the next few weeks.

The George P. Gross Co. is now showing three new Brunswick combinations, namely, the 2-KR-O, selling for \$250; the 3-KR-8, selling for \$750, and the 3-MC-8, selling for \$700.

Howard L. Chubb, of the Chubb-Steinberg Music Shop, reports that the store is experiencing an excellent demand for talking machines, combinations and records, as well as for straight radio. Because of its splendid location his store has a large amount of drop-in trade.

The Starr Piano Co. has added a radio department in space formerly occupied in its store by the Biddle Brunswick & Radio Department. At present it is carrying the Atwater Kent and the Graybar lines, but other makes will be carried later on. "Our new Starr talking machines are moving well and records are in fine demand," said Manager G. E. Hunt.

The E. M. Abbott Piano Co. has just received its new Fall stock of talking machines and radio, which includes a large shipment of various models of the Majestic.

In order to make room for displaying its fine new lines of radio cabinets, the M. W. Fantle Co. has more than doubled the floor space of its salesroom. "This new line is already moving very rapidly," stated Mr. Fantle, "and as a matter of fact the demand is so great that it has at times been larger than the supply."

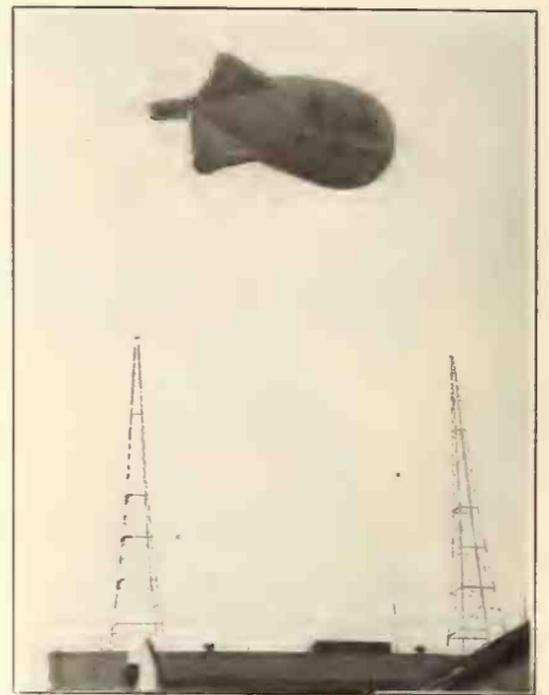
"The Columbia-Kolster electric pick-up machines are moving in a most satisfactory way,"

said Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co. "We are also having a fine demand for the new Columbia portable, which is one of our latest models. Records are in splendid demand."

The Ohio Talking Machine Co. is, according to C. H. North, vice-president, having a truly wonderful demand for the three new instruments it has just received. These are the 10-35 Automatic Orthophonic, the 10-69 Automatic Electrola, and the 9-54 Automatic Electrola Radiola instrument.

The Brunswick Co.'s local branch has just received a supply of three new combinations, the 2-KR-O, the 3-KR-8, and the 3-MC-8; according to H. H. Sellers, manager, these are going out as fast as they can get them. Their new radio, he stated, is also in splendid demand. A large and successful meeting of Brunswick dealers was held here the afternoon of October 26, with several out-of-town concerns represented, as well as a large number of dealers of this city. Following a dinner, served in the evening, there was a talk by Fred Delano, of Chicago, who is in the Brunswick record department. Another speaker was W. C. Hutchings, of Chicago, assistant general sales manager. The meeting ended with a dance and general frolic. On the following day there was a conference of sales executives, at which plans for the season were made.

The many friends of Howard Wurlitzer, former president of the Rudolph Wurlitzer Co., were very much shocked to hear that he died suddenly in New York City on October 29.



Majestic Balloon Riding on High Above Madison Square Garden During the Recent Radio World's Fair in New York City

## Graybar Employes to Purchase Business

President of Western Electric Co. Announces Sale of Electrical Supply Concern to Officers and Employes

The Graybar Electric Co., New York City, one of the largest electrical supply concerns in the world, which recently entered the radio field, will be sold to its officers and employes, according to an announcement by Edgar S. Bloom, president of the Western Electric Co. The sale is scheduled to take effect at the close of 1928. The Graybar Electric Co. was organized in 1925 to acquire the Western Electric Co.'s merchandising business, and full ownership of its stock has been held by the Western Electric Co.

Under the plan, all Graybar Electric stock will be acquired from the Western Electric Co. by the Graybar Management Corp., an organization of the officers and employes of Graybar. The capitalization of the Graybar Electric Co. will consist of \$6,000,000 preferred and \$3,000,000 common stock, in shares of \$100 par value, all of which will be owned by the Graybar Management Corp. Officers and employes may subscribe to stock of the latter company pro-rata to their salaries under three plans: An outright purchase of stock at \$100 a share; subscriptions at the rate of \$2 per month per share, requiring about four years to complete payments; and subscriptions at the rate of 20 per cent per annum, to be completed in a period of five years.

Under its new ownership the Graybar Electric Co. will remain exclusive agent for the sale of Western Electric equipment in this country and will continue to market other electrical products.

The Graybar Electric Co. recently announced to the trade a line of receiving sets for both battery and all-electric operation, under the trade name Graybar.

## Otto Heineman Sails

Otto Heineman, president of the Okeh Phonograph Corp., New York, sailed on the Mauretania November 7 for a business trip abroad and, according to his present plans, will be back at his desk about December 15.

Landay Bros., New York City, operating a chain of music-radio stores, recently increased their capital stock from 230,000 to 430,000 shares of no par value.

## Pierson Phono-Radio



LOOK at the illustration of the ORLEANS at the left. Eye Value and Sales Appeal—Plenty.

LOOK at these specifications: General Electric Motor, Highest grade Electric Pick-up; Felt-lined (patented) Record File; Newcombe-Hawley Magnetic Speaker; Special 2-way Switch; Adapter Plug and Volume Control.

LOOK—This Beautiful Walnut Phono-Radio equipped as specified at a List Price of \$185.00.

LOOK around at all lines on the market. Nowhere can you find such a value—and Remember, Pierson Quality is built into this job.

These 4 Looks Will Convince You

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.

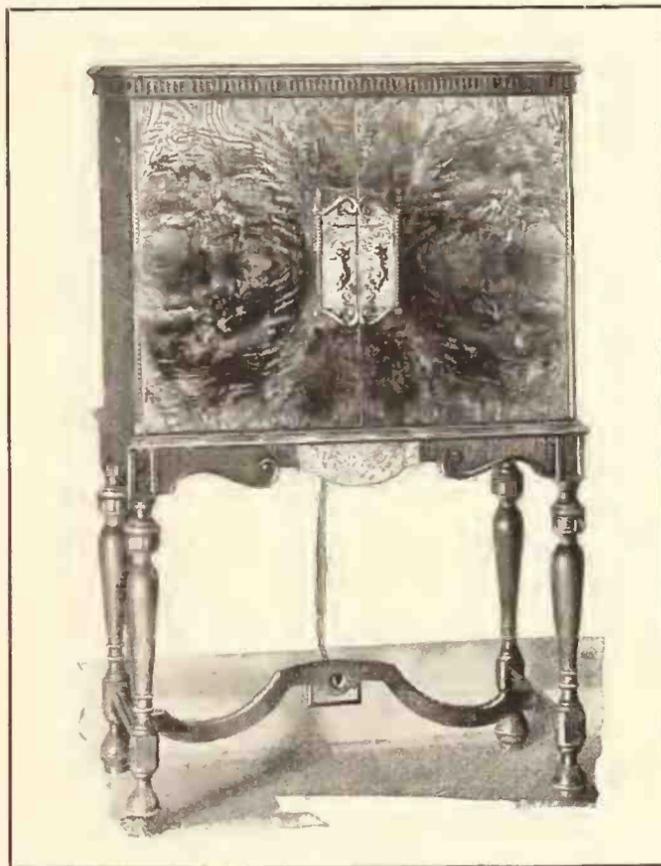
# Radio's Greatest Dollar for Dollar Value

## The **Bremer-Tully**

### RADIO-PHONO COMBINATION

The radio receiver is the famous B-T Eight employing five tuned stages, Bremer-Tully's patented Counterphase circuit, patented station indicator, exclusive rejector stage and built-in dynamic speaker of highest quality operating from filtered current.

Phonograph is operated by best grade electric motor. Turntable for records is conveniently accessible and is equipped with automatic stop. Two 12-inch record albums are furnished and compartments provided in cabinet for them.



The console cabinet is of genuine American walnut beautifully finished and set off with rare border carvings imported from Europe's finest craftsmen. Overlays of Carpathian Elm add a decorative touch to the folding doors of genuine walnut burl.

The B-T Radio-Phono combination is one of seven radio models which comprises the complete Bremer-Tully line. They are priced from \$115.00 to \$490.00, offering a size and style to meet every reasonable requirement.

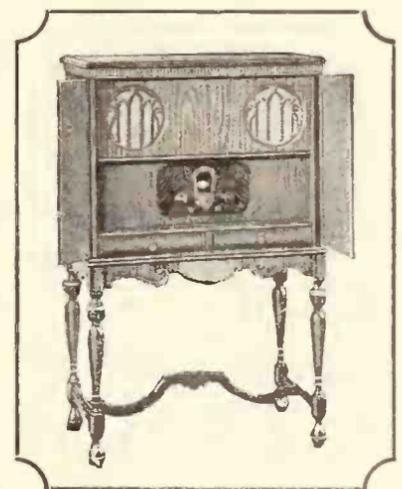
**A** NEW Bremer-Tully model offering everything that can be desired in the highest type of radio reception, together with the finest electrically operated phonograph obtainable.

Here is tonal excellence beyond even that for which Bremer-Tully Radio is so justly famous.

It won recognition instantly at the New York show as the finest instrument shown and will win equal recognition wherever it is introduced.

A superior value—unequaled at any price—and it's only \$490.00, less tubes.

Send the coupon for further information and details of our dealer franchise.



## BREMER-TULLY MFG. CO.

656 Washington Blvd.

CHICAGO, ILL.

Name .....

Street .....

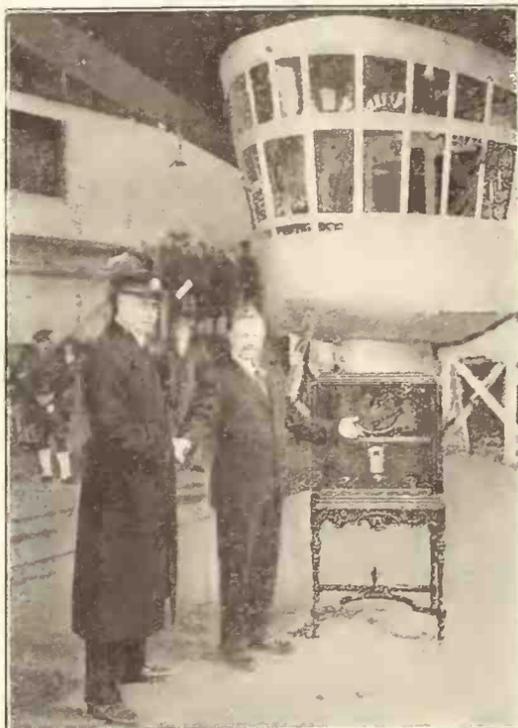
City ..... State.....

TMW-11

## Majestic Installed on Graf Zeppelin

Captain Knute Eckener Showed Great Interest in Majestic Set—First Time Complete Set Was Exported by Air

The fame of Majestic radio has reached Europe as evidenced by the interest taken in this famous radio set by Captain Knute Eckener, the hero of the Friedrichshafen to Lakehurst, N. J., flight, and son of Commander Hugo Eckener, of the Graf Zeppelin, which has made the return flight to Europe. Captain Eckener, upon his arrival in the United States, visited relatives in Philadelphia and very much to his surprise heard the Majestic playing—the very set which he heard about in Germany and made up his mind to hear and see when he arrived in the States! Captain Eckener immediately got in touch with the New York office of the Grigsby-Grunow Co., and E. H. McCarthy, Majestic's metropoli-



E. H. McCarthy Presents Majestic Set

tan manager, paid a visit to the Graf Zeppelin as Captain Eckener's guest and made arrangements to place a Majestic No. 72 Model in the Salon of the Graf Zeppelin. The set was installed Sunday morning at 11 o'clock and was working and receiving broadcasting by the time the Commander gave instructions to release ballast. This is the first time in the history that a complete radio set, for the purpose of entertainment, has been transported to any foreign country by air.

Herr Carl Buerelle, Chief Engineer of the Graf Zeppelin, also heard the set working and was very enthusiastic about it. He ordered a set to be sent to his home in Germany on the next steamer leaving the United States.

## New Kolster Device for Remote Control

A new device for controlling the tuning and volume of a radio receiver from a distant point has been developed by Dr. F. A. Kolster, chief research engineer of the Kolster Radio Corp. It is stated that the device will be featured on some of the company's 1929 sets. With this new invention it is claimed that a receiver may be operated from any point in the building in which it is installed by means of a small control unit which may be held in the hand. The same unit provides control of volume.

## Audak Salesman Reports Great Interest in Line

E. A. Schroder, of the sales staff of the Audak Co., New York, has just returned to headquarters from a trip which carried him as far as the Pacific Coast. This is the second trip Mr. Schroder has made to the Pacific Coast so far this year in the interest of the Audak line, which includes the Audachrome and the Polyphase, Singlephase and Revelation Ultra-sonic reproducers. Mr. Schroder's trip included every part of the country, as well as Canada. He reported good conditions prevailing everywhere, great interest manifested in the line, and a very bright outlook for the future.

## Opens Branch Store

The Hyde Music Co. of 301 Central avenue, Jersey City, N. J., has opened a branch store, the Hyde Radio Store at 696 Bergenline avenue, Union City, N. J.

The Hillgrove Parts & Service, Inc., La Grange, Ill., has been incorporated to deal in phonographs, radio, etc.

## Radio Protective Ass'n Elects New Directors

Plans Made at Annual Meeting to Continue Campaign to Demand Action by Congress on Dill Bill

The annual meeting of the Radio Protective Association was held during the Chicago Radio Show week and plans were made for the continuation of the Association's campaign and voted to demand immediate action by Congress on the Dill bill. The following new directors were elected at the meeting: I. R. Freed, Buckingham Radio Corp., Chicago, Ill.; Ernest Kauer, CeCo Mfg. Co., Providence, R. I.; Louis Mandel, Metro Electric Co., Chicago, Ill.; E. A. Tracey, Northern Mfg. Co., Newark, N. J.; Alex Weiss, Marti Electric Radio Co., West Orange, N. J.; J. Wiechers, Western Coil & Electrical Co., Racine, Wis. The hold-over members of the board of directors are: Harry G. Sparks, Sparks-Withington, Jackson, Mich.; R. W. Augustine, Joy-Kelsey Corp., Chicago, Ill.; Fred S. Armstrong, Fray Mfg. Co., Chicago, Ill.; Harry Chirelstein, Sonatron Tube Co., Chicago, Ill.; H. R. Rose, Shamrock Mfg. Co., Newark, N. J.

Fred S. Armstrong is treasurer of the Association, and Oswald F. Schuette is executive secretary with offices at 134 South LaSalle street, Chicago, Ill.

## Federal Receivers Shipped by Plane

The first export shipment of radios by airplane from the United States, according to the Federal Radio Corp., Buffalo, N. Y., was



Loading Plane With Ortho-sonic Radios

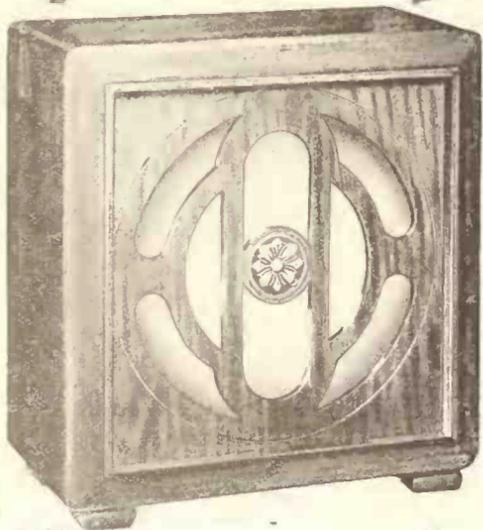
recently dispatched to the Tait Radio Sales, Toronto, Canada, to meet a rush demand. The accompanying photograph shows the Ortho-sonic models being loaded on the plane which flew from Buffalo to Toronto for this purpose.

## Columbia Features Schubert Symphony

The Columbia Phonograph Co., in commemorating the 100th anniversary of the death of Schubert, also celebrates the 100th birthday of the "C Major Symphony" by having the Halle Orchestra under Sir Hamilton Harty interpret the composition. Besides his world-renowned "Symphony No. 8, in B Minor"—the "Unfinished"—no other composition of Schubert has gained so much popularity as the "Symphony No. 9, C Major." Written in the closing period of his life, in fact, so very near his death that he never heard it played, it is the typical Schubert—rich in melody and poetic beauty, and colored with faint tinges of the various emotions. The first American presentation of the C Major Symphony was made on January 11, 1851, by the Philharmonic Society at the Apollo Rooms in New York City.

Not only beauty in appearance but beauty of tone sponsors the demand for

Stevens Speakers



Model S-28

A magnetic speaker that is setting new standards in perfection.

The new Magnetic and Dynamique models are now being exploited in an extensive consumer advertising campaign and warrant the immediate consideration of all distributors and dealers interested in more satisfactory and profitable business.

Write for trade information

# Stevens

"The Speaker that tells its own story"

STEVENS MANUFACTURING CORP.

46-48 E. Houston Street  
New York City

# The Caswell-Runyan Co.

HUNTINGTON, INDIANA

## Consoles With Personality

*Sold Direct to Jobbers*

FURNISHED WITH INSTALLATION  
PANELS FOR ANY STANDARD SET

CASWELL-RUNYAN cabinets have achieved wide distribution, the confidence of the trade, and public approval, because they are manufactured by a firm with twenty-four years of furniture building experience—a company which knows how to produce salable merchandise. CASWELL-RUNYAN jobbers receive cooperation in the development of their sales plans.

*Facilities That Guarantee Service  
When Service Is Needed*

*A Trained Force With 24 Years of Ex-  
perience in Making Quality Furniture*

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

**The Caswell-Runyan Jobber has un-  
usual advantages. Write for details**

# Rare Opportunity for Dealers in Schubert Week Observance

Centennial of Death of Famous Composer to Be Observed Throughout Entire World—Columbia Phonograph Co. Prepares and Distributes Aids for Dealers

After ten months of active work the culmination of Schubert Week—Back to Melody—organized and sponsored by the Columbia Phonograph Co., will be reached during the period of November 18 to 25 when the commemoration of the one hundredth anniversary of the death of Franz Schubert will be observed. The Schubert Centennial is being supported and endorsed by committees of musical organizations, music lovers, civic and social associations throughout the nation and in Europe, and it is estimated by the National Headquarters of the Centennial Committee, of which Otto H. Kahn is chairman of the advisory body, that 100,000 musical, educational and civic units are participating.

From a business standpoint the activities planned for Schubert Week are most interesting and cover the widest range. No less interesting and of more interest to the trade are the opportunities which await dealers who take advantage of the public interest in the music of Schubert and the material which the Columbia Phonograph Co. has issued to tie up with the centennial observance. This includes eighteen Masterworks albums of Schubert music, a large percentage of which is said to be unattainable on other makes of records. Columbia dealers who participated in the Beethoven Centennial a year or so ago will need no urging to convince them of the profit-making advantages which accrue from an active part in observances of this type. The countless columns of newspaper publicity given the anniversaries and the thousands of concerts and recitals of the great composers' music arouse the interest of the music-loving public to an extent that is easily converted into profits for the wide-awake music dealer.

The record albums issued by the Columbia Co. cover the outstanding Schubert works, ranging from songs and piano compositions to quartets, quintets, octets and impressive symphonies, all recorded by artists and organizations of recognized merit.

Columbia dealers have been provided with an abundance of educational literature with human interest appeal touching on various phases of Schubert's life and his works to be distributed to customers and prospects. These include facsimiles of original manuscripts, letters and early programs and a series of twenty essays written by musical authorities of world-wide fame. It has been estimated at Centennial Headquarters that more than a million pieces of such literature have been distributed through dealers, music clubs, educational institutions, fraternal and civic organizations and libraries and museums.

In order that Masterworks dealers might

secure the utmost benefits from the week of observance of the Centennial, dealers have been urged to co-operate with the national advertising campaign sponsored by the Schubert Cen-

ting and more than 2,000 cities have formed Schubert committees to arrange exercises, concerts, lectures, etc. Practically all the music clubs of the country will hold centennial observances as will the leading colleges and conservatories of music, over 100,000 public schools and many of the churches of the country.

The calendar for the week has been announced as follows: November 18, Schubert Sunday in the Churches; November 19, Schubert Day in the Schools; November 20, Schubert Civic Day; November 21, Schubert Fine Arts Day; November 22, Schubert Library Day; November 23, Schubert in Industry, and

November 24 and 25, Schubert Radio Days.

The Columbia Phonograph Co. and the Schubert Centennial Committee have been unsparing of money and effort to make the Schubert Centennial an outstanding success. As a prelude to the Centennial proper an International Composers' Contest was initiated under the patronage of the Columbia Co. and \$20,000 was awarded in prizes to the composers who submitted symphonic works that would revive the romantic and lyrical elements of the music of Schubert. This contest aroused world-wide interest, and the winning compositions will be featured in concerts during the week's observance. Masterworks dealers have already found a decided public interest in Schubert and have profited greatly through sales of Schubert recordings. More than 1,000 dealers have added the Columbia Masterworks albums to their record stocks during the past few months



Window Display Prepared by Columbia Phonograph Co. for Its Dealers the past few months and are prepared to take advantage of next week's extensive activities. The real benefits, however, will not be limited to any such period. The tremendous interests aroused by the Centennial will live for years and the dealer who uses this anniversary to form the foundation of a business in the better-class records will secure the benefits for which the Centennial was inaugurated.

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## A. Allen Woods Is All-American Mohawk Engineer

A. Allen Woods, captain in the United States Signal Corps during the World War, has been appointed chief engineer of the All-American Mohawk Corp., manufacturer of the Lyric receivers, it was announced recently by officials of the company. Mr. Woods comes to the All-American Mohawk Corp. with a splendid background of electrical and radio experience, gained in the army and in commercial life. The engineering staff of the All-American Mohawk laboratories now consists of fifteen engineers and draftsmen, including Paul A. Chamberlain, William Schnell, W. J. Morey and H. J. Moos.

The business of Joseph F. Stroehlein, at Catalpa and Myrtle avenues, Brooklyn, N. Y., has removed to 2856 Myrtle avenue, Glendale.



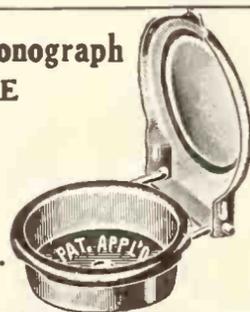
### Nickel in the Slot Electric Automatic Phonograph

Holds and plays 5 disc records automatically. Don't have to keep our machines a lifetime to pay for themselves at \$125. Electrically amplified. \$225. Write for photo of new Model G at \$195. Amplified. \$295.

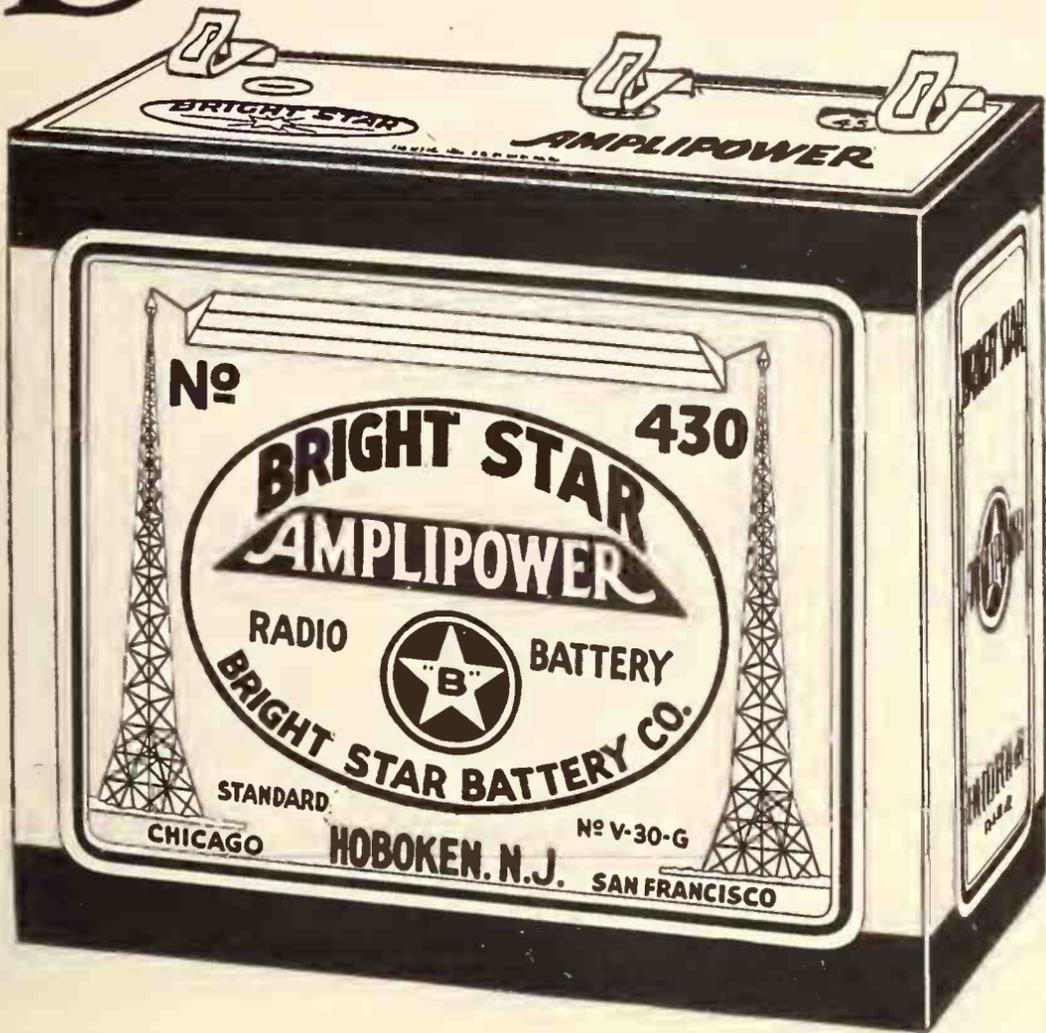
**ATLAS SALES CO.**  
Taylor St.  
Kaukauna,  
Wisconsin

### M'f'g. Radio & Phonograph HARDWARE

PERFECT  
Portable Needle Cup  
Open Stays Open  
Closed Keeps Closed  
**Star Mach. & Nov. Co.**  
Bloomfield, N. J.



# Do a little thinking for yourself:



the demand for  
**BRIGHT STAR  
AMPLIPOWER**  
will continue  
for many a year to come!

Radio engineers still agree that the ideal "B" current for really satisfactory reception is the pure direct current which can be furnished only by dry batteries.

Television, now an accomplished fact, must use the same unvarying direct current, obtainable only with dry batteries.

And the ideal "B" battery—the only one in which its makers have such confidence as to guarantee it unconditionally for a full year—is the Bright Star Amplipower!

There is no doubt, no uncertainty about its performance—the full resources of the Bright Star Battery Company stand behind the battery and the guarantee!

And what's more—Bright Star's consistent sales policy helps you to speed your turnover and increase your profits.

**BRIGHT STAR BATTERY CO.**  
HOBOKEN, N. J.

Chicago

San Francisco

“NINETEEN YEARS BUILDING THE QUALITY LINE”

## Operadio Conducts Unusual Experiment

Airplane Equipped With Positive Voice Electrical Amplifier Enables Pilot to Speak Clearly to People on Earth

An interesting experiment was recently conducted by the Operadio Mfg. Co., of St. Charles, Ill., which proved the feasibility of using an airplane equipped with a positive voice electrical amplifier for speaking from the plane to persons on earth while in flight. The airplane flew over a wide area and at frequent inter-



Plane Equipped With Operadio Amplifier  
vals the pilot gave the following message through the microphone: "If you hear me, call St. Charles 2300." This is the telephone number of the Operadio Co. and within three minutes the switchboard was blocked with calls from all towns along the route, isolated farm houses, and from individuals in automobiles along the roads, etc.

The equipment used consisted of a microphone on the instrument board, a four-tube power amplifier and batteries in the cockpit and an especially designed high-powered exponential tone chamber beneath the wings as shown in the accompanying photograph.

The Supreme Radio & Phonograph Co., New York, has been incorporated.

## Steinite Combined With L. F. Muter Co.

Listing of Steinite Stock on the Chicago Stock Exchange Discloses Combination of Two Important Firms

The recent listing of the stock of the Steinite Radio Co. on the Chicago Stock Exchange revealed that this organization is now combined with the Leslie F. Muter Co., of Chicago. The latter firm manufactures speakers and other essential radio parts, and their dynamic speakers will now be used in conjunction with the Steinite Electric AC radio. The Steinite firm dates back to 1922 and in its steady growth in the past six years has built up a large and successful radio manufacturing business.

## Authorizes Visual Broadcast

The Federal Radio Commission in an announcement on November 2 stated that Television and picture transmission will be permitted on the broadcast band until January 1, 1929, under "rigid conditions designed to prevent interference with reception from broadcasting stations." Television broadcasting is to be permitted only upon written application to, and formal authority from, the Commission, on frequencies above 1,500 kilocycles, the exact frequencies, or bands of frequencies, to be determined later.

## Issue Victor Record Hangers

The Philadelphia Victor Distributors, Inc., recently issued two window or interior hangers to Victor dealers. One lists thirty of the outstanding film theme songs with the Victor recordings of the selections and the other deals with the Victor Musical Masterpieces, listing the various album sets included in this category.

## New Signal Electric Phonograph Marketed

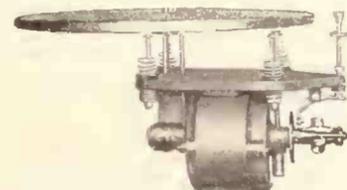
Is Especially Designed for Console Mounting—Is Power Amplified and May Be Quickly and Easily Installed

This month the Signal Electric Mfg. Co., Menominee, Mich., is announcing to the trade several new appliances that have been popular with radio retail outlets for the past several months. The Signal Electric phonograph, il-



Signal Electric Phonograph

lustrated herewith, especially designed for console mounting, is power amplified and may be installed complete in ten minutes. This phonograph is furnished in a walnut cabinet and includes the Signal Electric phonograph motor, turntable, automatic stop, phono-radio switch,



Signal Phonograph Motor  
electric pick-up and adaptors, speed control and needle cups.

The Signal phonograph motor, including a turntable and an automatic switch, is the result of years of experience in the manufacture of motors, since Signal fractional horse-power motors have been on the market for over thirty years, and are well known in the field.

# Making and Selling Raytheon Tubes

## Development of Improved Raytheon AC Tubes Required Much Research

By Austin C. Lescarbours

**S**OME wise men in centuries past stated that wherever there is smoke there is fire. And the wise man of the radio industry to-day states in much the same way that wherever there is Fred D. Williams there is a big merchandising job under way. Fred D. picks out good products, and then proceeds to merchandise them. This time the good products are the Raytheon tubes, old and new alike; and the merchandising of these products is a story that is now being written bit by bit for the enduring history of radio.

Fred D. Williams knows that selling actually begins in the research laboratory and with the engineering staff. The product, he contends, must be right; otherwise, selling simply approaches the basis of highway robbery, with the sole aim of parting the buyer from his money.

Now the Raytheon Mfg. Co., of Cambridge, Mass., is essentially an organization of research workers and engineers, engaged in converting the fruits of its efforts into marketable products. For years past this organization has been engaged in the development and production of tubes of many kinds. It has been essentially an organization of tube specialists.

The first contribution of the Raytheon organization to the radio art was the well-known Raytheon gaseous rectifier. Introduced early in 1925, this simple bulb, without filament to break or burn out, soon made radio history. It was the practical basis for pioneer socket-power operation in the form of the efficient Raytheon B-eliminators. The Raytheon organization did not stop with the development and production of the Raytheon gaseous rectifier; it went ahead in the development of suitable circuits and components, made these available to selected manufacturers, and then checked up on Raytheon units to ensure consumer satisfaction. Hundreds of thousands of Raytheon B-eliminators were produced and sold. And even now, more than three years later, there are more Raytheon gaseous rectifiers being sold than ever before.

Prior to the introduction of the present AC tubes, the Raytheon organization developed devices and means for operating the usual battery type tubes on AC socket power. From just the B supply, the research and engineering staff proceeded to practical solutions of the A and C supplies. With the introduction of AC tubes, however, the Raytheon organization realized that a simpler and more direct solution of the A supply problem was now in sight. The development of AC tubes was watched with the keenest interest. The difficulties encountered by others were noted and studied and unraveled. Finally the Raytheon staff decided to engage immediately in the development of a line of such tubes.

It reads like a romance, this development of a new and improved line of AC tubes by the Raytheon organization. It is, if anything, much the story of the House That Jack Built, for one solution led to another problem, and the solution of that to a second problem, followed

by another solution and a third problem, seemingly without end. Research problems led to engineering problems, engineering problems to production problems, and production problems to merchandising problems. To-day, however, all solutions are apparently well in hand.

Just what are the requirements of a good AC tube? Obviously we must have some basis for judging the goodness or badness of an AC tube. First of all an AC tube must operate without hum. Radio tone quality is such to-day that a noisy background cannot be tolerated. In studying the causes of hum in the usual A-C tube, Raytheon research workers found several, such as electrostatic and electromagnetic fields within the tube itself, variation in emission, due to alternations of the current, and the materials employed. With the causes known, the staff finally evolved a satisfactory filament of sufficient thermal lag, or slowness of cooling during the low swing of the alternating current cycle, to maintain an even filament emission despite the uneven flow of alternating current. The result in the form of the Ray X226, can be employed for radio-frequency and audio-frequency applications with an absolute minimum of hum.

The greatest problem, however, still remained, namely, a suitable A-C tube for the detector function. In this application the filament emission variations are more noticeable. The solution was sought in the indirect or heater method of making a cathode or emitter. Immediate and numerous difficulties arose, due to mechanical design. In the absence of prior art, there was no guidance in the matter of what materials to use. Design data was completely absent. Among the problems might be mentioned life, spacing of elements, mechanical rigidity, non-microphonic operation and positive uniformity of characteristics.

Nevertheless, rather than follow in the wake of other tube manufacturers, the Raytheon organization worked from an entirely fresh start. The first problem was one of life. A study of the usual insulator type construction, with the hair-pin heater wire threaded through two parallel holes, brought out the wear and tear on the filament due to unequal expansion of heater wire and insulator tubing, as the cause for short life. There was also need for an oxide coating that would emit copiously at relatively low temperatures.

And so there followed an extensive study and development of emitters, until a satisfactory coating was found, capable of copious emission at low temperatures. In doing away with the insulator tubing, the Raytheon engineers evol-



Fred D. Williams

ed a metal cylinder carrying the coating on the outside, and containing a coiled heater wire stretched and carefully centered by means of insulating plugs or corks at both ends of the cylinder. Instead of having to heat a large mass of insulating material, the heater wire in this instance delivers its confined heat directly to the cylinder. There is no mechanical wear and tear due to abrasive action between wire and insulating tubing. The heater wire can be operated at a lower temperature than usual, because of the greater efficiency of the emitter and the better means of utilizing its heat, resulting in quicker operation, longer life and marked economy.

The accurate spacing of elements has always been a grave problem in all three-element tubes. It is a fact that present-day radio sets of the uni-control, tuned radio-frequency type with marvelous sensitivity and selectivity depend upon definite tube characteristics. Yet, no matter how carefully the vacuum tubes are assembled at the factory, and irrespective of tests or inspections, the characteristics are likely to be altered during shaking up incidental to the process of shipment and handling.

It was to attain and maintain accurate characteristics that the Raytheon engineers sought a more rigid form of construction. This finally led to the characteristic four-post construction, in which the tube elements are rigidly supported in four directions or two planes at top and bottom instead of the usual two-directional, single-plane support. This odd design led to many production complications, for special machinery had to be developed and constructed to produce the cruciform stem. However, the efforts have been richly rewarded, for the four-post construction insures positive standardization of Raytheon tubes. A Raytheon tube can be dropped on the floor not once but several times, and it retains its characteristics. Normal shipping and handling, therefore, cannot alter the tube in any way. Microphonism, due to the vibration of tube elements, has been disposed of entirely with this rigid construction.

(Continued on page 107)

LEONARD P. CANTY

## Many Factors Responsible for Chicago's Increased Radio Sales

Combined Stimulus of Presidential Election, the Football Season, Chicago Radio Show and Improved Quality of Product Have Helped Make Best Radio Season

CHICAGO, ILL., November 8.—The combined stimulus of the presidential election, football season, Chicago Radio Show, and the general improved quality of product have served to bring about the best radio season in the history of the mid-West trade. Hardly a single manufacturer of radio receivers, loud speakers, tubes or standard accessories can be found who is able to keep pace with orders, and in the majority of instances factories are five and six weeks behind in production.

This unprecedented demand for radio apparatus, contrary to opinions held by many a few years ago, is not having the effect of injuring the talking machine business, for the phonograph makers have kept pace, and in keeping with the demand for improvement in product have introduced and are selling phonographs embodying the latest in sound reproduction. Combination instruments are much in demand, and those radio manufacturers who have not included such instruments in their lines are planning to do so in the near future. The interest in recorded music is well evidenced by the heavy demand which is being felt for electric pick-ups for phonographs, which will bring to life thousands of talking machines which have not been in active use in the home, and which will increase the sale of records.

Records have enjoyed a heavy demand throughout the Fall season, the demand for electrical reproduction, either through the talking machine or through the means of radio, having had its good effect. Portable phonograph manufacturers, after a successful Summer, report no lull in demand, but, instead, a healthy nation-wide interest in the smaller machines which is reflected in sales.

### Zenith Publicity Tie-Up

A publicity tie-up was effected between the Zenith Radio Corp. and the Lubliner & Trinz Theatres in Chicago for the broadcast of election returns on November 6, direct from the stage of each L. & T. theatre. This included the Lynch Theatre Circuit and the Stern & Myers circuit, comprising thirty theatres in all. Model 35 automatically tuned Zenith radio receivers were used and immediately after the last performance in each house election returns were given the audiences until 1 a. m. The Zenith radio receivers were on display in the various theatre lobbies, in operation, for one week prior to election night, and trailers on all the screens carried excellent publicity for Zenith. This same publicity stunt was carried out throughout the entire United States, according to W. J. Pohlman, publicity director for Zenith. Dealers throughout the country co-operated with the local theatre managers in their respective towns, resulting in Zenith receiving wide publicity on a national scale.

### Establishes Music-Radio Store Chain

The H. G. Zimmerman Co., 333 N. Michigan avenue, Chicago, recently established a chain of music-radio stores in Bloomington, Galesburg, Rockford, Peoria, Aurora and Moline. The first store was opened early in November, and in addition to music-radio products automotive and electrical supplies are also being handled.

The Zimmerman organization is laying extensive plans for its chain of stores and the firm is headed by men with many years of mer-

chandising experience. H. G. Zimmerman, president, was associated with the General Motors Corp. in an official capacity for many years. K. L. Zimmerman is vice-president and general manager and Charles R. West is merchandise manager.

### Chicago Kolster Dealers' Club Meets

The second meeting of the Chicago Kolster Dealers' Club sponsored by Waken & Whipple, Inc., distributors, was held at the Lake Shore Athletic Club on October 16, with a large attendance. The principal speakers of the evening

(Continued on page 106)

# CONFIDENCE

IF you are selling Kimball phonographs you are confident of making the hardest kind of sale, for with your KIMBALL agency you have more to talk about, more tools to work with, than you have with any other line.

KIMBALL is the largest builder of fine pianos and gigantic pipe organs in the music trade. The same organization is responsible for the

## KIMBALL PHONOGRAPH

The same name goes on the phonograph that goes on an organ costing \$135,000 or more.

TRY IT!

# W. W. KIMBALL CO.

Established 1857

306 S. Wabash Avenue

CHICAGO

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 105)

ning were Carroll Van Ark, publicity director of the Kolster Radio Corp., Newark, N. J., and Harry Fogleman, vice-president of the Sheldon School of Scientific Salesmanship.

Mr. Van Ark explained in detail the various ways of securing publicity and the things done by Kolster in order to keep the Kolster name before the public. He also described the radio equipment taken by the Byrd Polar Expedition, as well as giving interesting facts concerning the Kolster background.

Mr. Fogleman's talk was on the science of salesmanship. He gave many good ideas on the proper approach and handling of customers. Following Mr. Fogleman's address, the meeting was thrown open for the discussion of dealer problems.

#### Zenith Automatic Tuning Scores

Zenith automatic tuning made a great hit with "Our Gang," Hal Roach's famous comedy kids of the movies during their last visit to Chicago. "Just pweess the button and there she am," said Farina in demonstrating its amazing simplicity



"Our Gang" Enjoy the Zenith to the rest of the "gang." Zenith radio receivers are popular in Hollywood, many of the most prominent stars being owners of Zenith sets.

#### Stocking Exercising Devices

During the past few months an increasing number of retail dealers in the music-radio field have included in their stock vibrating exercising machines which have recently achieved widespread distribution and sale. Exercising machines were first used in beauty parlors to give treatments for reducing and health purposes. Later the products were so manufactured that they might be installed in the home and used regularly each day by the purchaser. The sale of such an instrument does not suffer because of seasonal influences and dealers who are selling vibrating exercising machines report that there is a steady and increasing demand for the products.

One of the leading manufacturers, the Diamond Appliance Co., South Bend, Ind., is launching a vigorous campaign in the radio field and at the present time a number of prominent radio distributors are handling the Diamond Exerciser and Diamond Vibrator, selling them through dealer outlets. Among these distributors are Telephone Maintenance Co., Chicago, Ill.; M. & M. Supply Co., Cleveland, O.; K. W. Radio Co., New York City; Trilling & Montague, Philadelphia, Pa., and Peaslee-Gaulbert Corp., Louisville, Houston, Dallas, Atlanta.

In order to stimulate sales and create interest in the product, the Diamond Appliance Co. furnishes lady demonstrators for the retail trade. The distributor arranges a schedule whereby the demonstrator appears at the dealer's store and gives three full-day demonstrations in the dealer's window per month. Early in November the Telephone Maintenance Co. in Chicago staged a series of successful window demonstrations. Situated on a street which is

unimportant as far as retail shopping is concerned, the display attracted a large number of consumers. The Diamond Exerciser retails for \$100 and a direct current motor may be secured at an additional cost of \$10. The Diamond Vibrator retails for \$160, with \$10 additional for the direct current motor.

#### Hi-Jackers Steal Majestics

On the morning of October 12, a truck carrying twenty-five model 72 Majestic radio receivers from the factory of the Grigsby-Grunow Co. to the warehouse of the company's northern Illinois distributor, the Harry Aiter Co., Eighteenth and Michigan avenue, Chicago, Ill., was held up by armed bandits and driven off. The driver was forced into a closed car at the point of a gun, taken to a distant part of the city, and abandoned.

The Grigsby-Grunow Co. immediately sent serial numbers of all the stolen sets to all police stations of the city and to all Majestic distributors, in an effort to recover the receivers and deliver them to their rightful owners. In addition to this a reward of \$500 was posted by Grigsby-Grunow for information leading to the recovery of the merchandise and the arrest of those concerned.

Late in the evening of October 16, a man walked into a Majestic dealer's store on the north side of Chicago and said that he wished to have some repairs made on a Majestic Model 72, which he had in his car. When it was placed upon the dealer's floor, the dealer noted that the set had been very roughly handled, and said it would have to go back to the factory for repairs. The supposed owner of the set became frightened and said that he did not wish to have his set returned to the factory. With these words, he got in his car and drove away, leaving the set.

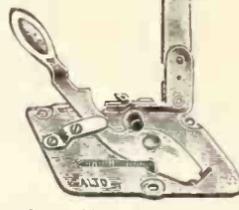
The dealer noted the license number of the car as it drove off and through the police the license was traced to the owner of the car. Detectives Burns and O'Donnell of the Chicago police department arrested the owner, Frank

Manufacturers of the Alto Fibre Needle Cutter



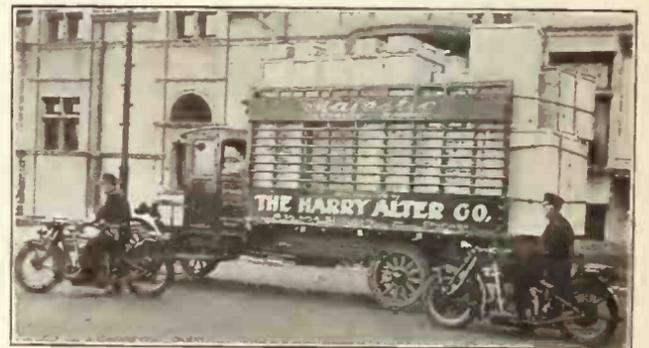
**Accurate!**  
**The Alto**  
Automatic Stop  
For Phonographs

Accuracy at low cost means satisfied customers. Fits under the turntable. Simple to attach. With a record of ten years satisfactory service in the phonograph industry.



Alto Mfg. Co., 1647 Wolfram St., Chicago, Ill.  
Canadian Distributor: Universal Supply Co., Toronto, Ont.

Munger, that evening, and through him were able to get back two of the hi-jacked Majestics. While Munger was not actually one of the thieves, it was indicated that he had been hired by them to install the stolen sets. It was also discovered that hi-jackers had taken orders in



#### Police Protect Majestic Shipments

advance for the twenty-five Majestics and then had stolen enough sets to fill them.

This is probably the first time in the history of the radio industry that popular demand has made it profitable for thieves to steal radio receivers and sell them to waiting customers, and due to this condition, trucks leaving Grigsby-Grunow Company's plant to go through parts of Chicago in which such criminal operations are liable to occur have been placed under an escort of motorcycle police.

## Sampson Co. Holds A. K. Exhibitions

One of the most intensive programs of dealer co-operation in recent years was launched by the Sampson Electric Co., of this city, distributor for Atwater Kent radio, during the month of October. This progressive distributor instituted a series of Atwater Kent radio salon exhibitions in association with resident dealers in the following cities: Aurora, Decatur, Danville, Rockford, Rock Island, Galesburg, Peoria, Ottawa, Bloomington, La Salle and Streator, Ill., and Valparaiso and South Bend, Ind.

In each instance an elaborate display at the leading hotels in each city was made of the advance Atwater Kent models, including Model 43 dynamic receiver, and its companion piece, Model F dynamic speaker.

The public was invited to attend through newspaper and direct-mail invitations sponsored by the Sampson Electric Co. and local dealers. The attendance at each of these events was record-breaking and an unusually large volume of business was booked. The exhibitions were conducted under the direction of George Wertzler, sales manager of the Sampson Electric Co., and Charles Weisser, assistant district manager of the Atwater Kent Mfg. Co.

## Appoints European Crosley Distributors

Charles J. Hopkins, manager of the foreign department of the Crosley Radio Corp., Cincinnati, O., who recently returned from a business trip to Europe, has announced the appointment of Sig. Viganti-Menotti as Crosley dis-

tributor for Italy and Codina & Roig, of Barcelona, for Spain. Both of these concerns have distributed Crosley products in the past, but the new arrangements call for their covering a much wider territory. Mr. Hopkins also visited Paris, where he investigated the subject of high-wave broadcast receivers. In London he had a conference with the Rotnernel Corp. Ltd., Crosley distributor in Great Britain.

## Large Outlets Add S. Freshman Line

Many large radio outlets have arranged to handle the President receiver of the S. Freshman Co., Chicago, Ill., according to an announcement by the Martwel Corp., New York, Eastern distributor. Among these outlets are: Hearn's Department Store, City Radio and F. P. Altschul, New York City; Loeser's Department Store, Brooklyn, N. Y.; Frank & Seder, Philadelphia, Pa.; Eisenberg's, Baltimore, Md.; William Moses Sons, Washington, D. C.; Meier & Frank, Portland, Ore., and Bing & Co., Cleveland, O.

## Magnavox Co. Issues Attractive Poster

The Magnavox Co., Oakland, Cal., recently prepared and issued to its dealers an attractive three-panel window and interior display poster featuring the Magnavox dynamic speaker, stressing the phrase "Realism." The poster is multi-colored, the two side panels depicting a thrilling play in a football game and a dance orchestra and the center panel showing a family of three members listening to the broadcast.

## Making and Selling Raytheon AC Tubes

(Continued from page 104)

And still the Raytheon job could not be considered complete. At this point the matter swung into the province of Fred D. Williams, vice-president in charge of sales. He must merchandise these tubes in a manner befitting the original research and development work which they represent. And Fred D., entirely in his element, has lost no time in working up a complete merchandising plan. He has dressed up his tubes in the most attractive carton with white, black, red and green, arranged in a futuristic pattern of curves and bull's-eyes. He has arranged to pack the Raytheon tubes in boxes of 12, 24 and 48, so as to save the jobber the trouble and expense of breaking up an entire 48-tube box and repacking 12 or 24. He has organized a live force of salesmen covering the entire country. He has arranged for a nation-wide advertising campaign, seasoned with a live-wire publicity campaign, so as to acquaint the public with these improved A-C tubes. The final link in the merchandising chain is the jobber and dealer, and here the co-operation of those out to build a permanent trade on the basis of good merchandise is awaited.

The Raytheon line of receiving tubes begins with a group of the four most popular tubes today—the Ray X 226, Ray 227, Ray X 171-A, and the Ray X 280. Others are to be added in due turn, until the line will include not only the standard types now used, but entirely new types based on original Raytheon research.

## Buys Interest in All-American Mohawk

The Rudolph Wurlitzer Co., one of the largest manufacturers, importers and dealers of musical instruments, has acquired a substantial interest in the All-American Mohawk Corp., Chicago, maker of Lyric radio receivers. E. N. Rauland, formerly president of the All-American Mohawk organization, continues as chairman of the board of directors, and Eugene Farny, formerly of the Rudolph Wurlitzer Co.'s Chicago branch, has been elected president of the All-American Mohawk organization. Gustave Frankel continues as vice-president of the organization, as well as Otto N. Frankfort, vice-president in charge of sales. The company's manufacturing facilities in Chicago were enlarged and greatly improved through the merger last Spring of the All-American Radio Corp. and the Mohawk Corp. of Illinois, and since wide national distribution has already been accorded the Lyric receiver, aggressive advances in the entire scale of operations of the corporation are anticipated.

## Trade News in the Richmond Territory

RICHMOND, VA., November 8.—Friends and well wishers of the firm turned out in large numbers the evening of November 1 to attend the formal opening of the new home of the Corley Co. at 213 East Broad street. The entire building was open for the inspection of the public from the hours of 7 to 11 p. m. No business of any kind was transacted during the evening. The former Corley store was destroyed by fire.

Several representatives of the Victor Co., which the store has long represented here, were present extending their well wishes and assisting in receiving the public during the evening.

During the same week Walter D. Moses & Co. also held the formal opening of their beautiful remodeled store at 103 East Broad street, keeping open each evening throughout the week

until 10 p. m. It, too, has long been a Victor dealer. It is featuring Victrola-Radiola combinations and Stromberg-Carlson radios.

A new music store is being opened here at 315 North Second street by J. T. Wallace, who was formerly with James K. Polk, Inc., at Atlanta. It will be known as the Okeh Music Store, handling phonographs, Okeh records, portables and accessories.

The Richmond branch office of James K. Polk, Inc., held a sales meeting here November 2-3, which was attended by P. C. Brockman, general sales manager of the company, and Thomas Rockwell, director of Okeh record recording at Atlanta. Another in attendance was John Casagrande, of the Caswell Manufacturing Co., of Milwaukee, maker of portables. Salesmen traveling the territory served by the Richmond branch office, which includes Virginia, North Carolina and eastern West Virginia, also participated in the meeting.

The Graves Co., of Danville, Va., which is opening a music store at 23 West Broad street, operates a chain of eight stores altogether.

D. T. Moore, formerly with its Martinsville, Va., store, will be in charge of its local unit. Brunswick and Columbia lines of phonographs will be carried, and also the Radiola and Atwater Kent radio lines.

Together with A. A. Bombe, field engineer of the Edison Co., and R. R. Krach, general supervisor of all branches, P. J. Costello, manager of the Richmond branch of that company, has been making a tour of Virginia and North Carolina territory, demonstrating the new Edison radio and radio-phonograph instruments. They first gave a demonstration here. They then visited other points in the territory. A new Edison dealer at Elizabeth, N. C., is M. G. Morrisett & Co.

The Columbia Furniture Co. has taken on the Fada line of radios, in addition to the Atwater Kent, which it was already handling.

The Kaufman Department Store has added the Atwater Kent line.

Goldberg Bros., distributors of Lyric and Artone lines, announce new warehouses in Norfolk, Lynchburg and Washington.

## 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



**Radiola Model 41**  
Radio Corp. of America, New York.  
Radiola 41, tuned radio frequency type, AC operated, utilizing four UX-226 Radiotrons as first audio frequency and radio frequency amplifiers. A UX-227 serves as the detector and a UX-210 power Radiotron is used as the second audio frequency amplifier. This circuit and tube combination designed to provide keen sensitivity and selectivity, with output of large, undistorted volume. New type of electro dynamic speaker built-in, with direct current delivered by a junction type rectifier attached to the speaker unit. Cabinet of walnut finish, decorated with carved moldings. It is 50 1/2 inches high, 26 1/2 inches wide and 16 1/2 inches deep. Front doors are hinged in such a way that they may be turned back along the sides of the cabinet. Loud speaker grilles opening is in the upper portion, with tuning and volume controls below for convenient chair height operation. This arrangement provides loud speaker with unusually large baffle area for electro dynamic reproducer. Current may be provided from any 50 to 60 cycle, 105 to 125 volt, AC lighting circuit. Rectification of plate and grid power supply provided by UX-230 Radiotron. List price \$215, without Radiotrons.

**H. L. Hubbell, Grand Rapids, Mich.**  
No. 22 phonograph console combination cabinet designed to house practically any table model radio receiver with but a few exceptions. The cabinet can be secured equipped with magnetic speaker and Gordon electric phonograph motor and pick-up or



**Hubbell Combination Cabinet**  
without speaker, or pick-up or with pick-up and motor but without speaker. The electric pick-up is complete with starting switch, automatic shut-off switch and other essentials. Is finished in either walnut or mahogany with two coats of lacquer, dull rubbed. List prices: console complete with phonograph motor and pick-up, speaker and panel, \$100; console with phonograph motor and pick-up without speaker, \$85; console only, \$40.  
No. 22A table model designed to accommodate phonograph motor and pick-up, radio receiver and speaker with space for records. Similar in finish and equipment to console model. List prices: table model with phonograph motor, pick-up and speaker complete, \$85; with phonograph motor and pick-up, without speaker, \$70; cabinet only, \$25.

**F. A. D. Andrea, Inc., Long Island City, N. Y.** Model 72, radio-phonograph combination, utilizing the same chassis as the Fada 70 and a phonograph with super-dynamic speaker, powered and motored electrically from the AC light socket. Phonograph equipped with automatic stop, electric pick-up, volume control, and turntable is driven by an induction type noise-

less motor. Needle cups and four hand-tooled record albums provided. Connection for radio and phonograph operated by a switch. Radio receiver is all-electric neutralized tuned radio frequency, using six 227 indirect heat-

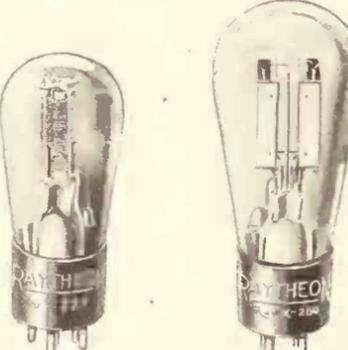


**Fada Radio-Phonograph**  
er type AC tubes, two 210 type power tubes and one 2S1 type rectifier tube. Completely shielded. Single dial control, with combination pilot light and illuminated station finder. Concealed loop antenna is in the left-hand door of the console, with switch to change from loop to antenna operation if desired. For use on 50 to 60 cycle, 90 to 130 volt power lines.  
Model 15 Fada electric dynamic power speaker for use on 50 to 60 cycle, 90 to 130 volt alternating current. Can also be used with storage

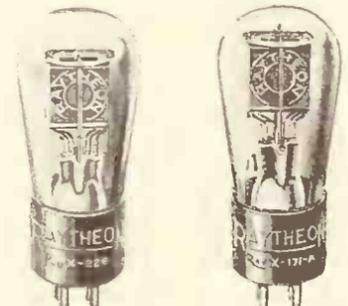


**Model 15 Fada Speaker**  
battery, or operated from direct current if special connection instructions are followed. Seven-inch cone with extra heavy electro magnet. The unit is of open construction with U yoke type magnet with contact surfaces. Built-in dry power supply requires no rectifier tube. The cabinet is of mangle clock type, finished in walnut. May be obtained separately for installation in console models. List price \$55; chassis alone \$40.

**Raytheon Mfg. Co., Cambridge, Mass.** Four new AC tubes: Ray-227, detector amplifier (AC Heater), 2.5 volts, 1.75 amperes, plate 180 volts (maximum), list price \$4.00; Ray X-226, amplifier (AC filament) 1.5 volts,



**Ray-227**  
1.05 amperes, plate 180 volts (maximum), list price \$2.25; **Ray X-280**, power amplifier, 5.0 volts, .25 ampere, plate 180 volts (maximum), list price,



**Ray X-226**  
\$.75, and **Ray X-280**, full wave rectifier, 5.0 volts, 2.0 amperes, plate 300 volts AC (maximum), .125 ampere DC (maximum), list price \$4.25.

Complete line of Raytheon foto-cells, made in both hard vacuum and gas-filled types, as well as in bulb and tubular shapes. Now available in two spherical bulb types and three tubular types, to meet a wide variety of uses in television, daylight recording photometer, fire alarm system, laboratory, experimental and other applications.



**Ortho-sonic Model F-11**  
Federal Radio Corp., Buffalo, N. Y.  
Federal Ortho-sonic models F-11 and F-42. F-11 is a table type and F-42 console model in mahogany and walnut. Both are seven-tube receivers,



**Ortho-sonic Model F-42**  
operated on ground and aerial, and are obtainable for either battery or all-electric operation. The electric sets are also made for 25-cycle current.

**Amoroso Manufacturing Co., Boston, Mass.** Gap-Less Lightning Arrester. Made of brown porcelain, nicked brass hardware, 4 1/2 inches long, 1 3/4 inches



**Gap-Less Lightning Arrester**  
wide and 1 3/16 inches high. Has been tested and is listed by the Underwriters Laboratories as standard. Intended retail price 75 cents. Included in Amoroso aerial kit, or may be had separately if desired.

**Carryola Co. of America, Milwaukee, Wis.** Carryola electric pick-up for phonographs, replacing mechanical reproducer. Reproduces records through speaker of radio receiver, volume con-



**Carryola Electric Pick-up**  
trolled by knob on modulator. Pick-up attaches to tone arm and is connected by wires to detector tube prong and ground post of receiver. Furnished in either AC or DC form. Retail price \$7.50.

**Colonial Radio Corp., Long Island City, N. Y.** Colonial Model 31 AC, consisting of three units, the radio receiver chassis, power speaker chassis and console cabinet in which both are housed. The receiver unit has 12-point plug for electrical connection to the power speaker unit and also a phonograph pick-up jack. The power

speaker unit is equipped with positive and instantaneous automatic line voltage regulating feature which insures normal operation on any electric light line voltage from 90 to 130, and said to prevent tube burn-outs from voltages even in excess of 130. The Cutting dynamic speaker is oversized. The receiver and power units are mounted inside the cabinet on sponge-rubber set in the wooden supports. These cushions absorb the vibration which otherwise would be set up throughout the entire apparatus due to the tremendous driving power of the Cutting speaker.



**Kellogg Model 520 Table Type**  
Kellogg Switchboard & Supply Co., Chicago, Ill. Model 520 table type receiver embodying the "B" chassis. Cabinet combines brown metal side panels with walnut top, corners and bottom. Height 9 1/2 inches, depth 12 1/2



**Kellogg Model 521 Console**  
inches, width 28 inches. List price, including Kellogg AC tubes, \$115.  
Model 521, walnut console receiver with built-in magnetic cone speaker. Height 41 inches, width 30 inches, depth 12 inches. List price, complete with tubes and speaker, \$199.50.

**Quam Radio Corp., Chicago, Ill.** Model A Quam clock type cone speaker. Lacquered steel base and sturdily built frame of gold bronzed finish.



**Quam Clock Type Speaker**  
Faced in gold silk. Thirteen inches in diameter. List price \$17.50.  
Model B, Quam cone speaker same finish and design as Model A. 9 1/2 inches in diameter. List price \$15.00.

**Areturus Radio Co., Newark, N. J.** Type 126 H heater tube for use in the conventional amplifying circuits employing the 26 type of tube. Filament voltage 1.5 volts, filament current 1.05 amperes. Can be plugged into the standard four-prong socket, and no circuit changes are required.

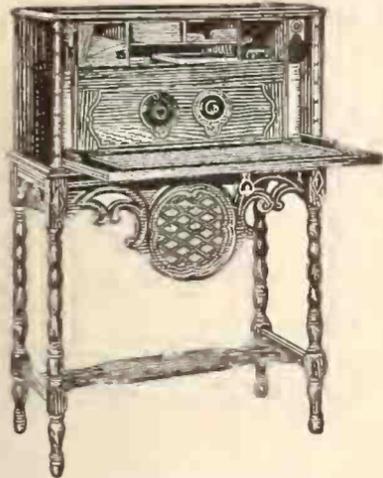
Type 126 heater tube, having the same characteristics as type 126 H, but employing an emitting filament.

Type 071H heater tube. Operates from a five-volt direct current or AC source. Designed to be substituted for the 71 type tube without changes in wiring or voltage. Emission characteristics of the heater type remain constant throughout the life of the filament, due to the relatively large cathode area. Said to have average life in excess of 2,000 hours

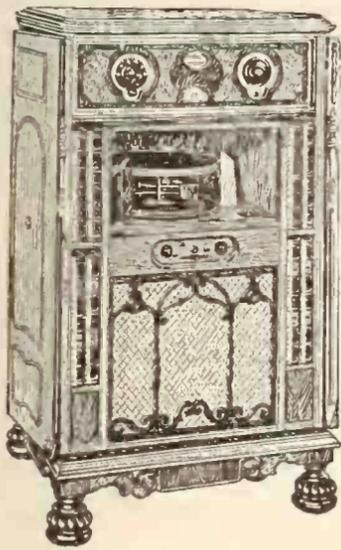
**DeJur-Amsco Corp., New York.** Radio frequency choke, suitable wherever radio frequency currents are to be retarded. The unit is completely encased in bakelite, hermetically sealed and furnished with two metal binding posts. Mounting holes are located on base permitting baseboard or sub-panel location.

# The Newest in Radio

Pooley Co., Inc., Philadelphia, Pa. Model 7400 desk cabinet for Atwater Kent radios. Installation of receiver made from front or back of cabinet, and grille panel for the installation of



speaker. Height 44 inches, width 29 1/4 inches, depth 14 inches. Model 7900, known as the radio-automatic phonograph de luxe. In addition to radio set and speaker housing, is equipped with automatic phonograph which will play ten records continuously, chang-



ing and restacking them automatically. Control knob also makes it possible to select any number of records less than ten. Has electric pick-up using audio amplification of radio set with special power amplifier and dynamic speaker.

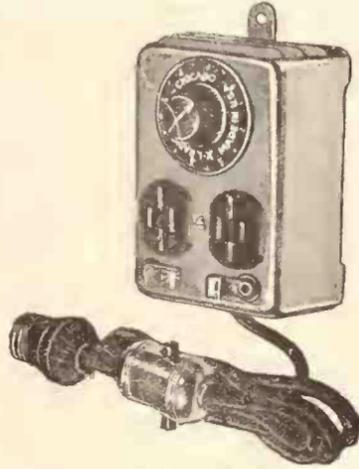
Robert Findlay Mfg. Co., Brooklyn, N. Y. Tables 1/60 and 1/60A, designed for the Radiola 60. On Table 1/60A the RCA 100A speaker unit is concealed in a specially constructed



metal housing. This acts as the loud speaker and is decorated with a pentagon grille, firmly fastened to the face. Table 1/60 has neither housing, grille nor speaker unit. These console tables are entirely of metal and artistically colored in walnut and gold (electro-plated), matching the set which they are to accommodate.

X-L Radio Laboratories, Chicago. The X-L Link, which makes possible the complete operation of a radio receiver from the light socket. Provides antenna, ground, voltage regulator, double receptacle outlet, switch to control receivers using A and B power units and a fuse that protects the set. Enclosed in small compact unit that can instantly be connected to any receiver operated from light socket. Furnished in brown Bakelite trimmed with buffed silver finish. Antenna and ground are obtained by special bal-

anced capacities coupled to the light wire, and in most cases imparts an unusual degree of selectivity to broad tuning receivers. Voltage regulator



controlled with single knob. May be installed inside or outside of cabinet. List price \$5.75.

Markel Electric Products, Inc., Buffalo, N. Y. Tables and benches for radio receivers, wrought in metal. Model B, Heraldic design, hand-hammered, with crest and shield symbolic of ninth century craftsmanship. Equipped with magnetic speaker. Bench to match with rounded corners.

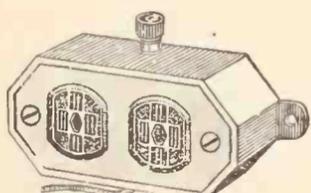


Markel Table Model B upholstered in velour, turkey red or moss green.

Model A, Conventional type, available with either dynamic or magnetic speaker equipment. Bench to match with rounded corners, similar to bench available with Model B. Sizes and



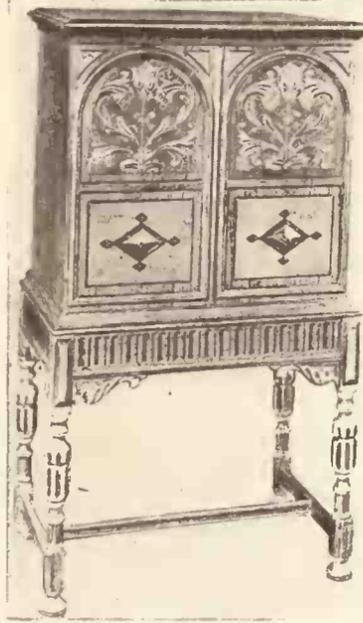
finishes to harmonize with leading numbers in nationally known lines of receivers, including RCA, Atwater Kent, Crosley, Freshman, King, Kolster, Sparton, Steinite and Stewart-Warner. List prices range with integral speaker \$29.50 to \$47.50. Available with RCA, Peerless and Utah speakers.



Yahr-Lange Kabinettenna Yahr-Lange, Inc., Milwaukee, Wis. Kabinettenna, inside aerial for radio

receivers. Provides electric power for dynamic speaker and radio chassis. Complete light socket operation with only one plug in the wall socket. Requires no lightning arrester and is said to reduce static and local interference. May be mounted inside or outside of radio cabinet. Retail price \$4.50.

Fansteel Products Co., Inc., North Chicago, Ill. Model B-7 Balkite high frequency radio receiver employing the same circuit as in Balkite Symphonion Model B-9. Sixty cycle, converts regular AC current to a frequency of



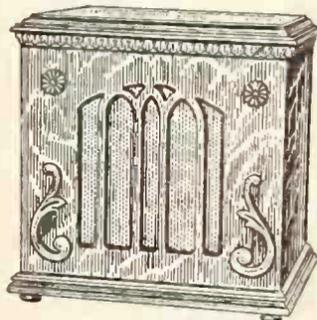
three million cycles thereby making possible the use of 201-A tube circuit with greater range and forcefulness. Uses 5 201-A tubes, 2 181 tubes, 1 210 and 1 250 tube. Cabinet is Berkeley & Gay high-boy type same as Balkite Model A-7. Retail price \$475.00.

Aston Cabinet Manufacturers, Chicago, Ill. No. 223, radio cabinet, height 55 inches, width 35 inches, depth 18 1/4 inches. Entire front of five-ply butt burl walnut. Satinwood overlay on doors. Grille finished in French polychrome with dash of color. Doors



when opened leave 11 1/2-inch opening for dials. 11-inch by 24-inch baseboard, removable for easy mounting of chassis. Mounting panel 11 by 12 inches. Speaker compartment 14 by 31 by 8 1/2 inches.

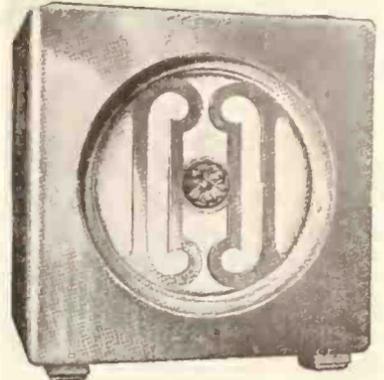
O'Neil Mfg. Corp., West New York, N. J. Model A-51 Speaker. List price



\$50, designed to cover slightly lower-priced field than models 502, 503 and

A-506. Model A-51 is equipped with O'Neil standard reproducing unit in two-tone walnut piano finish cabinet. Width 14 1/2 inches, height 14 inches, depth 11 inches. With table to match \$10 extra.

Stevens Mfg. Corp., New York. Dynamique-110 Speaker, 110 volt AC op-



eration. Housed in modernistic cabinet faced with silk grille on mahogany ground. Burtex diaphragm. List price, cabinet model \$65; chassis alone \$45.

Signal Electric Mfg. Co., Menominee, Mich. Signal electric pick-up, for use



in electric reproducing phonograph or radio-phonograph combination instruments. Volume control in base of tone arm. Dark antique finish; AC and DC adaptors included. List price \$13.

Otto N. Frankfort on Trip

Otto N. Frankfort, vice-president in charge of sales of the All-American Mohawk Corp., Chicago, left recently for an extended tour of the western part of the United States. He first visited the Lyric distributors: Listen-walter & Gough, San Francisco and Los Angeles. In other Western States Mr. Frankfort planned to visit Lyric distributors, presiding at a number of dealer conventions.

"Sonny Boy" Releases

The Victor Talking Machine Co. recently announced the special release of two records of "Sonny Boy," the theme song of the Vitaphone feature picture, "The Singing Fool." They are a vocal selection by Elliott Shaw, coupled with "Forever," sung by Lewis James, and an organ recording by Jesse Crawford, coupled with "I Loved You Then as I Love You Now," by the same organist. These records, together with a dance recording of "Sonny Boy" by George Olsen and His Music, will be featured in the Victor car card advertisements.

Appoints Wholesalers

Negotiations have been completed by the Federal Radio Corp., Buffalo, N. Y., with Bunnell-Stevens Co., Inc., Binghamton, to act as Federal Ortho-sonic wholesaler in the Binghamton trading area. Another Federal Ortho-sonic wholesaler recently appointed is Stevens & Rathkey, Inc., well-known distributor of Portland, Ore.

RMA Congratulates President-elect

The following telegram was sent to President-elect Hoover on November 7 by Major Herbert H. Frost, of New York, president of the Radio Manufacturers' Association:

"Radio Manufacturers' Association, representing 98 per cent national radio distribution, extends sincerest congratulations your virtual 98 per cent victory. Wish you all success new administration. Radio interests, of course, especially gratified that you have long experience, broad knowledge and sincere sympathy with radio and its problems."

# St. Louis Talking Machine-Radio Dealers Predict Greatest Season

Consensus of Opinion of Leading Dealers Is That Present Year's Business Will Rank With Best Ever Experienced—Conroy Co. Adds Phonograph and Radio Sections

ST. LOUIS, Mo., November 7.—That the present year will be one of the greatest experienced in the talking machine and radio trades in the St. Louis district is the consensus of opinion expressed by virtually all of the leading concerns of the city and adjacent territory.

"Our business is far ahead of last year," was the comment of officials of the Koerber-Brenner Co., local Victor distributor. With deliveries of new instruments being made, the company's total volume of business for the year will be comparable to 1926, a record year.

The Conroy Piano Co. has entered the talk-

ing machine and radio field. The company has acquired the complete line of Victor and RCA products. The Sampson Radio Co. also added the Victor line.

The Koerber-Brenner Co. is preparing to formally introduce to the public the new 10-35 Orthophonic Automatics, the 10-69 Electric Automatics and the new combinations to the trade. Large orders are anticipated.

Announcement was made by the Koerber-Brenner Co. that H. J. Tucker, who formerly traveled the Missouri-Illinois territory for the Brunswick Co., had been placed in charge of the southern and western Missouri and Kansas territory of the company. He will succeed E. R. Rauth, who will devote the entire time to the city of St. Louis.

Columbia business in the St. Louis district was reported as "phenomenal" by H. A. Pope, assistant manager of the local branch. He declared that the demand for Columbia instruments had exceeded expectations.

E. L. Estes, formerly of the Atlanta, New Orleans and Dallas branches of the Columbia Co., has been transferred to St. Louis and will have charge of the Illinois-Indiana-Kentucky territory. He is now in the field.

R. F. Bolton, manager of the Columbia foreign record department, was a visitor to St. Louis during the month. He spent two days going over the foreign record situation here.

Artophone business has been stimulated by the recent announcement that the company had assumed the distribution of Vocalion and Paramount records in four of their principal branches. The company announced the additions of Jack Rice to the Kansas City sales force, H. L. Gruppe, R. D. Dobbins and H. A. Miller to the Dallas branch; J. Nauman and Joe Lippel to the St. Louis force, and H. M. Crowe and W. H. Mattingly to the Memphis staff to care for increased business.

The Brunswick Co. reports a continuance of the good business that characterized the previous months of the year, while the local branch of the Edison Co. announced that great interest was being manifested in the new combinations recently introduced to the trade.

The Leacock Sporting Goods Co. here has added a radio department, with R. J. Liebe as manager. Leading lines are carried.

The Rich Electric Corp. and the Brandt Electric Co. have been appointed Graybar dealers in St. Louis.

Arthur Kaemmerer, formerly of the Kaemmerer Music Co., has joined the Laudel Radio Co. He will be sales manager. The firm is to handle Brunswick receivers and Panatropes and Atwater Kent receivers.

## Grand Jury Indicts Congress Radio, Inc.

The Grand Jury recently filed an indictment against Congress Radio, Inc., a radio dealer in New York City; and Isaac Greenberg, their secretary, for having in their possession Majestic radio receivers from which identifying serial numbers had been removed. Mr. Greenberg was first arrested and held in \$1,000 bail in September on complaint of E. H. McCarthy, New York representative of the Grigsby-Grunow Co., and at a hearing on September 28 he was discharged by the magistrate sitting in the court. This decision, however, seemed so contrary to the wording of the law that the district attorney's office presented the matter to the Grand Jury and this body, after hearing the

testimony of several witnesses, speedily returned the indictment.

This case is being followed closely by manufacturers, jobbers and dealers of radio-music products throughout the country who have found it necessary to identify their products by serial numbers for the protection of themselves and their customers.

## Plaza Announces Two New Portable Models

Kiddiepack Is Particularly Suited to Holiday Season—Pal, Jr., Is Other New Model—C. J. Kronberg Returns

The Plaza Music Co., New York, has announced two new portable phonograph models. The Kiddiepack is particularly appropriate for



Pal Junior

holiday sales, although the former model enjoyed year-round business. It is described as not just a toy, but a real portable phonograph built on the same principles as the large machine, and a sturdy phonograph that will stand up under a child's uses. It is produced in rose, green, red and brown, with a juvenile decalcomania on the inside of the top cover. The Kiddiepack lists at \$10, while its running mate, the Kiddiepack, Jr., lists at \$7.50.

Another new model announced by the Plaza Music Co. is the Pal, Jr., to list at \$15. While other members of the Pal family list at \$30.



Kiddiepack

\$25 and \$13.50, respectively, the Pal, Jr., is the Plaza Co.'s contribution to the \$15 field and is a result of the endeavor to produce the greatest amount of value for this specified price.

C. J. Kronberg, of the Plaza organization, returned from Europe recently and was immensely enthusiastic over the growth of the talking machine business abroad.

## Broadcast From Plane

The Tracy-Brown Recording Orchestra, exclusive Columbia artists, gave Dallas, Tex., a musical treat on the morning of October 19. From a giant plane, in which they played popular selections, the musical waves were sent earthward, after being amplified on board.

## FINDLAY

### Metal

## Radio Tables for added profits

Since the inception of Metal Furniture and its acceptance by the Radio public, Findlay has maintained leadership in popularity and sales.

The incessant demand for Findlay Metal Radio Tables has increased production a fourfold in the last ten months, enabling the public to get the finest in Radio Furniture at the lowest possible price.

Findlay Tables are endorsed by leading set manufacturers. The tables are designed individually for—

American Bosch  
Apex  
Atwater Kent  
Bremer-Tully  
Crosley  
Eveready  
Fada  
Federal  
Freed-Eisemann  
Graybar  
Howard  
King  
Kolster  
Philco  
Radiola  
Shamrock  
Steinite  
Stewart-Warner  
Zenith



Illustrating one of the Findlay Tables for the Radio Set.

"FINDLAY CONSOLES SELL SETS"

Write to your distributor for details or address

**Robert Findlay  
Manufacturing Co., Inc.**

"Makers of Fine Metal Console Tables"

Office and Works:  
METROPOLITAN & MORGAN AVES.  
Brooklyn, N. Y.

Showrooms:  
242 FIFTH AVENUE  
New York, N. Y.

## Window Display for Kolster Radio Trade

Striking Display in Brilliant Colors Prepared for Dealers by the Kolster Radio Corp.—Size Is 18 by 26 Inches

A striking window display, illustrated herewith, has been designed by the Kolster Radio



New Kolster Window Display

Corp., Newark, N. J., as a merchandising aid for Kolster authorized dealers. Brilliant colors, used by means of a new oil paint process which does not fade, make the display stand out, and spotlights can be placed so as to give the effect of realism to the set and background. The display measures 18 by 26 inches.

## Discusses Radio Replacement Problem

Hal P. Shearer, General Manager, Splitdorf Radio Corp., Commends Talking Machine World Editorial

The replacement market with its allied problem the trade-in is, in all probability, the outstanding topic of discussion with the radio dealer to-day. There can be no doubt but that a great many radio set buyers at the present time are people who have owned receivers for some time and wish to possess the latest models with their improvements and refinements. This class of trade, welcome as it is, brings to the dealer the question of an allowance on the old receiver and this question must be solved correctly by the dealer if the transaction is to show a real profit. An editorial touching on this matter appeared in the October issue of The Talking Machine World and brought forth the following interesting letter from Hal P. Shearer, general manager of the Splitdorf Radio Corp. of Newark, N. J., maker of Splitdorf radio products:

"Noting with interest your first editorial in the October issue of The Talking Machine World on 'The Big Replacement Market' and the warning sounded therein, and having placed myself on record in the same issue that replacements will run 1,000,000 radios in the higher price ranges, I wish first of all to commend you for the general tenor of the editorial and then to point out an allied consideration or two.

"Having been in the piano business for nearly a score of years I, for one, appreciate the reference in your editorial to over-allowances sometimes leading to inventories 'consisting almost exclusively of second-hand instruments rather than of new products.' Yet we have seen no abandonment of the idea, proving, as you intimate, that it is a question of working it right.

"It is fortunate that we have the experience in other

industries to guide us in radio. Unquestionably, the radio dealer must apply the old common sense to trade-ins just as he must do to every phase of his business if he is to prosper.

"Not claiming this to be a cure-all, I contend that the same old rules govern and among them, first of all, this: that to sell right one must buy right. Buying right in radio means buying the type of receivers as to quality and discount-to-dealer that permits the rightful profit. I have gone into this in more detail in other articles, but now just want to say that making a sale means nothing unless the other factors are taken into full consideration. Selling five cheap sets and possibly taking in two trade-ins at disproportionate figure may prove (in fact, in most instances would prove) far less profitable than selling a single higher-priced set with the right sort of trade-in if that had to be a requirement of the replacement. I don't wish to discount the necessity of making the right deal on a trade-in, but I do want to point out that if things are on the proper basis in the beginning the trade-in becomes a much simpler business operation. Figuring on close margins, comparatively speaking, and on low-priced merchandise gives little leeway for the dealer to do right by his customer and by himself."

The Campbell Piano Co., Spring Valley, Ill., recently opened a radio store in the Valley Theatre Building. The new radio store handles Bosch radio products.

## Columbia Stores Co. Adds Spokane Branch

On October 24 the Columbia Stores Co., progressive Columbia jobber in the West, opened a branch at South 163 Howard street, Spokane, Wash. This branch will distribute Columbia phonographs, radio and records.

The Columbia Stores Co. is taking over the territory in and around Spokane, which formerly was served by the Columbia branch in Seattle, and will continue the efficient service for which Columbia distributors are so well known throughout the country.

## Files Petition

The Crown Phonograph Co., Inc., cabinet-making, 125 Christopher street, New York, has filed a petition in bankruptcy; liabilities \$23,695.03, assets \$7,223.93.

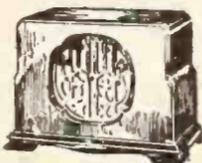
## MAGNAVOX "Dynamic" SPEAKERS



"MAC," leader of the famous broadcasting "Haywire Orchestra"

### Cordova Model

110 volt, 60 cycle AC. Combining rectifier and power amplifier. Takes place of last audio stage in set. Handsome walnut cabinet. List \$175.



### Beverly Model

Gracefully proportioned cabinet finished in light mahogany. For A-Battery Operation . . . \$55 For AC Operation . . . . . \$70



Magnavox Dynamic reproduction is infinitely finer . . . richer, fuller, more realistic. . . Those who wince at distorted music or who must strain to hear other speakers clearly welcome the beauty and generous volume of Magnavox. That's why fourteen leading set makers have chosen it for built-in equipment.

**THE MAGNAVOX COMPANY**

Oakland, California Chicago, Illinois

Units only; DC \$35; AC \$50.

# Phonograph-Radio Combinations Selling Well in Toledo Area

Lion Store Music Rooms Celebrating Seventy-fifth Anniversary—Greene Co. Radio Sales for October Double Those of Last Year—Herbert Foster With Grinnell

TOLEDO, O., November 8.—Retailers and jobbers are closing an unusually large radio business here. Both declare that it is production and not sales that is keeping them from rolling up a record volume. Victor, Columbia and Brunswick combinations are moving forward at a steady stride. With the holiday season only a few short weeks away merchants assert this year will far outstrip last in sales.

At the Lion Store Music Rooms a special effort is directed to corral a large total Victor combination business. The seventy-first anniversary sale is in progress. The Victor Christmas Club has been organized and is doing fairly well, according to reports.

Lawson S. Talbert, radio department manager, stated radio is running away with the entertainment field. Sparton, Majestic, Atwater Kent, RCA, Crosley are showing large turnovers in the receiver field.

At the J. W. Greene Co. radio sales were double those a year ago in October—combination volume is 40 per cent greater and records are 25 per cent ahead, so that these departments, which are under the direction of William W. Baillie, are making rapid strides. The new Sparton and the Sonora radios are attracting much attention. Also the Brunswick radio. A recent window showing of Sparton disposed of all available sets here. The need is for more sets. Charles McKinley has been made promotion man for the new Orchestrope, for which this house is Toledo agent. Not a few restaurants have purchased this instrument, and sev-

eral more are on back order, Mr. Baillie stated.

Frank Flightner, Columbia dealer, during October closed a far larger volume than a year ago. The Columbia-Kolster and the Kolster and Sonora outfits have found favor with patrons who are purchasing them almost before they are uncrated, he said. He will shortly launch a holiday drive on new models.

At Grinnell Bros. Victor sales are satisfactory. Radio volume is much greater than in 1927, with high-priced models in demand.

Robert C. Elwell is now sales promotion manager of the Majestic radio division of the J. E. Dilworth Co., Memphis, Tenn., jobber.

## Holiday Selling Is "Sound Facts" Theme

Plaza Music Co.'s House Organ Contains Material Covering Christmas Business Possibilities—Other Articles

Holiday selling is the principal theme of the November issue of Sound Facts, the monthly house organ of the Plaza Music Co., New York. Its pre-election issuance made the front cover particularly appropriate with its caricatures of the two presidential nominees, and its caption, "No Matter Who's Elected—Christmas Is Coming." An article upon the subject of holiday selling has been surrounded by a number of display announcements of the various mer-

Herbert Foster has joined the Grinnell Bros. force. He was formerly a member of the sales staff of the Baldwin Piano Co., Cincinnati, O.

The Toledo Radio Co., Sparton wholesaler, is closing an unusually large volume of trade.

A radio and phonograph exhibition was held recently at Lima, O. It was well attended and resulted in a large number of direct sales and a list of prospects that will keep salesmen busy for some time to come.

The Radio Show at Marion, O., was a pronounced success, merchants stated. In all, fourteen exhibitors displayed their wares, which included the leading sets of the day. Some of the jobbers assisted dealers in promoting sales. Edgar A. Kopf, of the Toledo Radio Co., assisted Thibaud & Mautz Bros. in making people acquainted with the Sparton. After the show the Marion Radio Trades Association was formed to promote radio throughout central Ohio. J. Brown was elected president.

Radio was the outstanding feature of the Kenton Industrial Show, Kenton, O., and large crowds were attracted to the exhibits.

chandise manufactured and distributed by the Plaza Music Co. particularly adaptable to Christmas trade. In this same issue Miss L. M. Guth, credit manager of the Plaza Music Co., and vice-chairman of the Bankruptcy Committee of the New York Credit Men's Association, has contributed an article upon the subject "How Are Your Collections?" and giving therein some concrete suggestions for fool-proofing a credit system.

The advertising department of the Plaza Music Co., under the direction of Leo B. Bernstein, has prepared a number of valuable dealer helps that are particularly timely. A special Christmas display card for the dealers' use has been prepared in attractive colors announcing "Pal Portable Phonographs—Ideal for Gifts." New display hangers for Playtime records have been prepared which show the complete lists of forty-three records, and new envelope stuffers on each of the individual models of the Pal portable phonograph line.

## Radio-Keith-Orpheum Directors Elected

Members of the board of directors of the Radio-Keith-Orpheum Corp. representing the Radio Corp. of America have been announced as follows: David Sarnoff, vice-president and general manager of the Radio Corp., chairman of the board; Owen D. Young, chairman of the board of the Radio Corp. and the General Electric Co.; Gerard Swope, president of the General Electric Co.; General James G. Harbord, president of the Radio Corp.; H. P. Davis, vice-president of the Westinghouse Electric & Mfg. Co.; Edward W. Harden, director of the Radio Corp., and M. H. Aylesworth, president of the National Broadcasting Co.

The Radio-Keith-Orpheum Corp. was recently formed to acquire the stock of the Keith-Albee Orpheum Corp. and F. B. O. Productions.

## Swinford on Sonora Hour

Jerome Swinford, baritone, was the featured artist on the Sonora Radio Hour on November 8. Among the selections on his program were the "Vision Fugitive" from "Herodiade" of Massenet and "On the Road to Mandalay," Kipling's famous poem set to the music of Oley Speaks. Other artists on this program included the Sonora Symphony Orchestra, the Picadors, popular orchestra, and the Mayfair House Salon Orchestra.

The Karotkin Furniture Co., the King Furniture Co., the Household Furniture Co. and the Fox Co., all of San Antonio, Tex., were admitted to membership in the San Antonio Radio Trades' Association at the last meeting.



### SIGNAL Offers Dealers

## Electric Phonograph Electric Pick-up Phonograph Motor

**Quick Sales on These Live Up-to-the-minute Items  
That Meet the Demand for Something New**



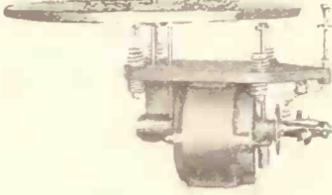
**Signal Electric Phonograph**

An inexpensive electric phonograph that plays phonograph records electrically with all the tone quality, realism and beauty of the expensive electric phonograph—operation simple. Model U-2, shown here, includes Signal Electric Phonograph Motor, Turntable, Automatic Stop, Phono-Radio Switch, Electric Pick-up and Adapters, Speed Control, Needle Cups—complete in a cabinet especially designed for console mounting. Can be installed in 10 minutes complete—beautiful Walnut Cabinet. It is a power amplified phonograph in 15 minutes.



**Signal Electric Pick-up**

With volume control in base—amplifies tone from phonograph—gives quality not possible through the regular phonograph reproducer. Wherever there is a radio you have a prospect for the Signal Electric Pick-up and Electric Phonograph.



**Signal Phonograph Motor**

Includes Turntable and Automatic Switch, as shown here. Investigate these three items now. They are sure sales builders. See your jobber now.

**SIGNAL ELECTRIC MFG. COMPANY**  
Manufacturers of Electrical Phonographs, Motors and Appliances  
MENOMINEE, MICHIGAN

# SIGNAL

MANUFACTURERS OF ELECTRICAL PRODUCTS

## Window Displays Sell Atwater Kent Sets

Prior to launching a national drive on the new model 52, radio receiver and speaker unit, the Atwater Kent Mfg. Co. made test merchandising campaigns in Trenton, N. J., and in mid-Western cities. The campaigns were unusually successful, attributable in large part to the attractive window displays.

The publicity campaign opened in Trenton with newspaper advertising on October 12 and during the week two Atwater Kent display men in conjunction with a member of the sales promotion staff trimmed nineteen windows.

In addition to these displays an Atwater Kent model No. 52 was featured in the lobby of the Stacy-Trent Hotel. Within twenty-four hours three permanent guests of the hotel gave orders for the new 52. Within forty-eight hours three dealers had reported twelve sales, in each instance being attributed directly to the window displays, prospects coming in from the streets, asking that the set be demonstrated.

## Boards and Officials of RCA Subsidiaries

Announcement of the formation of a board of directors and the election of officials of the RCA of Argentine, Inc., and the RCA of Brazil, two new subsidiary companies which were recently organized, has been made by General J. G. Harbord, president of the Radio Corp. of America. The first meeting of the boards of both companies was held on November 8 at the general offices in New York.

The following officials of the Argentine company were elected: Chairman of the board, General J. G. Harbord; president, David Sarnoff; vice-president and general manager, Van Ness Philip; vice-president and resident manager (Buenos Aires) George W. Hayes; treasurer, George S. De Sousa; secretary, L. C. MacConnach. The officials of the Brazilian Co. are the same, except that Paul A. Dana is vice-president and resident manager (Rio de Janeiro).

The board of the Argentine company is composed of General J. G. Harbord, chairman; David Sarnoff, Joseph L. Ray, Van Ness Philip and George W. Hayes. The board of the Brazilian company is the same, except that Paul A. Dana takes the place of George W. Hayes.

## Files Bill of Complaint

The Raytheon Mfg. Co., Cambridge, Mass., recently filed a bill of complaint in the Federal Court in the district of Connecticut against Frank Caplan, doing business under the name of the Crown Light & Radio Co., a distributor of C. R. gaseous rectifier or B eliminator tubes, claiming infringement of a number of patents. The company also filed a bill of complaint in the Federal Court of the district of Connecticut against the Triplex Stores, Inc., a distributor of Sonatron gaseous rectifier or B eliminator tubes, claiming patent infringements. The patents involved in these suits were the subject of a suit in the same court defended by the Q R S Co. and resulted in a decree in favor of the Raytheon Co. A decree was also given to the latter concern against the Q R S Co. in the Federal Court for the Chicago district.

## RCA Announces Suits on Patents

The Radio Corp. of America has announced that suits have been filed against alleged infringers of its patent rights in the Central West and on the Pacific Coast. On October 17 suit was filed in Cleveland, O., against the Sparks-Withington Co. on the Alexanderson tuned radio frequency patent and nine other patents. Papers were also filed on October 22 in Los Angeles, Cal., against Fritz Falck, doing business under the name of Advance Electric Co., for alleged infringement of the Alexanderson and seven others of the corporation's patents.

In announcing this action the Radio Corp. stated that licenses under the foregoing and many other patents have been granted to twenty-seven radio manufacturers, and the suits were filed for the protection of itself and these licensees. Other suits are pending in New York and New Jersey.

## Radio Wave Changes Are Put Into Effect

### New Allocations of Wave Lengths For Broadcasting Stations Work Well in the Change in Radio Wave Lengths

The change in radio wave lengths went into effect on Sunday, November 11, and the new allocations, according to advices received as The Talking Machine World is going to press, worked out smoothly with the exception of rare instances where stations refused to cooperate on programs until such time as their cases are heard by the Federal Radio Commission. Engineers from the New York office of the Federal Radio Supervisor made a comprehensive test of all New York stations on Sunday and found only two serious deviations of stations, and they expressed pleasure at the general results obtained from this important broadcasting move.

# HELP! HELP!

## Theatre Inquiries Have Swamped Us More Dealers Needed to Close Sales



An all electric amplified reproducing device filling completely the present crying need for music and "sound" effects

## Announcement Results Overwhelming

**S**URPASSING in response our fondest hopes, the first information of our introductory campaign to reach the theatre owners regarding DUOTONE has left us speechless. We have on hand prospects ripe for closing in territories not yet covered.

Wire requests for agencies will receive first consideration.

Address Dept. "A"

**WESTERN ELECTRIC PIANO CO.**

Specialists in Sound Reproduction

850 Blackhawk Street  
Chicago, Illinois



Thirty billboards of the type illustrated above feature Kolster on the Pacific Coast

## Opening of Powerful Crosley Station WLW

(Continued from page 34d)

dedication ceremonies and the broadcasting in the ballroom of the hotel.

During the course of the banquet C. A. Hinsch, one of the foremost industrialists in the Middle West, paid a well-deserved tribute to the beneficial services rendered by Mr. Crosley to the entire nation in the construction of this 50,000-watt station. Mr. Hinsch pointed out that Mr. Crosley is the only individual in the radio industry who owns a radio station of national importance and also emphasized the fact that this is the sixth radio broadcasting station which Mr. Crosley has dedicated for the Crosley Radio Corp.

During the course of the broadcasting program at the Hotel Gibson short addresses were

made by representatives of the Governor of Ohio, the Governor of Kentucky and the City of Cincinnati. Mr. Crosley, in dedicating this mammoth station, broadcast a most interesting and informative address, in the course of which he stated as follows:

"This is, I believe, the sixth broadcasting station that I have helped to dedicate for the Crosley Radio Corporation. The first you could hardly call a dedication. It was a little 20-watt transmitter back in 1921 that I had in my home. Its dedication consisted of saying one-two-three-four-hello-hello-hello into an old carbon-grain microphone, followed by a few phonograph records, but it was our first broadcasting station and I was quite as proud of it as I am of this 50-kilowatt outfit, which is, we believe, the most powerful broadcasting station in the world.

"This new transmitter was developed by the engineers of the Bell Telephone Co., at Whippany, N. J. It contains many new features, in-

cluding a crystal oscillator frequency control which in turn makes possible an entirely new method of modulation. Our carrier wave instead of fading into a whistle after a comparatively short range is modulated 100 per cent so that the music or voice goes on and on. I personally have always been an advocate of the use of high power, not merely because we could reach more people, but because we could serve those people whom we do reach better. In the earlier days of radio you heard much talk about static eliminators, none of which have proven to be of great practical value. On the other hand, there is one solution to the static problem, and that is increased power. This station is the greatest static eliminator that we know of, because it has more power than any other station that we know of and will, therefore, cut through static, override static and deliver a satisfactory signal at much greater distances than is possible with less power.

"Some people have asked me:

"Why do you broadcast?"

"Do you make any money out of it?"

"Or does it cost you much money?"

"If it is expensive why do you keep it up?"

"Being in the business of manufacturing radio sets, we feel a certain obligation to every radio listener to help in providing the entertainment for which his receiving set was designed. Of course, it may seem to some that it is similar to an automobile-manufacturing concern supplying the gasoline after they had sold the car. And I rather imagine that it is something like that, for if there were no other source of supply for gasoline than that which would have to be provided by the automobile manufacturers, I feel certain that they would be compelled to go into the oil business.

"But it is more than that. I feel that the broadcasting station is a tremendous means of developing good will. Good will is essential in business. The more friends we are able to make in providing an excellent broadcasting service for the greatest possible number of people the greater the good will we can build up.

"To answer the question:

"Is it expensive to operate a broadcasting station?"

"The last two months our records show that the operating deficit for WLW and WSAI has been \$10,000 per month. Of course, it has cost a great deal more than that, but we do have some revenue which has been deducted from the total operating cost to make the net cost.

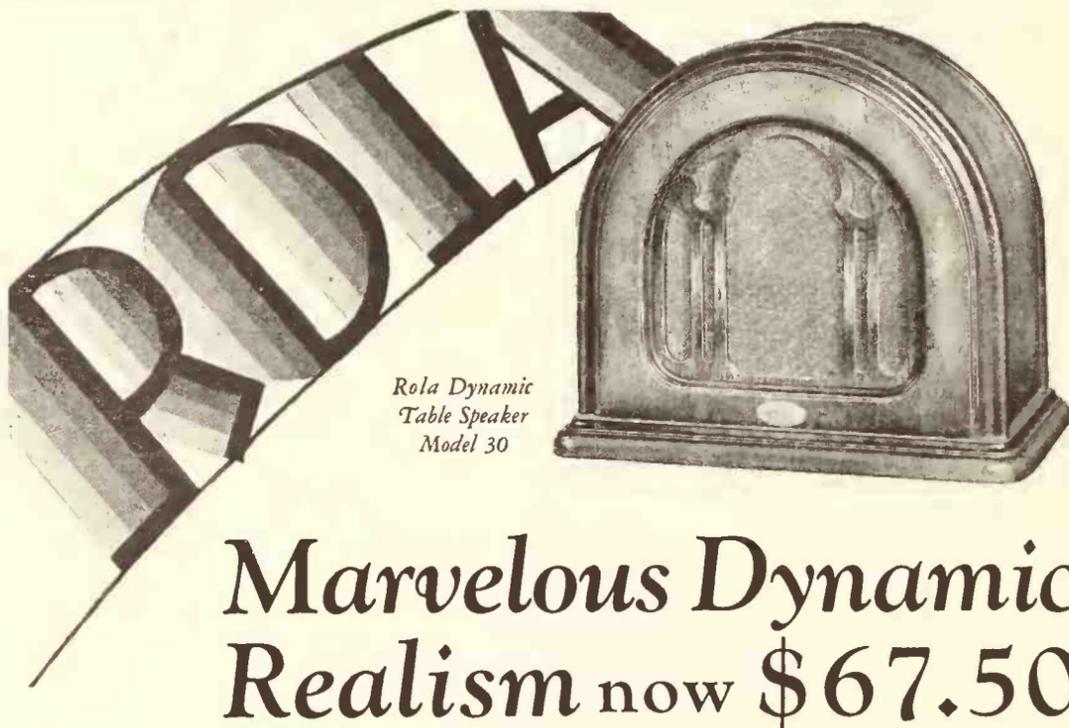
"Are we justified in spending this much money each month for broadcasting?"

"It is impossible to translate the service that we are rendering into a dollar-and-cents investment basis and I can only feel, as I said before, that anything which creates good-will, and so much good-will, must be worth all of the money that we are spending for it.

"I say to you that I am glad I am in the radio business, and while broadcasting presents its problems and its worries, I can assure you that those of us who are in the business actively have our compensations, and if that saying is true, 'it is more blessed to give than to receive,' I feel that we are at least thrice blessed.

"In conclusion, may I take this opportunity of thanking all who have had a part in making this station possible. Those people outside of our organization, as well as in, who have worked hard since last June to get this station on the air at the earliest possible moment. Those people who by their expressions of friendship and confidence have encouraged us to build this station. Those in all parts of the country who have expressed their good will toward us and this station on this the day of its opening, and last but not least, the Crosley distributors and the Crosley dealers in all parts of the country, and, moreover, the users of Crosley radio apparatus who have made it possible for us to build this station."

The 50,000 watt transmitter designated as WLW and owned by the Crosley Radio Corp. is probably the most powerful in the world.



Rola Dynamic  
Table Speaker  
Model 30

## Marvelous Dynamic Realism now \$67.50

The Rola Dynamic is the radio sensation of the year. Out-demonstrating every other speaker it is now priced to insure even greater sales for Rola dealers!

At every demonstration radio users instantly proclaim this new Rola a winner above all others. At the radio shows in Chicago, San Francisco, Los Angeles, New York, St. Louis, and other cities, this new speaker "brought down the house." It offers today unquestionably the finest sound re-creation it is possible to secure.

The new Rola dynamic table Model 30 is equipped with the now famous D-110 Rola Dynamic Power Unit. It operates directly from the electric light socket and performs efficiently with type 171, 210 or 250 tubes. This new Rola gives a response approximately twice that of any other dynamic on a given input. From the deepest bass to the highest treble it reproduces with marvelous accuracy—gives matchless realism.

IN ADDITION to the Model 30 the following Rola speakers are furnished equipped with the new Rola D-110 Dynamic Power Unit, providing dealers with just the loudspeaker for every radio installation.

Model 35. A console dynamic speaker. Top dimensions sufficient to accommodate any standard radio set. Operates directly from 110-volt AC socket. List Price, **\$110**

Model 25-D. A radio speaker table with built-in dynamic power unit. List Price **\$90**

Model 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, OHIO  
2570 East Superior Avenue

OAKLAND, CALIF.  
Forty-fifth & Hollis Streets



Test programs have brought in thousands of letters from every State in the Union as well as Canada, Mexico, Hawaii, Central America and from ships far at sea. For over a year the equipment, a duplicate of 3XN, has been undergoing service tests at the Bell Laboratories and is the result of years of research of broadcast engineers of the largest research organization in the world. According to engineers who designed the test, its rating of 50 kilowatts is purely conventional and falls short of indicating the relative performance possibilities of the transmitter in delivering a good quality program over a tremendous area. The actual maximum power the equipment will deliver to the antenna in transmitting loud tones may reach 200 KW. Every unit of the new equipment presents a magnification of broadcast apparatus hitherto considered super-powered. The towers are 300 feet high and more than 30 main units make up the complete transmitter.

## RMA Western Division in Luncheon Meeting

Republican and Democratic Chairmen Discuss Political Influence of Radio—Announce 1929 Trade Show Dates

The first Fall luncheon meeting of the Western division of the Radio Manufacturers Association was held at the Hotel La Salle, Chicago, on Thursday, November 1, when Thomas F. Donovan, national committeeman of the Democratic headquarters, and James W. Good, Western manager of the Republican national headquarters, spoke on "The Political Influence of Radio," the program being broadcast over station WMAQ. Both speakers compared the 1928 campaign, conducted principally through radio channels, with former days, when the stump speaker and the torch-lighted platform held sway. John C. Tully, RMA treasurer, presided at the meeting. Harold J. Wrape, in a short address, urged his listeners to a fuller appreciation of what radio had done for politics, and, in return, the benefits brought to the radio industry this Fall because of interest in the presidential election. A. J. Carter discussed the progress which is being made in the field of television. M. F. Flanagan, RMA secretary, announced that the annual radio trade show would be held in Chicago, at the Hotel Stevens, during the week of June 3, running concurrently with the Music Industries Chamber of Commerce convention, held at the same time at the Drake Hotel, in Chicago.

## Several New Sonora Branch Offices Opened

Atlanta and San Francisco Branches in New Quarters—Mid-West Branch Opens Offices in Three Sections

During the past month the branch offices of the Sonora Phonograph Co. throughout the United States have rapidly settled into new quarters. The Atlanta, Ga., offices under the management of H. D. Berkley, field sales manager, have been located at 249 Peachtree street, and will serve the territory comprising Georgia, Florida, Alabama, South Carolina and part of North Carolina. The San Francisco office, under the charge of Henry E. Gardiner, is now located in a two-story building on the south side of Mission street, between Fourth and Fifth streets, an excellent location.

The mid-West division, under the supervision of Harry Bibb, district manager, has opened branches in Cincinnati, St. Louis and Dallas, Tex. Each of these newly established branches will carry warehouse stocks, service departments and sales offices for the territories they serve in the interest of Sonora products.

## E. A. Petrtyl New Zenith Ad. Manager

The Zenith Radio Corp., Chicago, announces the appointment of E. A. Petrtyl as advertising manager. Mr. Petrtyl has had many years of experience in the advertising field, and is well known in advertising circles. He comes to Zenith after seven years with the Diamond T Motor Car Co., manufacturer of heavy-duty trucks, as advertising and sales promotion manager. Prior to that he was associated with various Chicago manufacturers in advertising capacities. Since taking over his new duties Mr. Petrtyl has concentrated upon an extensive Christmas advertising campaign for Zenith dealers and distributors. This is in line with Zenith's policy of trade co-operation.

## Nema Handbook of Standards

The National Electrical Manufacturers' Association has issued the fourth edition of the Nema Handbook of Radio Standards containing general standards, transmitter standards, receiver standards, battery and socket-power standards and vacuum tube standards.

## A. J. Bell Joins Carryola Co. Staff

A. J. Bell, formerly advertising and sales promotion manager of the Consolidated Talking Machine Co., Chicago, recently joined the Car-



A. J. Bell

ryola Co. of America, Milwaukee, manufacturer of portable phonographs.

Mr. Bell is well known in the music-radio trade, having made his first connection in the music business eleven years ago with the Chicago office of the Columbia Phonograph Co. After serving four years with the Columbia Co. he joined forces with the Consolidated Talking Machine Co., manufacturer of Swanson portable phonographs and jobber of Okel and Odeon records. For three years he served as assistant to E. A. Fearn, president of the Consolidated organization, and then took over the advertising and sales promotion work of the company, which position he left recently for his present connection.

## Reduce Imported Tube Duty

In granting claims of three San Francisco firms, the United States Customs Court stated that imported radio tubes, taxed upon entry at the rate of 40 per cent ad valorem as manufactures of metal not specially provided for, should have been assessed at only 30 per cent ad valorem as parts of machines not specially provided for.

## A NEW EXCELLO CABINET OF RARE BEAUTY Highest Quality and Wide Popularity



Style R-43

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  
Open View

Dealers and Distributors are invited to write for complete details of franchise offer. The Excello is nationally advertised and nationally preferred.

## QRS "Still" Kamra Has Many Features

Uses 35 M.M. Motion Picture Film—Designed to Meet Popular Demand—Easily Used by the Layman

The QRS Co., Chicago, Ill., is introducing to the trade at the present time the QRS 35 m.m. still Kamra, which embodies a number of revolutionary features, and uses 35 m.m. motion picture film—the same as is used in making motion pictures.



Discussing this new product and its sales possibilities, H. H. Roemer, manager of the QRS camera division, said: "To meet a popular demand, particularly for articles heretofore considered technical, the manufacturer should first create and design the article to fulfill the requirements of the majority who, as we well know, have practically no technical knowledge. Our company, in introducing the 35 m.m. still Kamra, is maintaining its policy of producing exactly what the public demands—namely, an instrument which may be used and employed by the average layman who is neither interested in nor understands the handling of technical apparatus."

The Kamra is a daylight loading camera with specially constructed spools provided with safety paper leader and trailer which protects

the film against fogging. It is always ready for instant use, requiring no preparation before "shooting." The Kamra is constructed of bakelite reinforced with canvas fibre.



QRS Kamra Is Easy to Handle

The risks to be encountered by the amateur in developing his own films have been reduced to a minimum by the use of the QRS Reel developing tank, and various kinds of accessories for the Kamra will be introduced from time to time in order to build up a repeat business for the dealers handling QRS photographic products. The Kamra will retail at \$22.50 with specially made Kamra rolls retailing at 85 cents and accommodating forty separate pictures.

## RCA Income Shows Substantial Increase

The largest gross income for any third quarter in its history, amounting to \$23,643,332, was announced recently by the Radio Corp. of America. This was from sales, communications, real estate operations and other income for the three months ended September 30. Net income for this period, \$5,221,145, was the greatest for any quarter in the company's history. Net income for the first nine months of 1928 totaled \$9,745,924, which was \$1,267,604 greater than the net income for the entire year 1927.

Earnings amounted to \$4.22 a share on the common stock for the September quarter, and \$7.53 for the nine months ended September 30. Each of these figures is a record, the latter comparing with \$2.87 a share for the first nine months of 1927. Earnings were \$6.32 a common share in the full year 1927, and it is predicted in financial circles that RCA's earnings for the full year 1928 will be \$12 per common share.

## Okeh Artist to Star in Motion Picture

Among the thousands of colored people interviewed by Metro-Goldwyn for talent for the new picture "Hallelujah" to be directed by King Vidor, one of the foremost directors in the country, Miss Victoria Spivey was selected as one of the stars because of her natural talents as a singer. At the present time Miss Spivey is in Memphis, Tenn., where the exteriors of the picture are being made, and from there she will go to Hollywood, Cal., for the synchronization.

Miss Spivey was located by one of the talent scouts of the Okeh Phonograph Corp. at Moberly, Mo., two years ago, and at that time she had never been outside of the small town of Moberly. Her first record was "Black Snake Blues" and was an instantaneous success, being one of the race-record hits of all time. With experience her style improved and to-day she is considered a leading colored attraction.

## Will Finance Sonora Instalment Sales

The Acoustic Products Co., New York City, has entered into an agreement with the Bankers-Commercial Security Co., Inc., New York City, whereby the latter will finance instalment sales of the new Sonora line for authorized retail representatives of the Sonora Phonograph Co., Inc., subsidiary of the Acoustic Co.

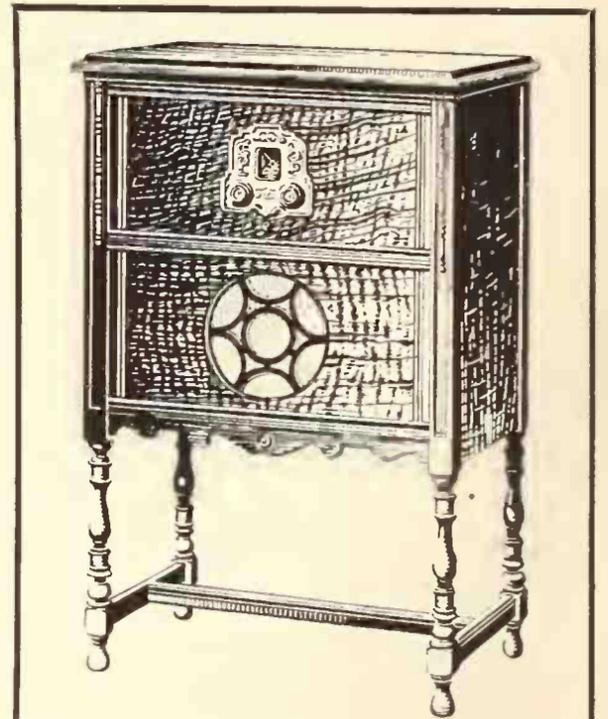
The finance company will purchase from dealers, acceptable to them, retail instalment paper covering the Sonora musical instruments as well as other approved makes of phonographs, radio sets and combination instruments. The paper is to be paid in monthly or weekly instalments and must meet various requirements of the Bankers-Commercial Security Co. Paper is to be submitted in lots of \$500 or more.

## Adds New Radio Lines

Meyer & Weber, prominent music-radio store, on North Michigan avenue, Chicago, recently added the Majestic and Bosch lines of radio receivers and during the past few weeks attractive window displays have been devoted to both of these products.

## Belmont Radio Co. Opened

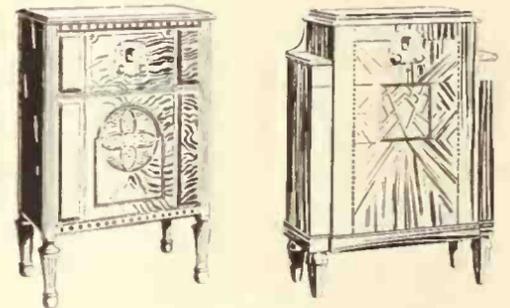
The O. R. Martin Co. has opened a new radio store at 826 Belmont avenue, Chicago. The new shop operates under the name the Belmont Radio Co.



## Bush & Lane Radio

Model 4-B—Three factors make this 7-tube, A.C. electric, one dial, complete radio exceedingly popular: beauty of cabinet, mechanical perfection, low price. At \$149.50, list, nothing can touch it.

BUILT LIKE A FINE PIANO



Beautiful Louis XVI period cabinet gives class to Model 9-C. Listed at \$225.00, less tubes

Model 11-C in its art moderne cabinet is a distinct hit. Listed at \$335.00, less tubes

All models are 7-tube, A.C. electric, single dial with circuit licensed under R.C.A. and Hazeltine Patents

Console Model 7-C is rich in both tone and beauty. Listed at \$235.00, less tubes

## Bush & Lane Radio

BUILT LIKE A FINE PIANO

Side by side with concert grands, Bush & Lane Radios are made in one of America's finest piano factories. We make our own cabinets—considered the finest in the radio world. A liberal franchise offered high calibre dealers.





Frank P. Hart, who recently joined the staff of the Grigsby-Grunow Co., maker of Majestic radio products, as assistant to General Sales Manager Herbert E. Young, has had a long and interesting career in sales activities in the Middle West, covering a long period of years. For sixteen years he was connected with Pope & Eckhardt, Chicago Board of Trade operators, leaving them to join the sales division of the Rit Products Co. His experience should prove most valuable in his new post.

## Samson Electric Co. Starts Sales Drive

Is Offering Special Power Amplifier Designed for Use in Theatres, Churches, Hotels, Dance Halls and Clubs

CANTON, MASS., November 7.—The Samson Electric Co., of this city, manufacturer of Samson Lam power amplifiers, is instituting a sales campaign which covers all fields in which the power amplifier may be used. In addition to the Pam model for amplification in the home, the Samson Electric Co. is offering a model which will operate twelve to sixteen loud speakers or 500 to 700 head sets, and another model operating sixteen to forty loud speakers or 700 to 1,500 head sets. These latter models are especially designed for use in motion picture theatres, churches, hotels, apartment houses, clubs, dance halls, etc. The demand for true-tone amplification is marked and the Samson Electric Co., which has been established since 1882 in the electrical field, is giving particular attention to this demand.

## Radio Played Great Part in Campaign

The part that radio is playing in carrying current news to the homes of the country, supplementing the work of the newspaper, was never better illustrated than on Election Night, when approximately 100 stations devoted practically all their facilities to giving the returns to the millions of interested listeners-in. It was only fitting that the results of this great political campaign should be made known by radio because of the part it played in carrying the campaign to the citizens by means of the broadcast speeches of the candidates and party orators. It has been estimated that the Republican and Democratic campaign committees expended nearly \$2,000,000 in the broadcasting of campaign speeches, with the result that the voters of the country were better informed on issues than in any other campaign in the history of the nation.

Frank B. Taylor, Jr., recently opened a Radio store in Casper, Wyo.

## Imports and Exports of Talking Machines

Figures on Exports and Imports of Talking Machines and Records for September—General Increase Over Last Year

WASHINGTON, D. C., November 8.—In the summary of exports and imports of the Commerce of the United States for the month of September, 1928, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during September, 1928, amounted in value to \$36,967, as compared with \$51,784 worth which were imported during the same period of 1927. The nine months' total ended September, 1928, showed importations valued at \$382,346; in the same period of 1927, \$478,007, a substantial decrease.

Talking machines to the number of 17,126, valued at \$595,255, were exported in September, 1928, as compared with 15,486 talking machines, valued at \$477,387, sent abroad in the same period of 1927. The nine months' total showed that we exported 136,699 talking machines, valued at \$4,912,089, as against 102,503 talking machines, valued at \$3,769,217, in 1927.

The total exports of records and supplies for September, 1928, were valued at \$224,808, as compared with \$243,994 in September, 1927. The nine months ending September, 1928, show records and accessories exported valued at \$2,609,898.

The countries to which these machines were sent during September and their values follow: Europe, \$20,612; Canada, \$50,590; Central America, \$38,275; Mexico, \$80,729; Cuba, \$12,296; Argentina, \$76,649; Brazil, \$94,447; Chile, \$19,585; Colombia, \$78,729; Peru, \$14,476; other South America, \$33,471; China, Hong Kong and Kwantung, \$14,889; Philippine Islands, \$16,394; Australia, \$11,342; New Zealand, \$8,477; British South Africa, \$794; other countries, \$23,500.

## William E. Beatty Named Kolster Patent Attorney

The appointment of William E. Beatty as general patent attorney of the Kolster Radio Corp., with offices at the company's plant at Newark, N. J., has been announced. Mr. Beatty has been for many years patent attorney for the Western Electric Co. and its subsidiary, Electrical Research Products Co., Inc. Recently Mr. Beatty went to London to organize the foreign patent operations of Electrical Research Products Co., and is returning from London to take up his new duties with the Kolster Radio Corp.

## Additions to Harry Alter Staff

The heavy demand for Majestic radio receivers has made it necessary for the Harry Alter Co. to add a number of salesmen to cover the territory in a more intensive way. The Harry Alter Co. is exclusive distributor of Majestic receivers in Chicago, northern and central Illinois. The roster of the new men added this month consists of Jos. A. Loughran, John J. Egan, Fred F. Schuberth, Garrett W. Davis, Meyer Levy and A. F. Biehl.

## Adds to Nursery Rhyme

The Plaza Music Co., New York, has added two more verses to the age-old nursery rhyme "Jack and Jill." Heretofore the rhyme has consisted of only three verses, the first of which is perhaps the best known. The second and third are almost as well known, dealing with the mending of Jack's head with vinegar and paper.

The Russell-Pierce Furniture Co., Glendale, Cal., has added a radio department.

## New York Dealers Form Association

Lawrence Greenberg Is Elected President of Newly Formed Organization—Program of Activities Outlined

During the past month a new retail radio trade organization has been formed by dealers in the Bronx, New York City, known as the Radio Retailers' Association. Several meetings have been held and officers have been elected as follows: Lawrence Greenberg, president; Victor J. Tomasiello, vice-president; Irving J. Fajans, treasurer; Irving E. Cohen, secretary. George Wesmann has been named chairman of the Finance Committee. The Association meets the second and fourth Thursday of each month. The following code has been accepted by the members of the program of the Association:

### PROGRAM OF OUR WORK

1. To co-operate with the State Associations of Radio Dealers to get legislation desperately needed to make it possible for radio retailers to continue to earn a self-respecting living.
2. To aid in the formulating of uniform standards and regulations in service departments.
3. To have uniform forms of financing.
4. To acquaint the public with the facts so that they will understand that service charges are generally fair.
5. To have a Grievance Committee to correct the methods of unscrupulous dealers who are a menace to the public.
6. To give expert counsel on business problems.
7. To correct unfair business methods.
8. To hold meetings bi-monthly to give retailers the benefit of expert knowledge and experience.
9. To seek better protection for the store owner against patrons who abuse courtesy in extending credit.
10. To keep a record of dead beats.
11. To correct present objectionable conditions and secure proper relations and co-operation from the manufacturers with whom you do business.
12. To eliminate unethical and unfair business methods.
13. To make an exhaustive survey of everything relating to the industry and to keep comprehensive records and statistics for the benefit of the trade.
14. To develop favorable public relations.
15. To study and perfect economies of operation.
16. To secure economies through joint compensation, liability and other insurance.
17. To secure dependable employees.
18. To arbitrate disputes between members and those with whom they do business, to avoid delays and expense of litigation, and to have people who understand the trade decide such matters.
19. To handle any problem you have.
20. To handle new problems that may come up.

## Graybar Management Corporation Formed

The Graybar Management Corp., through which the employes of the old Graybar Electric Co. will acquire ownership of their company, has been incorporated with a capitalization of \$9,000,000, divided between \$6,000,000 of preferred and \$3,000,000 of common stock.

The corporation will acquire and operate the Graybar Electric Co., paying over the new preferred stock to the Western Electric Co., owner of the old Graybar. The common stock will be sold to Graybar employes on a basis dependent upon length of service and rates of salary, and may be paid for outright or on the instalment plan.

## H. Emerson Yorke in Talking Picture Field

H. Emerson Yorke, widely known in the music industry, and recently recording manager of the popular 'music' division of the Brunswick recording laboratories, has become affiliated with the Paramount-Famous Players-Lasky Corp., where he will function in the new talking picture division. He will work under the supervision of James R. Cowan, chief executive of the talking picture activities of Paramount. Mr. Yorke, prior to his connection with the Brunswick Co., was mechanical manager for M. Witmark & Sons.

## P. L. Deutsch Introduces Sonora Hours

President of Acoustic Products and Sonora Phonograph Cos. Explains Reasons for Series of Radio Broadcasts

On the occasion of the first Sonora Radio Hour on November 1, sponsored by the Acoustic Products Co., on behalf of the Sonora Phonograph Co. and Sonora dealers, a number of distinguished guests were entertained at the Sonora studios by Percy L. Deutsch, president of the Acoustic and Sonora Cos. Mr. Deutsch opened the broadcast program with a brief speech in which he said in part: "In introducing this Sonora Hour—the first of a series of hours sponsored by the Sonora Phonograph Co. and its parent organization, the Acoustic Products Co.—I would like to explain the underlying reasons for these broadcasts.

"This is the age of electricity, and it has revitalized Sonora. Sonora has taken new ad-

vantage of the latest electrical developments. All the Sonora resources, the experience of eighteen years in the business of making talking machines, new knowledge of electrical appliances, new inventions and discoveries—all have been gathered together by Sonora and applied in a series of musical instruments for the purpose of adding to the sum of human enjoyment and entertainment. We, who are responsible for Sonora and its policies, feel a measure of pride that we are now able to accomplish this great aim. It is only natural that one of the newest and greatest developments in electricity—the Radio—should be used to convey Sonora's message to you to-night. We offer these weekly programs, then, as something in the nature of thanksgiving. They justify, I believe, Sonora's existence and they give us an opportunity to present to music lovers within the sound of my voice so clearly carried through the air to you—the newly developed reproducing instruments, the new Sonora Melodon and the Sonora Melodon with radio.

"The Sonora Hour will be broadcast at this time every Thursday. This program will come

to you to-night and henceforth direct from the recording studios in Sonora's new home, the Sonora Building, New York City. The artists whom you will hear will be those artists whose music will shortly be available for you in permanent form on Sonora records."

The program was of the "variety" order and included Ruth Breton, Allan Jones, Helen Croy, Sonora Symphony Orchestra, Picadors, Mayfair House Salon Orchestra and the Trianon Instrument Trio. It was broadcast from the Sonora recording studio and carried by remote control to the Columbia key stations.

## New Allen-Hough Products

RACINE, WIS., November 5.—Judging from activities at the plant of the Allen-Hough Mfg. Co. in this city, manufacturers of Allen portables and the Phono-Link pick-up, the company is planning to make a very important announcement to the radio-music industry about January 1. It is understood that new products will be introduced at that time embodying important manufacturing developments with unlimited sales possibilities. The officers of the company are not quite ready to give out exact details as to the characteristics of the new products, but it is possible that preliminary data will go forward to representative jobbers and dealers during the latter part of this month.

Don Allen, president of the Allen-Hough Mfg. Co., is one of the recognized leaders in the portable phonograph industry and has contributed many constructive developments in the manufacturing and marketing phases of the business. Mr. Allen and his associates, George Hough, vice-president, and Jack Price, Eastern sales manager, have won the esteem and friendship of the trade throughout the country and the company's plans for the new year will undoubtedly receive the enthusiastic approval of jobbers and dealers generally.

## Rola Co. in New Home

The Rola Co., Oakland, Cal., manufacturer of Rola loud speaker products, has announced the opening of a new factory at 2570 East Superior avenue, Cleveland, Ohio. In this new factory the Rola Co. will manufacture all models of Rola loud speakers and auditorium reproducers and will maintain its sales headquarters for the entire Eastern territory under the supervision of Leon Golder, former Chicago district manager. This new plant, according to the announcement, was made necessary by the steadily increasing demand for Rola products, which has grown beyond all expectations.

## Stage Formal Opening

Rosenberg Bros. recently held the formal opening of their store at 8213 Cottage Grove avenue, which will take the place of their store at 811 East Seventy-fifth street, which has been closed. Rosenberg Brothers continue to operate their store at 6713 Stony Island avenue. The new store is located in a three-story building owned by the firm. Rosenberg Brothers handle RCA, Zenith, Crosley and Howard radio receivers; Sonora, Carryola and Swanson portable phonographs, and in addition they carry a line of small goods and sheet music.

## Watkin Adds to Floor Space

DALLAS, TEX., November 8.—The Will A. Watkin Co. has increased its radio display space to 15,000 square feet in anticipation of an increase in the volume of radio sales. Twelve salesmen are employed in the radio section of the store, and the mezzanine floor has several booths for radio demonstrations.

With the opening of the Bolotin-Drabkin Furniture Co., Federal and Walnut streets, another radio and talking machine department came into existence in Youngstown, O.

# IDEAL TABLES



Model 40

Table for Atwater Kent, Crosley and Steinite. Size 12"x23". Equipped with RCA 100A, Peerless or Decatur magnetic speakers; Jensen, Newcombe-Hawley or Peerless dynamic speakers.

Here are two brand new additions to the Ideal line of radio tables and console cabinets, which offer a wide range of artistically designed models at attractive prices.

All models may be equipped with RCA 100A, Peerless or Decatur magnetic speakers; Jensen, Newcombe-Hawley or Peerless dynamic speakers.

Write or wire  
for samples  
and full  
details of our  
dealer and  
jobber  
proposition



Model 18

Special table for Radiola 18. Size 12"x30". Equipped with RCA 100A, Peerless or Decatur magnetic speakers; Jensen, Newcombe-Hawley or Peerless dynamic speakers.

**Ideal Radio Cabinet Mfg. Co.**

151 West 19th St.

Phone  
Chelsea 5234

New York City

## Trade Activities in Baltimore Territory

Satisfactory Sales Volume of Talking Machines and Radio Sets Reported by Dealers Throughout This District

BALTIMORE, Md., November 8.—Conditions in the talking machine and radio trades of this city which have been uniformly satisfactory through practically the entire year have continued so with an increase reported in all lines during the past month. The interest in the campaign speeches of the two candidates for President and the desire to hear the election returns were said by many dealers to have had a big part in the volume of radio sales reported by the trade.

The addition of the Columbia Viva-tonal phonograph, radio and combination phonograph-radio line together with Columbia records by the Stieff Piano Co. has been one of the outstanding features of the trade in this territory. The Stieff organization is now located in the beautiful new building on North Howard street, and is featuring the Columbia line extensively in attractive window displays and in a special musical salon. The Stieff branch in Washington, which has also added the complete Columbia line, is likewise engaged in drawing the attention of the public to the Columbia products, and all indications point to the fact that the Stieff Co. will prove to be one of the outstanding Columbia outlets in this territory. All forms of advertising and publicity are being used to link the names of the Stieff organization and the Columbia products together, including newspaper space and exhibits in local expositions such as the Food Show which took place in Baltimore recently.

Herbert W. Dutton, formerly connected with the sales staff of the Columbia Phonograph Co., has been added to the traveling staff of the Sonora Phonograph Co., and will cover Virginia and the northern part of North Carolina.

## Acoustic Prod. Co. Elects New Directors

Officers Appointed at Special Meeting of Stockholders—Plans Announced for Common Stock Conversion

At a special meeting of the stockholders of Acoustic Products Corp., held last week, Robert LeRoy, E. F. Gillespie and R. G. Martin were elected directors for a term of one year; the directors elected for a two-year term were A. J. Drexel Biddle, Jr.; Adam Stein, Jr.; A. D. Mendes and John R. Dillon, while the following were elected for a three-year term: P. L. Deutsch, Harris Hammond, John S. Snelham and Victor C. Bell.

A special meeting of the newly elected directors was held on the same day, at which the following officers were duly appointed: Chairman of the Board, Harris Hammond; President, P. L. Deutsch; Vice-President, Adam Stein, Jr.; Secretary, Robert LeRoy, and Treasurer, W. B. Puckett.

A further special meeting of the preferred and common stockholders was held at which a resolution was adopted on the recommendation of the directors providing for an amendment of the certificate of incorporation. This amendment gives preferred stockholders the privilege of converting their preferred shares, including any dividend arrearages that may exist at date of conversion, into common stock. The period during which this privilege may be exercised is limited to the six months, April 1 to September 30 next year. The rate of conversion is four shares of common for one share of preferred.

Now is the time for retailers to prepare for holiday sales campaigns.



## Get Ready Now for the Xmas Rush

Now's the time to get your stock ready for what points to a record-breaking Christmas buying season.

Cash in on this buying wave by displaying and playing Columbia's sales clinching line of phonographs, electric reproduc-

ing phonographs, radio sets, radio-phonograph combinations, and records by America's most popular dance, vocal and instrumental artists.

Special Columbia Christmas sales helps now available. Write us for yours.

## Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.

The Kranz-Smith Co. has found canvassing to be a most effective method of building radio receiver business, and the volume of sales brought in during the past month has been exceedingly satisfactory to this aggressive retail organization.

Emmet M. Redding, Inc., radio dealer, located at Charles street and Lafayette avenue, recently added the Crosley radio line to supplement the Sparton line, which had been featured exclusively heretofore.

Cohen & Hughes, Inc., Fada distributors, re-

port a gratifying demand for the Fada line of receivers. This firm covers the territory of Maryland, West Virginia, Virginia and part of Delaware, and states that the reception accorded to the Fada line throughout the entire area has been hearty.

Park & Hull, Inc., Atwater Kent distributors, occupied two booths at the recent Food Show, and co-operated with their dealers who concentrate upon the sale of Atwater Kent products exclusively in presenting the line to the many thousands who attended the show.

## Adopts Tube and Speaker Resolutions

Term, "Power Speaker," Held to Be Meaningless—Recommend That Number of Power Tubes in Set Be Stated

Committee and section meetings of the Radio Division of the National Electrical Manufacturers' Association, which held its Fall meeting at Briarcliff Lodge, Briarcliff, N. Y., October 29-November 1, resulted in the adoption of resolutions on the subject of power speakers and specifications of kinds of tubes in a radio receiving set. The term, "Power Speaker," was held to be meaningless and without technical significance, and a resolution to that effect was adopted by the Radio Receiver Section following discussion by Aural Devices Committee.

All loud speakers involve a certain degree of power output, and it was the opinion of those members present that many purchasers were being misled with respect to the term, "Power Speaker." The adopted resolution declared that "the use of the term should, therefore, be discouraged." At the recommendation of the Receiving Set Committee, the Radio Receiver Section of the National Electrical Manufacturers' Association adopted the following resolution: "In stating the number of tubes in a radio receiver it is recommended that the number of tubes used for power conversion (rectify) or regulation, if included in the count, be specified. It should be appreciated that the number of tubes utilized in a radio receiver does not necessarily give an indication of its performance."

Low allowances on radio trade-in deals safeguard the dealer against loss.

## Harry B. Bergere Decatur Executive

Appointed Field Sales Manager and Assistant to the President of Decatur Mfg. Co.—Has Long Experience

Harry B. Bergere has been appointed field sales manager and assistant to the president of the Decatur Mfg. Co., Inc., Brooklyn, N. Y., according to a recent announcement by Stephen Decatur, Jr., president of the company. Mr. Bergere recently returned from an extensive trip in the interests of the Decatur line of speakers, and announces that he was successful in opening many satisfactory jobber and distributor accounts.

Mr. Bergere is well known in radio, being one of the pioneers in the loud speaker field. His nine years of selling to the radio industry in general fit him particularly well for the responsibilities of his post. He was the sales representative for many years of various manufacturers of permanent magnets.

## Victor Combination Is \$1,750

The Victor Talking Machine Co. recently announced that the list price of the Automatic Electrola Radiola 9-56 has been established at \$1,750. This instrument, which is practically custom built, has a hand-decorated panel in raised Chinese lacquer, and this and the coloring throughout are the work of skilled artists.

The Red Front Radio Stores, New York City, have been incorporated to deal in radio parts and cabinets with a capital stock of \$5,000. The incorporators are Henry Zeigler, Theo. Perlman and Benjamin Shapiro.

## Duograph Markets New Home Projector

Duograph, Inc., New York, manufacturer of motion picture projectors, has come into the field with a home projector of mechanical precision, embodying novel patented improvements and innovations, to accommodate 16 MM. films, which will be marketed through the music-radio trade. The projector is known as Model A and retails at \$35.

The Duograph was invented and designed by E. William Nelson, noted motion picture engineer, who has devoted eighteen years to the building of the most intricate machinery for the motion picture industry and who, fourteen years ago, designed and built the first home motion picture machine, using narrow-width film, now known as the 16 MM. film. His crystallized ideas are said to be embodied in the Duograph projector, which, although an example of mechanical simplicity, has a precision movement which insures clear and steady projection and, it also is claimed, ease of operation.

President Walter E. Greene, of Duograph, Inc., is a well-known and prominent motion picture executive, and was formerly connected with Artcraft Pictures and later vice-president of the Famous Players-Lasky Corp. He is now also president of Brenda Pictures Corp., producing special film productions. His wide knowl-



Walter Greene

edge of the film industry and motion picture apparatus has eminently fitted him for his new duties, and it is pointed out that his personal supervision of the manufacture of Duograph projectors insures professional quality in the amateur branch of the industry. As the Duograph is designed for home use particular care has been given to its appearance. It has been designed along symmetrical lines and is finished in black, red, blue or green.

## 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.

POSITION WANTED—Would like position with Talking Picture company who make their own records. Have had seventeen years' experience in record manufacturing with the leading manufacturers. Salary at start \$5,000 per year. Address Box No. 1668, care of Talking Machine World, 420 Lexington Ave., New York.

### Salesman Wanted

ONE of New York's largest music stores requires salesman who is thoroughly familiar with the Columbia Phonograph products, particularly Columbia records. Neat appearance, pleasant personality essential. Excellent opportunity for the right man. Write stating age, experience, salary desired. Address Box No. 1666, care of Talking Machine World, 420 Lexington Ave., New York.

### Phonograph Motor Business For Sale

INCLUDES all machinery and equipment for the manufacture of up-to-date phonograph motors; also raw material, parts in process and finished motors, from which a large percentage of the purchase price may be realized. As we must at once have the space occupied by this business we will sell for 25 per cent of actual value. If you are interested write for full particulars. Address Box No. 1669, care of Talking Machine World, 420 Lexington Ave., New York.

### Factory Representative Wants Lines

A PIONEER in the talking machine and radio business is desirous of connecting with several good manufacturers as factory representative. I am thoroughly familiar with the trade in and around Philadelphia. Address Box No. 1667, care of Talking Machine World, 420 Lexington Ave., New York.

### WANTED BY HOLLAND IMPORTER

PHONOGRAPHS WITH RADIO AMPLIFICATION (NO RECEIVERS) WITH OR WITHOUT AUTOMATIC RECORD-CHANGERS. SEND DETAILED QUOTATIONS WITH PHOTOS, ROCKBOTTOM PRICES, ETC., CURRENT 220-VOLT ALTER-NATING.

ADDRESS BOX NO. 1670, CARE OF TALKING MACHINE WORLD, 420 LEXINGTON AVE., NEW YORK, N. Y.

## Will Help Train Brunswick Record Clerks

Mrs. Florence Haenle Appointed Representative of Brunswick Record Sales Department—Will Work With Dealers

One phase of the record business that is of vast importance to the music dealer is the proper training of record clerks. The Brunswick-Balke-Collender Co., realizing this need, has announced the appointment of Mrs. Florence Haenle as special representative of the record sales department. Mrs. Haenle will travel throughout the entire country and work with dealers and the record clerks everywhere. She has a most comprehensive appreciation of the problems that confront the girl behind the counter, and just how that girl can be made a valuable asset to any music merchant. For six years she was connected with a large retail store in Philadelphia in the capacity of manager of the record department, where with a staff of fifteen clerks she built up an enormous



Mrs. Florence Haenle

business from a comparatively poor beginning. In that time she evolved many plans for the selling both of records and instruments, and she is eminently capable of passing on the results of her experience to other record clerks. She was also connected with the Brunswick Co. for several years as special record representative and as manager of record departments in the Eastern branches. Mrs. Haenle's knowledge of music, from a recording standpoint, is remarkable, and this knowledge is enhanced by a keenly developed commercial sense which is a prime necessity in record selling.

Some of the most salient points of her talks to record clerks are based on theories gained through individual experiences. Some of the maxims used in her present work with the record clerks are "One record is not a sale," "Know what is on your shelf," "Study your customers," and "Keep a file of their likes," thus providing practical co-operation.

## To Erect Radio Transmitters in China

The Nanking Nationalist Government has signed a contract with the Radio Corp. of America for the erection of two radio transmitters and three receivers in the vicinity of Shanghai, China, according to an announcement by David Sarnoff, vice-president and general manager of the Radio Corp. The equipment is to be manufactured by RCA in the United States and RCA engineers will supervise its erection in China. Approximately \$200,000 is involved in the transaction.

## New Electrically Driven Carryola

MILWAUKEE, Wis., November 7.—Another new Carryola, Model 61, was announced by the Carryola Co. of America to-day. It is bigger (13¾ inches long, 12¼ inches wide, 8¼ inches high) but still retains advantages of easy portability. The new electric Porto Pick-up is a handsome, convenient and perfect reproducer of phonograph records, easily attached to and operated from any electric light socket, and specially designed for use in connection with the modern radio loud speaker. It is electrically driven and is powered by the new Prime electric motor eliminating winding annoyances. The new Prime motor is the very latest improvement in induction type motors—having



Electrically Driven Carryola

speed regulator, four-point spring suspension, with all gears enclosed and revolving in oil. The new portable model is covered with rich brown fabrikoid with padded top, with all hardware and counterbalanced tone arm oxidized. The new model is a worthy addition to the Carryola line and volume production for holiday gift-giving business is assured by the manufacturer.

# IN THE MUSICAL MERCHANDISE FIELD

## Musical Manufacturers and Dealers Hold Joint Meeting in New York Zone

William J. Haussler Discusses General Conditions and the Slogan Campaign—Smaller Retail Dealers Made Eligible to Membership in Dealers' Organization

A JOINT meeting of the Associated Musical Instrument Dealers of New York, Inc., and the Musical Merchandise Manufacturers' Association (Eastern District) was held at the Fifth Avenue Hotel, New York, last week, when the chief speaker was Wm. J. Haussler, president of the National Musical Merchandise Association, who reviewed present conditions in the small goods business and gave considerable attention to a discussion of the slogan campaign and ways of promoting it.

The Associated Musical Instrument Dealers, by the way, have contributed a substantial fund to the slogan campaign, and are distributing many thousands of the slogan leaflets to their customers. Slogan circulars in lots of 100 are

furnished free to dealers who write for them to the headquarters of the Association, 10 East 34th street, New York. The Association which sends 400 window posters to metropolitan dealers each month, devoted the October poster to the slogan under the caption "\$1,000 For a Thought." These posters are being used widely.

The Associated Musical Instrument Dealers have arranged a plan whereby the smaller retail dealers in the metropolitan district may become associate members of the organization at a nominal fee, and thus derive the same benefits from promotional work as are enjoyed by the regular members who are active in the Association's work. An exceptionally large attendance of members were present at the meeting.

## M. M. Association Meets in Chicago

H. C. Lomb, President of Musical Instrument & Accessories Manufacturers, Is Principal Speaker at Meeting

CHICAGO, ILL., November 1.—The first Fall meeting of the Association of Musical Merchandise Manufacturers was held Thursday evening, October 25, at the Auditorium Hotel.

The Association had as guests H. C. Lomb, president of the National Association of Musical Instrument & Accessories Manufacturers, and Alfred L. Smith, secretary. The latter, in reviewing the meeting of the National Association held recently in the East, emphasized the promotional work that is under way to promote fretted instruments.

Mr. Lomb read his address delivered at the National meeting stressing such important points as creating a market by encouraging playing among young people; possibilities of the export trade as a virgin field; the importance of the slogan contest in stimulating an interest in music and the work of the National Bureau for the Advancement of Music in promoting fretted instruments and drums.

Alfred L. Smith further explained the work that has been done in promoting the \$1,000 Slogan Campaign in sending out letters to dealers with display cards, advertising literature, etc. He appealed to the members of the Association to co-operate in distributing the circulars to the dealers as an aid in selling them upon the importance of the contest in stimulating interest in music.

## Banjo Fans Praise B & D Silver Bell

GROTON, CONN., November 6.—David L. Day, of the Bacon Banjo Co., this city, has recently received numerous letters from artists using the B & D Silver Bell banjo. These letters have come from all over the United States and one from England as well. Fred J. Bacon, president of the Bacon Banjo Co. and banjo artist, has been touring the country. While in St. Paul banjo players assembled at a banquet table at the Athletic Club to greet Mr. Bacon, who holds cups bearing the title of the World's Champion five-string banjo player. Mr. Bacon made his headquarters while in St. Paul with W. J. Dyer & Bro.

## 75,000 Requests for Hohner Booklets

Three Weeks' National Publicity Leads to Remarkable Returns — Thirty-one National Publications Now Being Used

SEVENTY-FIVE thousand consumer inquiries for harmonica instruction booklets is the result of a three weeks' national advertising campaign of M. Hohner, Inc. These 75,000 booklets have been sent out by M. Hohner, Inc., with the result that a great number of harmonica prospects have been created for music dealers in every part of the country.

A vigorous advertising campaign featuring Hohner harmonicas has been carried on for the past three weeks, and will continue through the Fall and Winter season. Thirty-one national magazines are included in the list as follows: The Saturday Evening Post, The Ladies' Home Journal, American Weekly, People's Home Journal, Household Magazine, American Boy, Boy's Life, Boy Scouts Handbook, Baseball Magazine, Open Road For Boys, Popular Mechanics, Popular Science Monthly, American Girl, Every Girl's Magazine, Girl's World, Scholastic, St. Nicholas, Youth's Companion, Peabody School Book Covers, Child Life, Children, Normal Instructor, American School Board Journal, Journal of National Education Association, Music & Youth, The Etude, The Elks Magazine, Junior Bulletin—National Federation of Music Clubs, Country Gentleman, Successful Farming and Progressive Farmer.

Hohner advertising is placed by the Charles C. Green Advertising Agency, New York, under the direction of William J. Haussler, general manager of M. Hohner, Inc.

The E. E. Forbes Piano Co., Birmingham, Ala., has added a small goods department and is putting a vigorous campaign behind the line.

**BACON  
BANJOS**

*Sold by Representative  
Music Merchants*

**BACON BANJO CO., Inc.**  
GROTON, CONN.

# 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

# GLEANINGS *from the* WORLD *of* MUSIC

## Sheet and Book Music Shows 10 Per Cent Increase in 1927 Over 1925, Says Census

Total Value in 1927 Amounted to \$15,217,839 Compared to Total Value of \$13,835,375 in 1925—119 Plants Publishing Music Make Returns to Federal Census

WASHINGTON, D. C., October 22.—Sheet and book music published in the United States in 1927 had a value of \$15,217,839, an increase of 10 per cent over the value of \$13,835,375 reported for 1925, according to figures just made public by the United States Census Bureau. In addition, the publishing plants reporting to the bureau showed other products, such as book and job printing, lithographic, photo-engraving, etc., amounting to \$663,794 in 1927, against \$1,254,261 in 1925.

Information was secured by the Census Bureau from 119 plants last year, of which fifty-three were located in New York, twenty-two in Illinois, nine in Massachusetts, eight in Pennsylvania, six each in Missouri and Ohio, five in California, and ten others scattered throughout the States of New Jersey, Texas, Connecticut, Iowa, Kentucky, Maryland, Michigan and Nebraska. The figures for 1925 were predicated upon returns from 109 establishments, indicating an increase in the number of plants of 9.2 per cent since that year.

The average number of wage-earners employed in the industry last year was 987, compared with 955 in 1925, an increase of 3.4 per

cent, but total wage payments were \$1,677,680, against \$1,461,661, an increase of 14.8 per cent. Expenditures for contract work by publishers whose printing was done by others last year totaled \$2,819,352, compared with \$2,763,429 in 1925. The cost of materials, shop supplies, fuel and purchased power totaled \$1,658,367, against \$1,828,230, a decline of 9.3 per cent.

The value added by manufacture in 1927, the value of products less cost of materials, shop supplies, fuel and purchased power, was \$14,223,266, against \$13,261,406 in 1925, an increase of 7.3 per cent. It is stressed by the Census Bureau, however, that the amount of manufacturers' profits cannot be calculated from these figures, for the reason that no data are collected in regard to a number of items of expense, such as interest on investment, rent, depreciation, taxes, insurance and advertising.

In addition to the production reported by the bureau, music is printed and published to some extent by establishments engaged primarily in other branches of the printing and publishing industry, but the output of music by such establishments is relatively small. It is not included in this report.

paid on popular songs, the producer of the musical comedy sharing in this royalty as well as the lyric and melody writer of the score.

"The same condition now exists with theme songs, and it is only a matter of a very short time when theme songs will be placed (if in fact they are not already) in the same price category as show music.

"So highly do the motion picture producers regard the potential value of songs synchronized with their films that several of them are going into the music publishing business for the express purpose of publishing all songs used in their pictures. Two of the big producers have already made this step; Famous Players-Paramount having just formed a music publishing alliance with Harms, Inc., the new company to be known as Famous Music Co., Inc., and the Metro-Goldwyn-Mayer Co. having affiliated with the Robbins Music Corp. and in the future is going to publish all their theme songs through this house. Other deals are pending between some of the big producers and publishers for exclusive publication rights, while other producers are preferring, for the time being, to be free lances and award the synchronization rights to the publishers who will pay the biggest royalty and who can deliver the most intensive exploitation campaign. All of which is going to add to the cost of theme songs, and, while they are popular in character, will eventually take them out of the popular-price range and put them in the price class of show music."

## Film Theme Songs and the Music Publisher

New Development Places the Motion Picture Film Theme Song in the Same Price Category as Production Music

An interesting situation has arisen with the growing importance of theme songs as a featured and integral part of major motion-film presentations. During the past few months an abundance of songs have been advertised as the themes of this, that and the other film, and publishers have vied with each other endeavoring to have their publications chosen as the musical features. An interesting and authoritative statement by a music publishing executive, who has spent many years in the business, on the new development is timely and is herewith reproduced:

"With the widespread synchronization of theme songs in motion pictures a new development and a new problem confronts the publish-

ers of this type of song. In the beginning of the theme song era, the producers of motion pictures were quite willing and even glad to incorporate into their synchronization a song submitted by the publishers for the advertising value their picture would get from the exploitation of the song by the publishers, figuring that every copy of music distributed by the publisher was just so much good advertising for the film. Spurred on by the success of 'Charmaine,' 'Ramona,' 'Angela Mia' and other theme songs they are now no longer contented with the mere advertising and exploitation hook-up, but insist that the publishers pay them a royalty on each copy sold, and in some instances have asked for an advance payment for the privilege of having the song used in their picture.

"This places the theme song in exactly the same position as a song from a musical comedy. It has long been the practice of publishers to pay a substantial cash advance for the publishing rights to a musical comedy score, and in addition the royalty paid on this class of music is two or three times as much as the royalty

## New Feist Dance Folio Now on Market

The new Feist dance folio, the first to be issued in some time, was placed on sale on November 10, and sales have been most satisfactory. This folio, known as No. 2-A, contains such well-known hits as "Ramona," "Blue Heaven," "Ohio Home," "You're a Real Sweetheart," "Last Night I Dreamed You Kissed Me," "Baby Your Mother (Like She Babied You)" and many more, thirty in all. An attractive title page in seven colors has been prepared for the folio and is expected to attract instant attention on dealers' counters. Reduced reproductions of the original title pages of the six above numbers are contained on the cover, making a most effective display of well-known songs. An introductory order blank has been mailed to the trade by Leo Feist, Inc., New York, and has brought large numbers of orders from all parts of the United States.

## FIVE RECORD RECORD BREAKERS



PALS JUST PALS



THE SPELL OF THE BLUES



MARIE



I'LL GET BY [AS LONG AS I HAVE YOU]



JUST A SWEETHEART

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

# A Line or Two—of a Song or Two—of a Publisher or Two

The following new publications of Leo Feist, Inc., New York City, are listed as Class "A," or 20 cents per copy until December 1, after which they become Class "B," or 22 cents per copy: "My Blackbirds Are Bluebirds Now," by Irving Caesar and Cliff Friend; "High Up on a Hilltop," by Abel Baer, Ian Campbell and George Whiting; "A Bungalow, a Radio and You," by Fred Dempsey and Dick Leibert, and "Sleepy Baby," by Gus Kahn, Ward Perry and Abe Lyman.

### Elliott Shapiro Married

Elliott Shapiro, of the firm of Shapiro, Bernstein & Co., New York City, was secretly married to Dorothy Maurice, at Tarrytown, N. Y., on October 15, but the news leaked out shortly afterwards because of the groom's beaming countenance. Judge William C. Duell performed the ceremony, and it is said that outside the window some disconsolate soul insisted on whistling "The Prisoner's Song," discovered and fostered by Mr. Shapiro.

### New De S., B. & H. Numbers

The new catalog of De Sylva, Brown & Henderson, Inc., New York City, includes in addition to a wealth of production music, theme songs and hits by the firm members, the following songs which look like certain winners: "You'll Never Know," by Al Jolson, Billy Rose and Arthur Franklin; "That's How I Feel About You," by Archie Gottler and Benny Davis, and "Are We Downhearted? No," by the same writers.

### "Dusky Stevedore" Abroad

An arrangement has been completed whereby the Lawrence Wright Music Co., of London, will be the sole publisher of "Dusky Stevedore" for Europe. The company has agreed to go behind the song in a big way and hopes to make it one of the outstanding hits of Europe.

### "Jeannine" on Top

A recent circular sent to dealers by Leo Feist, Inc., reproduced a portion of the column "Sid Says About Songs," which appears in the Motion Picture World, and which showed "Jeannine, I Dream of Lilac Time" as being the biggest hit in the United States. "Sid" is Sidney Berman, manager and buyer of the sheet

music department at Lyon & Healy's, Chicago, and is a recognized authority on sheet music.

### Al Piantadosi Hits

A printed list of twenty of Al Piantadosi's biggest hit songs was recently sent to the trade and professional entertainers by the Al Piantadosi firm, of 1576 Broadway, New York City. Some of the outstanding hits are "The Curse of an Aching Heart," "Pal of My Cradle Days," "I Didn't Raise My Boy to Be a Soldier," "That's How I Need You" and "I'm Tired of Making Believe."

### On to Hollywood

A trio of song writers consisting of Archie Gottler, Con Conrad and Sidney Mitchell recently left for Hollywood, Cal., to fulfill a contract entered into by De Sylva, Brown & Henderson, Inc., with the Fox Film Corp. for a movietone musical comedy. Each member of the trio is well known in the song-writing profession.

### Another Triangle Hit

The new "Joe Davis" song "Take Your Tomorrow and Give Me To-day," by Andy Razaf and J. C. Johnson, looks like another big hit for the Triangle Music Publishing Co. catalog. This song is by the same writers as "Dusky Stevedore," and bears every mark of reaching the same spot as did that number. It has been recorded 100 per cent, and is being featured by the leading orchestras and radio artists. The dance arrangement was made by Bob Haring.

### "Four Devils" Theme Song

The Fox film success, "Four Devils," possesses two strong theme songs in "Marion" the love theme and "Destiny" the dramatic theme, both of which are published by De Sylva, Brown & Henderson, Inc. Both songs are by Rapee and Pollack, who have to their credit an unbroken line of film theme-song hits, including "Charmaine" and "Diane," which were among the first to be linked up with film presentations.

### Triangle Piano Novelty

Joe Davis, head of the Triangle Music Co., has just announced that the new piano novelty "Punch and Judy" will be the big "plug" number in his instrumental catalog. It was written by Paul Vincent and is being featured by some of the leading radio dance orchestras over big networks. A special phono-dance arrangement by W. C. Polla has been issued; \$1 for small orchestra and \$1.50 for full.

### Theme Song Tie-ups

Among the outstanding film theme songs now on the market which afford dealers with opportunities for stimulating the sale of records and sheet music by effecting tie-ups are:

Song	Film
Just a Sweetheart	Battle of the Sexes
Beggars of Life	Beggars of Life
Neapolitan Nights	Fazil
The First Kiss	The First Kiss
Little Mother	Four Sons
Four Walls	Four Walls
Kiss Before the Dawn	Gang War
Laugh, Clown, Laugh	Laugh, Clown, Laugh
Jeannine, I Dream of Lilac Time	Lilac Time
That Melody of Love	Love
Sunbeams	Loves of an Actress
When Loves Comes Stealing	The Man Who Laughs
Kiss Me Again	Mlle. Modiste
My Man	My Man
Ramona	Ramona
Revenge	Revenge
Dolores	
Some Day Somewhere	Red Dance
The Beggar	Secret Hour
Diane	Seventh Heaven
Sonny Boy	The Singing Fool
There's a Rainbow 'Round My Shoulder	
Speedy Boy	Speedy
Kiss Before the Dawn	Spider
Angela Mia	Street Angel
Out of the Tempest	The Tempest
Out of the Dawn	Warming Up
Paradise	The Wedding March
Charmaine	What Price Glory
Flower of Love	White Shadows
Marion	Four Devils
Destiny	
Judy	Romance of the Underworld
Pals Just Pals	Submarine
Love, All I Want Is Love	The Godless Girl
Wings	Wings
I Love You Then as I Love You Now	Dancing Daughters
Sunrise and You	Sunrise
Mother Machree	Mother Machree

## Songs That Really Sell

### Outstanding Sellers in Our Popular Catalog

THAT'S HOW I FEEL ABOUT YOU  
YOU'LL NEVER KNOW  
ARE WE DOWNHEARTED? NO!  
FOR OLD TIMES' SAKE  
(That's Just My Way of) FORGETTING YOU  
BLUE GRASS  
MOONLIGHT MADNESS

### Our Great Picture Theme Songs

SONNY BOY from "THE SINGING FOOL"  
ANGELA MIA from "STREET ANGEL"  
SOME DAY, SOMEWHERE (We'll Meet Again) from "THE RED DANCE"  
MARION (Love theme) } from  
DESTINY (Dramatic theme) } "4 DEVILS"  
JUDY from "ROMANCE OF THE UNDERWORLD"

De Sylva, Brown & Henderson, Inc.  
745 Seventh Ave. 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, PAPA'S GROWN OLD"

LEO. FEIST, INC.  
- 231 W. 40<sup>TH</sup> ST. -  
NEW YORK CITY.

# The Latest Record Bulletins

## Victor Talking Machine Co.

- LIST FOR NOVEMBER 2**
- 21684 I Wanna Be Loved By You (From "Good Boy") ..... Helen Kane 10  
Is There Anything Wrong in That? ..... Helen Kane 10
- 21683 Sonny Boy (Theme Song of the Motion Picture Production, "The Singing Fool")—Fox-trot, George Olsen and His Music 10  
Beggars of Life (Theme Song of the Motion Picture Production, "Beggars of Life"), The Troubadours 10
- 21681 Jeannine, I Dream of Lilac Time (Theme Song of the Motion Picture Production, "Lilac Time") ..... Jesse Crawford 10  
Kin for a Day ..... Jesse Crawford 10
- 21680 Low Down—Fox-trot ..... The Virginians 10  
Blazin'—Fox-trot ..... Coon-Sanders Orch. 10
- 21682 Some Sweet Someone (From "Good Boy")—Fox-trot ..... The High Hatters 10  
I Wanna Be Loved by You (From "Good Boy")—Fox-trot ..... The High Hatters 10
- LIST FOR NOVEMBER 9**
- 21701 Doin' the Raccoon—Fox-trot, George Olsen and His Music 10  
It Goes Like This (That Funny Melody)—Fox-trot, Johnny Johnson and His Statler Pennsylvanians 10
- 21689 That Old Sweetheart of Mine—Waltz, Don Bestor and His Orch. 10  
If I Lost You—Waltz, Jean Goldkette and His Orch. 10
- 21688 I'm Sorry, Sally ..... Shilkret's Rhythm-Melodists 10  
I Can't Give You Anything But Love, Baby! (From "Blackbirds of 1928"), Shilkret's Rhythm-Melodists 10
- 21700 Roses of Yesterday ..... Lewis James 10  
Just a Sweetheart (Theme Song of "Battle of the Sexes") ..... Lewis James 10
- LIST FOR NOVEMBER 16**
- 21704 The Bum Song—No. 2, "Mac" (Harry McClintock) 10  
The Big Rock Candy Mountains, "Mac" (Harry McClintock) 10
- 21714 The St. Louis Blues ..... Gene Austin 10  
The Voice of the Southland (Keeps Callin' Me Home) ..... Gene Austin 10
- 21713 Just a Night for Meditation ..... Jesse Crawford 10  
Roses of Yesterday ..... Jesse Crawford 10
- 21716 I Loved You Then as I Love You Now (Theme Song of the Motion Picture Production, "Our Dancing Daughters")—Waltz, The Troubadours 10  
Forever—Waltz, Ben Pollack and His Park Central Orch. 10
- 21715 High Up On a Hill Top—Fox-trot, Waring's Pennsylvanians 10  
What a Night for Spooning—Fox-trot, Waring's Pennsylvanians 10
- LIST FOR NOVEMBER 23**
- 21733 Sonny Boy (Theme Song of the Motion Picture Production, "The Singing Fool"), Elliott Shaw 10  
Forever ..... Lewis James 10
- 21734 I Loved You Then as I Love You Now (Theme Song of the Motion Picture Production, "Our Dancing Daughters") ..... Franklyn Baur 10  
Sally of My Dreams (Theme Song of the Motion Picture Production, "Mother Knows Best"), Franlyn Baur 10
- 21727 Where Were You—Where Was I? (From the Musical Comedy, "Billie")—Fox-trot, George Olsen and His Music 10  
Right Out of Heaven (From the Musical Comedy, "Cross My Heart")—Fox-trot, The High Hatters 10
- 21729 Here's That Party Now in Person—Fox-trot, Nat Shilkret and the Victor Orch. 10  
Come On, Baby!—Fox-trot, Ted Weems and His Orch. 10
- 21728 Sonny Boy (Theme Song of the Motion Picture Production, "The Singing Fool")—Pipe Organ, with Steel Guitar ..... Jesse Crawford 10  
I Loved You Then as I Love You Now (Theme Song of the Motion Picture Production, "Our Dancing Daughters")—Pipe Organ, with Harp, Jesse Crawford 10
- LIST FOR NOVEMBER 30**
- INSTRUMENTAL AND VOCAL**
- 21735 A Gay Caballero ..... Frank Crumit 10  
I Learned About Women From Her, Frank Crumit 10
- 21742 The Land of Going-To-Be ..... Irene Bordoni 10  
Don't Look at Me That Way ..... Irene Bordoni 10
- 35940 Gems From Aida—Part 1 (Verdi), Victor Light Opera Company 10  
Gems From Aida—Part 2 (Verdi), Victor Light Opera Company 10
- 21745 The Land of Going-To-Be (From the Musical Comedy "Paris")—Waltz, Irving Aaronson and His Commanders 10  
Let's Do It (Let's Fall in Love) (From the Musical Comedy "Paris")—Fox-trot, Irving Aaronson and His Commanders 10
- 21726 You Tell Me Your Dream—Waltz, The Troubadours 10  
Good-Night—Waltz ..... The Troubadours 10
- 21731 Whispering—Fox-trot, Paul Whiteman and His Orch. 10  
The Japanese Sandman—Fox-trot, Paul Whiteman and His Orch. 10
- 21744 My Varsity Girl I'll Cling to You (Theme Song of the Motion Picture Production, "Varsity")—Fox-trot, Nat Shilkret and the Victor Orch. 10  
Blossoms That Bloom in the Moonlight—Fox-trot, Nat Shilkret and the Victor Orch. 10
- 21746 Marie (Theme Song of the Motion Picture Production, "The Awakening")—Waltz, The Troubadours 10  
Love (All I Want Is Love) (Theme Song of the Motion Picture Production, "The Goddess Girl")—Waltz ..... The Troubadours 10
- 21743 She's One Sweet Show Girl (Theme Song of the Motion Picture Production, "Show Girl")—Fox-trot, Ben Pollack and His Park Central Orch. 10  
Buy, Buy for Baby (Or Baby Will—Bye Bye You) (Featured in the Motion Picture Production, "Show Girl")—Fox-trot, Ben Pollack and His Park Central Orch. 10
- 21732 Jo-Anne—Fox-trot, Edwin J. McEnelly's Orch. 10  
All of the Time—Fox-trot, Edwin J. McEnelly's Orch. 10

- 21730 Cherry—Fox-trot ..... McKinley's Cotton Pickers 10  
Some Sweet Day—Fox-trot, McKinley's Cotton Pickers 10
- RED SEAL**
- 1348 La Violetera (Who'll Be My Violets) (Goetz-Padilla) ..... Lucrezia Bori 10  
Seguidilla (Arr. by H. Reimann) ..... Lucrezia Bori 10
- 1349 Mazurka (Popper, Op. 11, No. 3) ..... Pablo Casals 10  
Musette (Bach-Pollain) ..... Pablo Casals 10
- 6867 Song of the Viking Guest (From "Sadko") (Rimsky-Korsakow) ..... Feodor Chaliapin 12  
Prince Igor—How Goes It Prince? (Aria of Khan Kontchak) (Borodin) ..... Feodor Chaliapin 12
- 1352 Adeste Fideles (Oh, Come, All Ye Faithful) (Arr. by Pochon) ..... Flonzaley Quartet 10  
The First Nowell (Arr. by Pochon), Flonzaley Quartet 10
- 6863 Les Preludes (Symphonic Poem No. 3)—Part 1 (Liszt), Alfred Hertz and San Francisco Symphony Orch. 12  
Les Preludes (Symphonic Poem No. 3)—Part 2 (Liszt), Alfred Hertz and San Francisco Symphony Orch. 12
- 6864 Les Preludes (Symphonic Poem No. 3)—Part 3 (Liszt), Alfred Hertz and San Francisco Symphony Orch. 12  
Les Preludes (Symphonic Poem No. 3)—Part 4 (Liszt), Alfred Hertz and San Francisco Symphony Orch. 12
- 6844 Thais—Meditation (Massenet) ..... Fritz Kreisler 12  
Tambourin Chinois (F. Kreisler, Op. 3), Fritz Kreisler 12
- 8104 Forza del Destino—Finale—Part 1 (Verdi), Rosa Ponselle-Giovanni Martinelli-Ezio Pinza 12  
Forza del Destino—Finale—Part 2 (Verdi), Rosa Ponselle-Giovanni Martinelli-Ezio Pinza 12
- 6857 Troika en Traineaux (In a Three-Horse Sleigh) (Tchaikowsky, Op. 37, No. 11), Sergei Rachmaninoff 12  
Polka de W. R. (W. Rachmaninoff), Sergei Rachmaninoff 12

## Columbia Phono. Co., Inc.

- CELEBRITY SERIES**
- 167-M Tallahassee (After Sundown) (Scott)—Violin Solo ..... Efrem Zimbalist 10  
The Zephyr (Hubay)—Violin Solo, Efrem Zimbalist 10
- 5091-D Old Vienna—Parts 1 and 2 (Schubert-Friedman)—Piano Solo ..... Ignaz Friedman 12  
164-M Homing (Del Riego and Salmon)—Mezzo-Soprano Solo ..... Barbara Maurel 10  
Hindu Slumber Song (Vare-Naidu)—Mezzo-Soprano Solo ..... Barbara Maurel 10
- 165-M Sylvia (Speaks-Scollard)—Baritone Solo, Alexander Kesselburgh 10  
The Last Hour (Kramer, Op. 34, No. 6, and Brown)—Baritone Solo, Alexander Kesselburgh 10
- 162-M Tango (Albeniz-Godowsky)—Piano Solo, Jose Echaniz 10  
L'Arlesienne: Minuet (Bizet-Rachmaninoff)—Piano Solo ..... Jose Echaniz 10
- 163-M Lord Peter's Stable Boy (Grainger) (Danish Folk Songs collected by E. T. Kristensen and P. Grainger)—Piano, Harmonium, Brass and Strings—Percy Grainger (Piano), Ralph Leopold (Harmonium) ..... 10  
Shepherds Hey (Grainger)—Instrumental, Columbia Symphony Orch. (P. Grainger, Con.) 10
- CHRISTMAS RECORDS**
- 50098-D Silent Night, Holy Night—Instrumental, Paul Whiteman and His Orch. 12  
Christmas Melodies: Noel; Adeste Fideles—Instrumental, Paul Whiteman and His Orch. 12
- 50092-D The Messiah: Overture (Handel)—Instrumental ..... Sir Thomas Beecham and His Orch. 12  
The Messiah: Pastoral Symphony (Handel)—Instrumental, Sir Thomas Beecham and His Orch. 12
- 50093-D The Messiah: Surely He Hath Borne Our Griefs (Handel) ..... Sir Thomas Beecham and the British Broadcasting Company's Choir 12  
The Messiah: Worthy Is the Lamb (Handel), Sir Thomas Beecham and the British Broadcasting Company's Choir 12
- 50094-D The Messiah: Every Valley Shall Be Exalted (Handel)—Tenor Solo, with Orchestra under the direction of Sir Thomas Beecham, Hubert Eisdell 12  
The Messiah: His Yoke Is Easy (Handel), Sir Thomas Beecham and the British Broadcasting Company's Choir 12
- 50097-D O Holy Night (Adam), Columbia Mixed Chorus 12  
Nazareth (Gounod) ..... Columbia Mixed Chorus 12
- 1566-D Angels From the Realms of Glory, Columbia Mixed Chorus 10  
The Birthday of a King, Columbia Mixed Chorus 10
- 1576-D Jingle Bells—Male Quartet ..... Shannon Quartet 10  
The Quilting Party—Male Quartet, Shannon Quartet 10
- STANDARD AND INSTRUMENTAL MUSIC**
- 50095-D Jeannine, I Dream of Lilac Time—Instrumental, with Vocal Refrain, Paul Whiteman and His Orch. 12  
Gypsy—Instrumental, with Vocal Refrain, Paul Whiteman and His Orch. 12
- 50096-D Traviata Selections—Parts 1 and 2 (Verdi)—Instrumental ..... Dajos Bela and His Orch. 12
- 1567-D Cavalleria Rusticana: Intermezzo (Mascagni)—Instrumental, Columbia Symphony Orch. (R.H. Bowers, Dir.) 10  
Tales of Hoffmann: Barcarolle (Offenbach)—Instrumental, Columbia Symphony Orch. (R.H. Bowers, Dir.) 10
- 1565-D Angelia Mia (My Angel)—Pipe Organ, Emil Velazco 10  
If You Don't Love Me—Pipe Organ, Emil Velazco 10
- 1590-D Angelia Mia (My Angel)—Violin Solo, Harold Leonard 10  
I Can't Give You Anything But Love (Intro: I Must Have That Man, from "Blackbirds of 1928")—Violin Solo ..... Harold Leonard 10
- FOREIGN NOVELTY RECORDS**
- 38002-F Eloping—Waltz, Berkes Bala Hungarian Gypsy Orch. 10  
At Midnight—Waltz, Berkes Bala Hungarian Gypsy Orch. 10
- 38003-F On Board—Waltz, Jahrl's Swedish Novelty Quintet 10  
Sulight—Waltz, Jahrl's Swedish Novelty Quintet 10
- DANCE MUSIC**
- 1558-D The Sidewalks of New York—Medley Waltz, with Vocal Refrain, Paul Whiteman and His Orch. 10  
In the Good Old Summertime—Medley Waltz, with Vocal Refrain, Paul Whiteman and His Orch. 10
- 1573-D Shim-Me-Sha-Wahle—Fox-trot, Ted Lewis and His Band 10  
Clarinet Marmalade—Fox-trot, Ted Lewis and His Band 10
- 1561-D Once in a Lifetime (From "Earl Carroll's Vanities")—Fox-trot, with Vocal Refrain, Leo Reisman and His Orch. 10  
Vaniteaser (From "Earl Carroll's Vanities")—Fox-trot, with Vocal Refrain, Leo Reisman and His Orch. 10
- 1562-D Just Another Night—Waltz, with Vocal Refrain ..... Paul Ash and His Orch. 10  
My Sorority Sweetheart—Waltz, with Vocal Refrain ..... Paul Ash and His Orch. 10
- 1575-D Someday, Somewhere (We'll Meet Again)—Waltz, with Vocal Refrain, Ben Selvin and His Orch. 10  
Out of the Tempest—Waltz, with Vocal Refrain ..... Ben Selvin and His Orch. 10
- 1592-D Avalon Town—Fox-trot, with Vocal Refrain, Clicquot Club Eskimos (H. Reser, Dir.) 10  
Come On, Baby!—Fox-trot, with Vocal Refrain, Clicquot Club Eskimos (H. Reser, Dir.) 10
- 1586-D I Can't Make Her Happy (That Old Girl of Mine)—Fox-trot, with Vocal Refrain, Ipana Troubadours (S. C. Lanin, Dir.) 10  
Heartbroken and Lonely—Fox-trot, with Vocal Refrain, Ipana Troubadours (S. C. Lanin, Dir.) 10
- 1574-D Bless You! Sister—Fox-trot, with Vocal Refrain ..... California Ramblers 10  
You're Just a Great Big Baby Doll—Fox-trot, with Vocal Refrain, California Ramblers 10
- 1557-D Flower of Love—Fox-trot, with Vocal Refrain, The Knickerbockers 10  
Masquerade—Fox-trot, with Vocal Refrain, The Knickerbockers 10
- 1588-D When Sweet Susie Goes Steppin' By—Fox-trot, with Vocal Refrain, Thelma Terry and Her Play Boys 10  
Dusky Stevedore—Fox-trot, with Vocal Refrain by Joe Davis, Thelma Terry and Her Play Boys 10
- 1587-D The Whistlin' Farmer Boy, The Fillmore Band (H. Fillmore, Con.) 10  
Golden Friendships, The Fillmore Band (H. Fillmore, Con.) 10
- VOCAL NUMBERS**
- 1560-D Two Black Crows in the Jail House—Parts 1 and 2—Comedy Sketch ..... Moran-Mack 10
- 1578-D Just a Sweetheart—Vocal, Ukulele Ike (Cliff Edwards) 10  
Roses of Yesterday—Vocal, Ukulele Ike (Cliff Edwards) 10
- 1563-D Sonny Boy—Vocal ..... Ruth Etting 10  
I Still Keep Dreaming of You—Vocal, Ruth Etting 10
- 1572-D Somebody Else May Be Telling Her Something (She'd Love to Hear From You)—Vocal, The Whispering Pianist (Art Gillham) 10  
My Heart Cries Out for You—Vocal, The Whispering Pianist (Art Gillham) 10
- 1584-D Mississippi Mud—Vocal, Lee Morse and Her Blue Grass Boys 10  
I Must Have That Man! (From "Blackbirds of 1928")—Vocal, Lee Morse and Her Blue Grass Boys 10
- 1589-D What D'Ya Say? (From "George White's Scandals")—Vocal ..... Little Jack Little 10  
Ev'rybody Loves You—Vocal, Little Jack Little 10
- 1571-D If I Lost You—Vocal ..... Seger Ellis 10  
I Never Thought (That Some Day You'd Be Mine)—Vocal ..... Seger Ellis 10
- 1564-D Paradise—Vocal ..... Maurice Gunkley 10  
Dolores—Vocal ..... Maurice Gunkley 10
- 1591-D Anything Your Heart Desires (From "Just a Minute")—Vocal ..... The Nifty Three 10  
Dog-gone! (From "Just a Minute")—Vocal, The Nifty Three 10
- 1559-D Syncopated Yodelin' Man—Vocal, Roy Evans 10  
Jazbo Dan and His Yodelin' Band—Vocal, Roy Evans 10
- 1585-D Who Said I Was a Bum?—Vocal, Vernon Dalhart 10  
Wanderin'—Vocal ..... Vernon Dalhart 10

## Brunswick Records

- LIST FOR NOVEMBER 15**
- 264 I Wish I Was a Single Gal Again—Vocal, with Violin and Guitar ..... Julietta Canova 10  
The Frog Went a-Courtin'—Vocal Duet, with Violin and Guitar ..... Anna and Julietta Canova 10
- 4054 Woman Disputed (I Love You) (Theme Song of the Motion Picture, "The Woman Disputed") (Grossman-Ward)—Tenor, with Orch., Harold (Scrappy) Lambert 10  
Beggars of Life (Theme Song of the Motion Picture, "Beggars of Life") (Brennan-Hajos)—Tenor, with Orch. .... Harold (Scrappy) Lambert 10
- 4062 Yesterthoughts (Herbert)—Concert Orch., Miniature Concert Orch. 10  
Punchinello (Herbert)—Concert Orch., Miniature Concert Orch. 10
- 4063 I'll Be Ready When the Great Day Comes (Henry)—Negro Spirituals, Forbes Randolph's Kentucky Jubilee Choir 10  
Deep River (Burleigh)—Negro Spirituals, Forbes Randolph's Kentucky Jubilee Choir 10
- 4064 Jo-Anne (Silver-Pinkard-Ward)—Fox-trot, with Vocal Chorus by Eddy Thomas, Herbert Gordon's Hotel Adelphia Whispering Orch. 10  
If You Want the Rainbow (You Must Have the Rain) (Rose-Dixon-Levant)—Fox-trot, with Vocal Chorus by Francis Luther, Herbert Gordon's Hotel Adelphia Whispering Orch. 10

THE LATEST RECORD BULLETINS—(Continued from page 124)

- 4068 I Wonder (Silver-Pinkard-Davis)—Fox-trot, with Vocal Chorus by Edmund Ruffner, The Clevelanders
- Why? (Do I Love You Like I Do) (Gold-Hays-Rockwell)—Fox-trot, with Vocal Chorus by Edmund Ruffner . . . . .The Clevelanders
- 4069 Good Night (Woods-Bibo-Conrad)—Waltz, with Vocal Chorus by Eddy Thomas. . . . .Carter's Orch.
- I Tore Up Your Picture When You Said Good-Bye (But I Put It Together Again) (Morse-Donnelly)—Waltz, with Vocal Chorus by Eddy Thomas . . . . .Carter's Orch.
- 57014 Wedding of the Winds (La Boda del Viento) (John T. Hall—Int. Instrumental)—Waltz, Municipal Band
- My Treasure (Tesoro Mio) (E. Becucci—Int. Instrumental)—Waltz . . . . .Municipal Band
- LIST FOR NOVEMBER 22
- 217 Poor Boy Long Ways From Home—Voice and Banjo . . . . .Buell Kazee
- You Are False But I'll Forgive You—Voice and Guitar . . . . .Buell Kazee
- 4004 My Dream Sweetheart (From "Wendell Hall's Six Sentimental Songs") (Hall)—Vocal, with Orch., Wendell Hall (The Red-Headed Music Maker)
- Easy Goin' (DeRose-Trent)—Vocal, with Orch., Wendell Hall (The Red-Headed Music Maker)
- 4070 I Need Sympathy (Lynch-Palmer)—Fox-trot, with Vocal Chorus by Jane Jones, Jesse Stafford and His Orch. (Formerly Herb Wiedoeft's Orch.)
- I'm Writing You This Little Melody (Weeks)—Fox-trot, with Vocal Chorus by Jane Jones, Jesse Stafford and His Orch. (Formerly Herb Wiedoeft's Orch.)
- 4071 A Little Love, a Little Kiss (Ross-Silesu)—Popular Concert. . . . .Fredric Fradkin and His Fiddlers
- Jalousie (Gade)—Popular Concert, Fredric Fradkin and His Fiddlers
- 4072 Here's That Party Now in Person (Yellen-Ager)—Baritone, with Piano, Chester Gaylord (The Whispering Serenader)
- You're in Love and I'm in Love (Donaldson)—Baritone, with Piano, Chester Gaylord (The Whispering Serenader)
- 4073 The Prune Song (No Matter How Young a Prune May Be It's Always Full of Wrinkles) (Crumit-DeCosta)—Novelty Fox-trot, with Vocal Chorus by Tom Stacks, Six Jumping Jacks
- I Never Kissed a Baby Like You (Johnson-Tobias-Sherman)—Novelty Fox-trot, with Vocal Chorus by Tom Stacks. Six Jumping Jacks
- 15184 Polovtsian Dances (From "Prince Igor")—Part 1 (Borodin)—Symphony Orch., The Cleveland Orch. (N. Sokoloff, Con.)
- Polovtsian Dances (From "Prince Igor")—Part 2 (Borodin)—Symphony Orch., The Cleveland Orch. (N. Sokoloff, Con.)
- 15185 Polovtsian Dances (From "Prince Igor")—Part 3 (Borodin)—Symphony Orch., The Cleveland Orch. (N. Sokoloff, Con.)
- Polovtsian Dances (From "Prince Igor")—Part 4 (Borodin)—Symphony Orch., The Cleveland Orch. (N. Sokoloff, Con.)
- 77004 Jolly Fellows Waltz (Lustige Brueder) (Wollstedt)—Waltz, Brunswick Concert Orch. (L. Katzman, Dir.)
- The Skaters (Les Patineurs) (Waldeufel)—Waltz, Brunswick Concert Orch. (L. Katzman, Dir.)
- LIST FOR NOVEMBER 29
- 265 Tell It Everywhere You Go (Rowe-Walbert)—Mixed Quartet, with Organ, Flat Creek Sacred Singers
- Home on the Banks of the River (Taylor)—Mixed Quartet, with Organ, Flat Creek Sacred Singers
- 4074 Sleep, Baby, Sleep (Tucker-Schuster)—Fox-trot, with Vocal Chorus by Ed Smalle, Arrowhead Inn Orch. (A Meyer Davis Unit)
- Good Little Bad Little You (Green-Step)—Fox-trot, with Vocal Chorus by Ed Smalle, Arrowhead Inn Orch. (A Meyer Davis Unit)
- 4075 Jumping Jack (Bloom-Seaman-Smolev)—Novelty Fox-trot . . . . .Varsity Four
- Kiddie Kapers (Shilkret-Pollack-Sherman)—Novelty Fox-trot . . . . .Varsity Four
- 4076 Brother Pollasses' Sermon on the Letter "S" (Bernard)—Comedian, with Orch.; Vocal Effects by the Orch. . . . .Al Bernard
- Read 'Em and Weep (Bernard-Haenschen)—Comedian, with Orch.; Vocal Effects by the Orch. . . . .Al Bernard
- 15190 Faust: When All Was Young (Si Le Bonheur a Sourire t'invite) (Gounod) (Act III)—Mezzo-Soprano, with Orch.; in French. . . . .Karin Branzell
- Faust: The Flower Song (Faites-lui mes aveux) (Gounod) (Act II)—Mezzo-Soprano, with Orch.; in French. . . . .Karin Branzell
- 57010 Mariechen—International Waltz . . . . .Municipal Band
- Jolly Peter (Bummel Petrus) (Werner-Kersten)—International Polka . . . . .Municipal Band
- LIST FOR DECEMBER 6
- 266 The Gal That Got Stuck on Everything She Said (Macon)—Voice, with Banjo. Uncle Dave Macon
- Worthy of Estimation (Macon)—Voice, with Banjo; Banjo-guitar by Sam McGee, Uncle Dave Macon
- 267 The Girl I Left Behind Me—Fiddle and Guitar, with Dance Calls, Kessinger Bros. (Clark and Luches)
- Sixteen Days in Georgia—Fiddle and Guitar, Kessinger Bros. (Clark and Luches)
- 3983 Oh! Lucindy (Hollingsworth-Deppen)—Vocal, with Orch., Wendell Hall (The Red-Headed Music Maker)
- Hot Feet (From "Wendell Hall's Red Pepper Rhythms") (Hall)—Vocal, with Uke-guitar, Wendell Hall (The Red-Headed Music Maker)
- 4047 You Tell Me Your Dream (I'll Tell You Mine) (Kahn-Daniels)—Waltz, with Vocal Chorus by Steve Bowers, Tom Gerunovich and His Roof Garden Orch.
- Sincerely I Do (Davis-Burke)—Fox-trot, with Vocal Chorus by Steve Bowers, Tom Gerunovich and His Roof Garden Orch.
- 4080 That's How I Feel About You (Davis-Gottler)—Fox-trot, with Vocal Chorus by Roy Ingraham. . . . .Arnold Johnson and His Orch.
- Memories of France (Dubin-Robinson)—Waltz, with Vocal Chorus by Roy Strom, Arnold Johnson and His Orch.
- 4086 My Man (Mon Homme) (Theme Song of the Motion Picture, "My Man") (Pollock-Yvain)—Comedienne, with Orch. . . . .Belle Baker
- That's How I Feel About You (Davis-Gottler)—Comedienne, with Orch. . . . .Belle Baker
- 4087 Come to Me (Eastman-Heltman)—Waltz, with Vocal Chorus by Howard Hafford, All Star Entertainers
- Dream of Heaven—Waltz. . . . .All Star Entertainers

- LIST FOR DECEMBER 13
- 268 Budded Roses, Roy Harvey and the North Carolina Ramblers
- What Is Home Without Love?, Roy Harvey and the North Carolina Ramblers
- 218 Gambling Blues—Voice and Guitar. . . . .Buell Kazee
- A Married Girl's Troubles—Voice and Guitar, Buell Kazee
- 4077 Anything You Say (Donaldson)—Fox-trot, with Vocal Chorus by Harry Maxfield, Ray Miller and His Orch.
- If I Have You (Milanese-Ellison)—Fox-trot, with Vocal Chorus by Harry Maxfield, Ray Miller and His Orch.
- 4081 Forever (Yellen-Ager)—Waltz, with Vocal Chorus by Eddy Thomas, William F. Wirges and His Orch.
- I Can't Make Her Happy (That Old Girl of Mine) (Pollack-Clare)—Fox-trot, with Vocal Chorus by Harold (Scrappy) Lambert, William F. Wirges and His Orch.
- 4083 Querida (Sweetheart) (Valdez-Simon)—Fox-trot, with Vocal Chorus by Walter Cummins, Bernie Cummins and His Hotel Biltmore Orch.
- My Blackbirds Are Bluebirds Now (Caesar-Friend)—Fox-trot, with Vocal Chorus by Bernie Cummins, Bernie Cummins and His Hotel Biltmore Orch.
- 4088 Then Came the Dawn (Dubin-Warren)—Fox-trot, with Vocal Chorus by Tommy Weir, Colonial Club Orch.
- Lonesome in the Moonlight (Russell-Baer)—Fox-trot, with Vocal Chorus by Jack Parker, Colonial Club Orch.
- 4089 Ten Little Miles From Town (Schaebel-Kahn)—Comedienne, with Ray Mayer at the Piano, Edith Evans
- That's What Puts the Sweet in Home, Sweet, Home (Newman-Lowry-Gordon)—Comedienne, with Ray Mayer at the Piano. . . . .Edith Evans
- 4090 Oh! Is She Mad at Me? (Friend-Caesar)—Comedian, with Orch. . . . .Dick Robertson
- She's Wonderful (Donaldson-Kahn)—Comedian, with Orch. . . . .Dick Robertson

Edison Disc Records

DANCE RECORDS

- 52390 Vaniteaser (From Earl Carroll's "Vanities")—(Seventh Edition) (Jones-Cleary)—Fox-trot, with Vocal Chorus by Ed. Kirkeby, Golden Gate Orch.
- All of the Time (Woods)—Fox-trot, with Vocal Chorus by Ed. Kirkeby. . . . .Golden Gate Orch.
- 52391 Take Your To-morrow (And Give Me To-day) (Razaf-Johnson)—Fox-trot, with Singing, Piccadilly Players (M. Morris, Dir.)
- Sonny Boy (DeSylva-Brown-Henderson-Jolson)—Fox-trot, with Singing, Piccadilly Players (M. Morris, Dir.)
- 52399 ('Cause I Feel) Low Down (Trent-DeRose)—Fox-trot, with Vocal Chorus. . . . .Golden Gate Orch.
- Lonely Little Bluebird (Woods)—Fox-trot, with Vocal Chorus by Happy Jack, Al Lynn's Music Masters
- 52402 It Must Be Love (Derickson-Brown)—Fox-trot, with Vocal Chorus, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- Roses of Yesterday (Berlin)—Fox-trot, with Vocal Chorus, B.A. Rolfe (Trumpet Virtuoso) and Palais d'Or Orch.
- 52410 I Can't Give You Anything But Love (Fields-McHueh)—Fox-trot . . . . .Green Bros. Novelty Band
- I Wanna Be Loved by You (From "Good Boy") (Stothart-Ruby)—Fox-trot, Green Bros. Novelty Band
- 52416 Get Out and Get Under the Moon (Tobias-Jerome-Shay)—Fox-trot, with Vocal Chorus, Golden Gate Orch.
- Do You? Don't You Love Me? (Koehler-Magine)—Fox-trot, with Vocal Chorus by Tommy Weir . . . . .Duke Yellman and His Orch.
- INSTRUMENTAL RECORDS
- 52392 The Rosary (Nevin-Parlow)—Violin Solo, with Piano and Organ Accomp. . . . .Kathleen Parlow
- Ballet Music from "Rosamunde" (Schubert-Kreisler)—Violin Solo, with Raymond Bauman at the Piano. . . . .Kathleen Parlow
- 52393 Echo d'Armour (Echo of Love)—Valse Caprice (Hollinshead)—Piano Solo, Ursula Dietrich-Hollinshead
- Twilight Follies—Novelette—Piano Solo, Ursula Dietrich-Hollinshead
- 52394 Orpheus Overture—Part 1 (Offenbach), Orpheus Overture—Part 2 (Offenbach), Edison Concert Orch.
- 52395 Highland Fling—With John F. Burckhardt at the Piano, John Baltzell (Champion Old-Time Fiddler)
- Scotch Reel—With John F. Burckhardt at the Piano, J. Baltzell-S. C. Shultz (Two Old-Time Fiddlers)
- 52403 In a Monastery Garden (Kettelbey)—Male Chorus . . . . .Edison Concert Orch.
- Entr' Acte and Barcarolle (From "Tales of Hoffman") (Offenbach) . . . . .American Concert Orch.
- 52404 My Angel (Angela Mia) (Pollack-Rapee)—Violin Solo, with Harry Akst at the Piano, Buddy Sheppard
- Revenge (Lewis-Young-Akst)—Violin Solo, with Harry Akst at the Piano. . . . .Buddy Sheppard
- 52421 Fashionette (Glogau-King), Murray Kellner's Dinner Music Ensemble
- The Roses Honeymoon (Bratton), Murray Kellner's Dinner Music Ensemble
- 52429 Jeannine, I Dream of Lilac Time (Gilbert-Shilkret)—Organ Solo, Henrietta Kamern on the Moller Organ at Loew's Rio Theatre, New York City
- My Angel (Angela Mia) (Rapee-Pollack)—Organ Solo, Henrietta Kamern on the Moller Organ at Loew's Rio Theatre, New York City
- SONGS
- 52386 It's Sinful to Flirt, Ernest V. Stoneman and His Dixie Mountaineers
- Careless Love, Ernest V. Stoneman and His Dixie Mountaineers
- 52389 Sleep, Baby, Sleep (Tucker-Schuster), Jack Parker-Will Donaldson
- That's Grandma (Barris-Cavanaugh-Crosby), Jack Parker-Will Donaldson
- 52397 All of the Time (Woods). . . . .The Rollickers
- Pickin' Cotton (From "George White's Scandals") (DeSylva-Brown-Henderson) . . . . .The Rollickers
- 52401 Eat and Grow Thin (The Hypochondriac) (Weslyn)—With Arthur Schutt at the Piano, Bob Pierce (Old King Cole)
- Etiquette Blues (Grubb)—With Arthur Schutt at the Piano . . . . .Bob Pierce (Old King Cole)
- 52405 Nagasaki (Dixon-Warren), Jack Kaufman and the Seven Blue Bahies

- It Goes Like This (That Funny Melody) (Caesar-Friend), Jack Kaufman and the Seven Blue Bahies
- 52406 Yascha Michaelofsky's Melody (Berlin), Arthur Fields
- King for a Day (Lewis-Young-Fiorito), Arthur Fields
- 52407 Last Night I Dreamed You Kissed Me (Kahn-Lombardo)—With Will Donaldson at the Piano . . . . .J. Donald Parker
- Dear When I Met You (Brown-Von Tilzer)—With Will Donaldson at the Piano, J. Donald Parker
- 52413 Jack of All Trades (Luther-Robison), Frank Luther and His Pardes
- Who Said I Was a Bum (Johnson), Frank Luther and His Pardes
- 52414 As We Sat Beneath the Maple on the Hill, Posey Rorer and the North Carolina Ramblers
- I'll Meet My Mother After All, Posey Rorer and the North Carolina Ramblers
- 52418 Somewhere a Voice Is Calling, Eileen Newton-Arthur F. Tate
- Mavis . . . . .L. A. Lefevre-Harold Craxton
- 52422 My Blackbirds Are Bluebirds Now (Caesar-Friend). . . . .Billy Murray-Walter Scanlan
- Twelve o'Clock Waltz (Rose-Dixon-Warren), Billy Murray-Walter Scanlan
- 52427 I Will Magnify Thee, O God (Psalm CXLV: 1, 3, 15, 18)—Thanksgiving Anthem (Spence)—Mixed Voices . . . . .Metropolitan Quartet
- O Lord, How Manifold Are Thy Works (Psalms CIV:24, LXV:14, CIII:2)—Harvest Anthem (Barnby)—Mixed Voices. . . . .Metropolitan Quartet
- 52428 Jeannine, I Dream of Lilac Time (Gilbert-Shilkret), Vaughn de Leath (The Radio Girl) and Her Buddies
- Ev'rything We Like We Like Alike (Fain-Seigel)—With Muriel Pollack at the Piano, Vaughn de Leath (The Radio Girl)

Edison Blue Amberol

- 5574 Sweet Sue—Just You . . . . .J. Donald Parker
- 5586 Ten Little Miles From Town. . . . .Dick Robertson
- 5587 Away Out on the Mountain, Frank Wallace and His Guitar
- 5588 Lord, I'm Coming Home—Baritone and Mixed Voices. . . . .Vernon Archibald and the Calvary Choir
- 5589 Maui Girl (Girl of the Island of Maui), Mid-Pacific Hawaiians (W. Kalama, Dir.)
- 5590 That's My Weakness Now, Jack Kaufman and the Seven Blue Bahies
- 5591 Mr. Hoover and Mr. Smith—Dave Kaplan at the Piano, The Happiness Boys (Billy Jones-Ernest Hare)
- 5592 Out of the Dawn—Fox-trot, with Vocal Chorus by Roy Rogers . . . . .The McAlpineers
- 5593 Laugh, Clown, Laugh—Waltz, with Vocal Chorus by Happy Jack . . . . .Jack Stillman's Orch.
- 5594 Butcher's Boy . . . . .Frank Luther and His Pardes
- 5595 Girl of My Dreams—Organ Solo, with Vocal Chorus by Theo. Alban, Henrietta Kamern on the Moller Organ at Loew's Rio Theatre, New York City
- 5596 Barbara Allen . . . . .Frank Luther and His Pardes
- 5597 Our Bungalow of Dreams—Fox-trot, with Vocal Chorus . . . . .Harry Reser's Rounders
- 5598 Dream Kisses—Fox-trot, with Vocal Refrain by Vaughn de Leath. Irwin Abrams with His Orch.
- 5599 Casey Jones—Singing, Jews Harp, Harmonica, Fiddle and Guitar. . . . .Vernon Dalhart and Company

Okeh Records

LIST FOR OCTOBER 25

- DANCE MUSIC
- 41120 Dolores (Grossman-Ward)—Waltz, with Vocal Refrain by Seger Ellis. Justin Ring and His Orch.
- Revenge (Lewis-Young-Akst)—Waltz, with Vocal Refrain by Seger Ellis, Justin Ring and His Orch.
- 41121 Roses of Yesterday (Berlin)—Fox-trot, with Vocal Refrain, Sam Lanin and His Famous Players
- Jumping Jack (Bloom-Seaman-Smolev)—Fox-trot, with Piano by Rube Bloom, Sam Lanin and His Famous Players
- VOCAL RECORD
- 41119 Sentimental Baby (Palmer)—Vocal, with Orch., Seger Ellis
- Beggars of Life (Brennan-Hajos)—Vocal, with Orch. . . . .Seger Ellis
- INSTRUMENTAL RECORD
- 41122 Come Back, Chiquita (Wayne)—Hawaiian Instrumental . . . . .Fera-Paaluihi
- Dreamy Waikiki (Williams-Davis)—Hawaiian Instrumental . . . . .Fera-Paaluihi
- OLD TIME TUNE RECORDS
- 45260 You Will Never Miss Your Mother Until She Is Gone (Carson-Brockman)—Pipe Organ Solo, with Vocal Refrain . . . . .Harry Smith
- The Death of Floyd Collins (Jenkins-Spain)—Pipe Organ Solo, with Vocal Refrain, Harry Smith
- 45261 Death's River—Vocal Duet, with Instrumental, Paul Crutchfield-John Clotworthy
- Sweet, the Memory of My Mother—Vocal Duet, with Instrumental, Paul Crutchfield-John Clotworthy
- 45262 House of Prayer—Sermon, with Piano, Rev. Walt Holcomb, D.D.
- Safety First—Sermon, with Piano, Rev. Walt Holcomb, D.D.
- RACE RECORDS
- 8618 Stay Out of Walnut Street Alley (Johnson)—Singing, with Guitar. . . . .Lonnie Johnson
- Broken Levee Blues—Singing, with Guitar, Lonnie Johnson
- 8619 Tall Tillie's Too Tight (Crawley)—Clarinet Solo, with Singing; Accomp. by Piano and Guitar . . . . .Wilton Crawley
- Shadow of the Blues (Crawley)—Clarinet Solo, with Singing, Accomp. by Piano and Guitar, Wilton Crawley
- 8620 West End Blues (Oliver-Williams)—Vocal, with Piano and Trumpet . . . . .Hazel Smith
- Get Up Off Your Knees (Williams)—Vocal, with Piano and Trumpet . . . . .Hazel Smith
- LIST FOR NOVEMBER 5
- DANCE MUSIC
- 41123 It Goes Like This (That Funny Melody) (Caesar-Friend)—Fox-trot, with Vocal Refrain, Fred (Sugar) Hall and His Sugar Babies
- (I Like) Ev'rything We Like We Like Alike (Fain-Seigel)—Fox-trot, with Vocal Refrain, Fred (Sugar) Hall and His Sugar Babies

(Continued on page 126)

THE LATEST RECORD BULLETINS—(Continued from page 125)

41124 Out of the Dawn (Donaldson)—Fox-trot, with Vocal Refrain...Dorsey Brothers and Their Orch. 'Round Evening (Whiting-Steiner-Coots)—Fox-trot, with Vocal Refrain, Dorsey Brothers and Their Orch.

VOCAL RECORD

41125 Roses of Yesterday (Berlin)—Vocal, with Justin Ring's Trio, with Celeste...Noel Taylor  
Sonny Boy (Jolson-DeSylva-Brown-Henderson)—Vocal, with Justin Ring's Trio, with Celeste, Noel Taylor

INSTRUMENTAL RECORD

41126 Jeannine, I Dream of Lilac Time (Theme Song of the Motion Picture Production, "Lilac Time") (Gilbert-Shilkret)—Pipe Organ, with Vocal Refrain...Richard Jordon  
I Loved You Then as I Love You Now (Axt-Mendoza)—Pipe Organ, with Vocal Refrain, Richard Jordon

OLD-TIME TUNE RECORDS

45263 Whistling Coon—Guitar and Fiddle, W. T. Narmour-S. W. Smith  
Who's Been Giving You Corn?—Guitar and Fiddle...W. T. Narmour-S. W. Smith  
45264 My Dixie Home (Jenkins)—Vocal Duet, with Instrumental Accomp...Jenkins-Robison  
I Hear Dem Bells—Vocal Duet, with Instrumental Accomp...Jenkins-Robison  
45265 Lead Me Saviour—Vocal...Friendship Quartet  
Jesus Saviour Pilot Me—Vocal...Friendship Quartet

RACE RECORDS

8621 Sweet Like a Honey Bee (Houdini)—Vocal, with Gerald Clark's Iere String Band, Wilmoth Houdini  
Song No. 99 (Houdini)—Vocal, with Gerald Clark's Iere String Band...Wilmoth Houdini  
8622 Stop for the Red Light—Sermon, with Singing; Deacon L. Davis and Sisters Jordon and Norman Assisting...Rev. J. M. Gates  
The Rattlesnake Coils Before He Strikes—Sermon, with Singing; Deacon L. Davis and Sisters Jordon and Norman Assisting, Rev. J. M. Gates

8623 Hot and Bothered (Ellington)—Fox-trot, with Vocal Refrain...Duke Ellington and His Orch.  
The Mooche (Ellington)—Fox-trot, with Vocal Refrain...Duke Ellington and His Orch.  
8624 No More Women Blues (Alexander)—Vocal, with Guitar... "Texas" Alexander  
Sitting on a Log (Alexander)—Vocal, with Guitar... "Texas" Alexander

EUROPEAN RECORDINGS

3231 Waltz Dream—Selections Parts 1 and 2 (Strauss)—Orch...Edith Lorand and Her Orch.  
3232 Cavalleria Rusticana—Selections Parts 1 and 2 (Mascagni)—Orch...Edith Lorand and Her Orch.  
3501 Dollar Princess—Waltz...Dajos Bela and His Orch.  
Gypsy Love—Waltz...Dajos Bela and His Orch.  
3502 April Rose—Waltz; Accordion Solo...Emile Vacher  
Dream of Love—Waltz; Accordion Solo, Emile Vacher  
5152 Die Goetterdaemmerung (The Dusk of the Gods)—Bruenhildes Tod—Parts 1 and 2 (Wagner)—Symphony Orch...Prof. Dr. Max Von Schillings and the Grand Symphony Orch., Berlin  
5153 La Forza Del Destino (The Force of Destiny)—Overture Parts 1 and 2 (Verdi)—Symphony Orch...Dr. Weissmann and the Orchestra of the Sate Opera House, Berlin  
3503 Radetzky March (Strauss)—Orch...Grand Odeon Orch.  
Fredericus Rex Grenadier March (Radeck)—Orch...Grand Odeon Orch.

LIST FOR NOVEMBER 15

DANCE MUSIC

41128 Sentimental Baby (Palmer)—Fox-trot, with Vocal Refrain...Frankie Trumbauer and His Orch.  
High Up on a Hill Top (Baer-Whiting-Campbell)—Fox-trot, with Vocal Refrain, Frankie Trumbauer and His Orch.  
41129 My Window of Dreams (Bryan-Klenner)—Waltz, with Vocal Refrain by Seger Ellis, Southern Melody Artists  
Forever (Yellen-Ager)—Waltz, with Vocal Refrain...Southern Melody Artists

VOCAL RECORD

41127 Dream House (Foxe-Cowan)—Vocal, with Orch...Seger Ellis  
I Loved You Then as I Love You Now (MacDonald-Axt-Mendoza)—Vocal, with Orch...Seger Ellis

INSTRUMENTAL RECORDS

41130 Tell Mother I'll Be There (Fillmore)—Pipe Organ, with Silver Bell Male Quartet, Richard Jordon  
When They Ring the Golden Bells for You and Me (Marhelle)—Pipe Organ, with Silver Bell Male Quartet...Richard Jordon  
41131 Angela Mia (My Angel) (Rapee)—Violin Solo, with Piano by Ruhe Bloom...Marie Caslova  
Jeannine, I Dream of Lilac Time (Shilkret)—Violin Solo, with Piano by Ruhe Bloom, Marie Caslova

OLD-TIME TUNE RECORDS

45266 Uncle Hiram's Trip to the City—Parts 1 and 2—Monologue, with Guitar...Paul Crutchfield  
45267 Sauerkraut Is Bully—Yodel, with Instrumental Trio...Ralph Richardson  
Little Dog Yodel—Yodel, with Instrumental Trio, Ralph Richardson  
45268 Did You Ever See the Devil, Uncle Joe?—Instrumental, with Singing, Fiddlin' Powers and Family  
Old Molly Hair—Instrumental, with Singing, Fiddlin' Powers and Family

RACE RECORDS

8625 Sweet Emmalina (Williams-Palmer-Razaf)—Vocal, with Piano...Andy Pendleton  
Dreaming the Hours Away (Dulmage-Ferguson)—Vocal, with Piano...Andy Pendleton  
8626 New Black Snake Blues—Parts 1 and 2 (Spivey)—Vocal Duet, with Piano and Guitar, Victoria Spivey and Lonnie Johnson  
8627 Paducah (Redmond)—Fox-trot...Chocolate Dandies  
Four or Five Times (Hellman-Gay)—Fox-trot, with Vocal Refrain Trio, Five Little Chocolate Dandies

Vocalion Records

LIST FOR NOVEMBER 1

POPULAR VOCAL AND INSTRUMENTAL

15707 Chiquita (Gilbert-Wayne)—Waltz, with Vocal Chorus by Eddy Thomas...Miami Marimba Band  
Marimba Melody (Coslow-Klickman)—Waltz, Miami Marimba Band  
15724 'Cause I Feel Low-Down (Trent-DeRose)—Fox-

trot, with Vocal Chorus, Sammy Stewart and His Orch.  
Ol' Man River (From "Show Boat") (Kern-Hammerstein)...Sammy Stewart and His Orch.  
15725 Moonlight Madness (Davis-Coots)—Comedian, with Orch...Harry Richman  
Out of the Dawn (Theme Song of the Motion Picture, "Warming Up") (Donaldson)—Comedian, with Orch...Harry Richman  
15726 Grieving (Axtell)—Tenor, with Orch...Elmo Tanner

That Old Sweetheart of Mine (Shay-Goodwin)—Tenor, with Orch...Elmo Tanner

RACE RECORDS

1157 Your Time Is Out, Rev. A. W. Nix and His Congregation  
Robbing God, Rev. A. W. Nix and His Congregation  
1211 Don't Let Your Mouth Start Nothing Your Head Won't Stand (Williams-Johnson)—Voice, with Piano...Stovepipe Johnson  
I Ain't Got Nobody (Williams-Graham)—Voice, with Piano, Guitar and Clarinet, Stovepipe Johnson

1212 The Blood Done Sign My Name (Hardaway)—Spiritual Unaccompanied, The Novelty Four Quartet  
Little Wheel Rolling in My Heart (Hardaway)—Spiritual Unaccompanied, The Novelty Four Quartet

1213 Trouble Blues (Blackwell)—Part 1—Vocal, with Guitar...Scrapper Blackwell  
Trouble Blues (Blackwell)—Part 2—Vocal, with Guitar...Scrapper Blackwell

OLD SOUTHERN TUNES

5247 Drunkard's Hecups...Reaves White County Ramblers  
Flying Engine—With Dance Calls, Reaves White County Ramblers  
5248 Wild Horse (Country Breakdown)—Fiddle and Guitar, with Dance Calls, Kessinger Brothers (Clark and Luches)  
Patty on the Turnpike (Country Turning)—Fiddle and Guitar, with Dance Calls, Kessinger Brothers (Clark and Luches)

5249 The Rich Man and Joe Smith (Thompson-Guernsey)—Vocal, with Guitar...Emy Arthur  
Ethan Lang—Vocal, with Guitar and Harmonica, Emy Arthur

5250 It Can't Be Done (Gray-Fields)—Vocal, with Guitars, Banjo and Violin, Otto Gray and His Cowboy Band  
Adam and Eve (Gray)—Vocal, with Guitars and Banjo...Otto Gray and His Cowboy Band

LIST FOR NOVEMBER 15

POPULAR VOCAL AND INSTRUMENTAL

15727 Gold and Silver (Lehar)—Waltz...Municipal Band  
Millicent (McKee)—Waltz...Municipal Band  
15728 Fare Thee Well (Kelly-Marr)—Fox-trot, Joe Mannone and His Club Royale Orch.  
Downright Disgusted (Shand-Freeman)—Fox-trot, Joe Mannone and His Club Royale Orch.  
15729 Skinner's Sock (Skinner)—Fox-trot, Louisiana Rhythm Kings  
Hallucinations (Sanders)—Fox-trot, Louisiana Rhythm Kings

15730 Is It a Sin (My Loving You) (Carus-Bryan-Leopold)—Vocal, with Piano and Violin, Charles C. Locke  
The Torch (Lyman-Hamm)—Vocal, with Piano, Violin and Cello...Charles C. Locke

RACE RECORDS

1208 Freight Train Special (Henry)—Novelty Vocal, with Piano...Hound Head Henry  
Steamboat Blues (Henry)—Novelty Vocal, with Piano...Hound Head Henry  
1214 Mean Old Train Blues (Carr)—Vocal, with Piano and Guitar...Leroy Carr  
Low Down Dirty Blues (Carr)—Vocal, with Piano and Guitar...Leroy Carr

1215 Oh! Sister Ain't That Hot! (Donaldson-White)—Fox-trot...Jimmie Noone's Apex Club Orch.  
Blues (My Naughty Sweetie Gives to Me) (Swanstone-McCarron-Morgan)—Fox-trot, Jimmie Noone's Apex Club Orch.

OLD SOUTHERN TUNES

5251 Whosoever Meaneth Me (McDonnell)—Steel Guitar and Guitar...J. L. McGhee-Frank Welling  
The Lily of the Valley—Harmonica and Guitar, J. L. McGhee-Frank Welling

5252 Lulu Wall—Vocal and Banjo, B. L. Lunsford (The Minstrel of the Appalachians)  
Little Turtle Dove—Vocal and Banjo, B. L. Lunsford (The Minstrel of the Appalachians)

5253 The Trail of the Lonsome Pine (MacDonald-Carroll). Floyd Thompson and His Home Towners (With Jack Tilson and Frank Owens)  
I Hear the Meadows Calling Me (Thompson-Guernsey), Floyd Thompson and His Home Towners (With Jack Tilson and Frank Owens)

5254 Easy Rider—Voice, with Banjo-Guitar...Sam McGee  
Chevrolet Car—Voice, with Banjo-Guitar, Sam McGee

Domino Records

DANCE RECORDS

4207 It Goes Like This (That Funny Melody)—Fox-trot...Lou Gold and His Orch.  
Louder and Funnier—Fox-trot, Fred Hall's Jazz Band

4208 Was It Love—Waltz, Adrian Schubert's Salon Orch.  
If I Lost You—Waltz, Adrian Schubert's Salon Orch.

4209 High Up on a Hill Top—Fox-trot, Lou Gold and His Orch.  
Some Little Someone—Fox-trot, Lou Gold and His Orch.

4210 Blue Shadows—Fox-trot...Carolina Collegians  
Why (Do I Love You Like I Do)—Fox-trot, Ernie Golden and His Orch.

4211 Forever—Waltz...Dixie Marimba Players  
You're in Love and I'm in Love—Waltz, Dixie Marimba Players

4212 Sleep, Baby, Sleep—Fox-trot, Ernie Golden and His Orch.  
Querida—Fox-trot...Ernie Golden and His Orch.

4213 Some Night When You're Lonely—Fox-trot, Carolina Collegians  
Stolen Moments—Fox-trot...The Bostonians

4214 West End Blues—Fox-trot...Fred Hall's Jazz Band  
Missouri Squabble—Fox-trot...Fred Hall's Jazz Band

4215 Twelve o'Clock Waltz—Waltz, Dixie Marimba Players  
Revenge—Waltz...Hollywood Dance Orch.

4216 I Loved You Then as I Love You Now—Waltz, The Bostonians  
My Blackbirds Are Bluebirds Now—Fox-trot, The Bostonians

VOCAL RECORDS

4217 Old Man Sunshine—Baritone Solo, with Orch. Accomp...Rodman Lewis  
I Can't Make Her Happy—Baritone Solo, with Orch. Accomp...Rodman Lewis

4218 Sonny Boy—Tenor Solo, with Orch. Accomp., Irving Kaufman  
There's a Rainbow 'Round My Shoulder—Tenor Solo, with Orch. Accomp...Irving Kaufman

4219 I Can't Give You Anything But Love—Tenor Solo, with Orch. Accomp...Irving Kaufman  
Then Came the Dawn—Baritone Solo, with Orch. Accomp...Rodman Lewis

NOVELTY RECORDS

0263 The Porto Rico Storm—Tenor Solo, with Novelty Accomp...Frank Luther  
Where the Sunset Turns the Ocean's Blue to Gold—Tenor Solo...Frank Luther

0264 Jeannine, I Dream of Lilac Time—Hawaiian Guitars, with Vocal Refrain...Lani's Hawaiians  
Angela Mia (My Angel)—Hawaiian Guitars, with Vocal Refrain...Lani's Hawaiians

4220 Give Me That Old Time Religion—Mixed Quartet...Dixie Jubilee Singers  
Ezekel Saw the Wheel in the Middle of the Air—Quartet...Dixie Jubilee Singers

Banner Records

DANCE RECORDS

7238 Blue Shadows—Fox-trot...Carolina Collegians  
Georgia Lullaby—Fox-trot...Imperial Dance Orch.

7239 High Up on a Hill Top—Fox-trot, Lou Gold and His Orch.  
Tennessee Mammy—Fox-trot...Missouri Jazz Band

7240 Twelve o'Clock Waltz—Waltz, Royal Marimba Players  
Wond'ring What's Become of You—Waltz, Hollywood Dance Orch.

7241 It Goes Like This (That Funny Melody)—Fox-trot...Lou Gold and His Orch.  
They Don't Come Better Than Betty—Fox-trot, Hollywood Dance Orch.

7242 Forever—Waltz...Royal Marimba Players  
Twilight Dreams of You—Waltz, Majestic Dance Orch.

7243 Why (Do I Love You Like I Do)—Fox-trot, Ernie Golden and His Orch.  
When Summer Is Gone—Fox-trot, Carolina Collegians

7244 My Blackbirds Are Bluebirds Now—Fox-trot, Ernie Golden and His Orch.  
Stolen Moments—Fox-trot...The Bostonians

7245 Was It Love—Waltz, Adrian Schubert's Salon Orch.  
Just a Kiss in the Moonlight—Waltz, Majestic Dance Orch.

7246 I Loved You Then as I Love You Now—Waltz, The Bostonians  
Easy—Fox-trot...Mendello's Dance Orch.

7247 Querida—Fox-trot...Ernie Golden and His Orch.  
My Wonderful You—Fox-trot, Hollywood Dance Orch.

7248 West End Blues—Fox-trot...Fred Hall's Jazz Band  
Sunday Afternoon—Fox-trot, Mendello's Dance Orch.

7249 Sleep, Baby, Sleep—Fox-trot...The Bostonians  
Among the Georgia Pines—Fox-trot, Missouri Jazz Band

7250 You're in Love and I'm in Love—Waltz, Royal Marimba Players  
My Dreams Are Dreams of You—Waltz, Nathan Glantz and His Orch.

7251 Revenge—Waltz...Adrian Schubert's Salon Orch.  
In the City of Smiles and Tears—Waltz, Majestic Dance Orch.

VOCAL RECORDS

7252 Sonny Boy—Tenor Solo, with Orch. Accomp., George Beaver  
Happy in the Rain—Baritone Solo, with Orch. Accomp...Ralph Haines

7253 There's a Rainbow 'Round My Shoulder—Tenor Solo, with Orch. Accomp...George Beaver  
Sunday Afternoon—Tenor Solo, with Orch. Accomp...George Beaver

7254 Old Man Sunshine—Baritone Solo, with Orch. Accomp...Ralph Haines  
I Never Knew How I Cared for You—Baritone Solo, with Orch. Accomp...Arthur Fields

7255 I Can't Give You Anything But Love—Tenor Solo, with Orch. Accomp...George Beaver  
Everyone Knows—Tenor Solo, with Orch. Accomp...Howard Wilson

7256 Then Came the Dawn—Baritone Solo, with Orch. Accomp...Ralph Haines  
Evening Breeze Memories of You—Tenor Solo, with Orch. Accomp...Howard Wilson

7257 I Can't Make Her Happy—Baritone Solo, with Orch. Accomp...Ralph Haines  
What's the Answer—Baritone Solo, with Orch. Accomp...Arthur Fields

NOVELTY RECORDS

7258 Angela Mia (My Angel)—Hawaiian Guitars, with Vocal Refrain...Lani's Hawaiians  
Hawaiian Bluebird—Hawaiian Trio, with Vocal Refrain...Kula's Hawaiians

7259 The Porto Rico Storm—Tenor Solo, with Novelty Accomp...Frank Luther  
Where the Silvery Colorado Winds Its Way—Tenor Solo, with Novelty Accomp...Frank Luther

7260 Jeannine, I Dream of Lilac Time—Hawaiian Guitars, with Vocal Refrain...Lani's Hawaiians  
Sweet Hawaiian Garden of Flowers—Hawaiian Guitars, with Vocal Refrain...Kula's Hawaiians

RACE RECORDS

7261 Ezekel Saw the Wheel in the Middle of the Air—Quartet...Dixie Jubilee Singers  
What's You Gonna Do When the World's on Fire—Quartet...Dixie Jubilee Singers

Marathon Records

DANCE RECORDS

227 Dusky Stevedore—Novelty Fox-trot, with Vocal Chorus...Jackson and His Southern Stompers  
Take Your To-morrow, Give Me To-day—Novelty Fox-trot, with Vocal Chorus, Jackson and His Southern Stompers

228 Two Lips, Kiss My Cares Away—Fox-trot, with Vocal Chorus...Pennsylvania Dance Orch.  
It's the Last Time—Fox-trot, with Vocal Chorus, Pennsylvania Dance Orch.

229 I'm on the Crest of a Wave—Fox-trot, with Vocal Chorus...Southern Melody Syncopators  
I'm Trying So Hard to Be Happy—Fox-trot, with Vocal Chorus...Marathon Dance Orch.

230 I Can't Give You Anything But Love—Fox-trot, with Vocal Chorus...Marathon Dance Orch.

- You've Got That Certain Something—Fox-trot, with Vocal Chorus . . . . . California Dance Orch.
  - 231 Old Man Sunshine — Fox-trot, with Vocal Chorus . . . . . Pennsylvania Dance Orch.
  - To-night's the Night—Fox-trot, with Vocal Chorus . . . . . Fred Hall and His Dance Orch.
  - 232 Sonny Boy—Fox-trot, with Vocal Chorus, Southern Melody Syncopators
  - You're the Only Girl for Me—Fox-trot, with Vocal Chorus . . . . . Marathon Dance Orch.
  - 233 Ah! Sweet Mystery of Life—Waltz, with Vocal Chorus . . . . . Marlborough Dance Orch.
  - True Blue—Waltz, with Vocal Chorus, Marlborough Dance Orch.
  - 234 High Up on a Hill Top—Fox-trot, with Vocal Chorus . . . . . Southern Melody Syncopators
  - On a Moonlight Night—Fox-trot, with Vocal Chorus . . . . . Marathon Dance Orch.
  - 235 Roses of Yesterday—Fox-trot, with Vocal Chorus . . . . . Southern Melody Syncopators
  - Tell Me When—Fox-trot, with Vocal Chorus, Fred Hall and His Orch.
- VOCAL RECORDS**
- 236 There's a Rainbow 'Round My Shoulder—Tenor Solo . . . . . George Beaver
  - Dancing With My Baby—Tenor Solo. George Beaver
  - 237 Angela Mia—Tenor Solo . . . . . George Beaver
  - Because You're My Mine—Tenor Solo. . . . . Arthur Fields
  - 238 King for a Day—Tenor Solo. . . . . Sydney Mitchell
  - After the Rain—Tenor Solo. . . . . Sydney Mitchell
- SPECIAL RELEASES**
- 049 Hallelujah, I'm a Bum—Comedy Solo. Jerry Hogan
  - The Hoho Song—Comedy Solo. . . . . Jerry Hogan
  - 048 The Little Green Valley—Old-Time Tune, John Albin
  - Climbing Up the Golden Stairs—Old-Time Tune, John Albin

### Regal Records

- DANCE RECORDS**
- 8646 High Up on a Hill Top—Fox-trot, Lou Gold and His Orch.
  - Some Little Someone—Fox-trot, Lou Gold and His Orch.
  - 8647 Forever—Waltz . . . . . Dixie Marimba Players
  - You're in Love and I'm in Love—Waltz, Dixie Marimba Players
  - 8648 It Goes Like This (That Funny Melody)—Fox-trot . . . . . Lou Gold and His Orch.
  - Louder and Funnier—Fox-trot, Fred Hall's Jazz Band
  - 8649 Sleep, Baby, Sleep—Fox-trot, Ernie Golden and His Orch.
  - Querida—Fox-trot . . . . . Ernie Golden and His Orch.
  - 8650 Blue Shadows—Fox-trot . . . . . Carolina Collegians
  - Why (Do I Love You Like I Do)—Fox-trot, Ernie Golden and His Orch.
  - 8651 Twelve o'Clock Waltz—Waltz, Dixie Marimba Players
  - Revenge—Waltz . . . . . Hollywood Dance Orch.
  - 8652 Some Night When You're Lonely—Fox-trot, Carolina Collegians
  - Stolen Moments—Fox-trot. . . . . The Bostonians
  - 8653 Was It Love—Waltz, Adrian Schubert's Salon Orch.
  - If I Lost You—Waltz, Adrian Schubert's Salon Orch.
  - 8654 I Loved You Then as I Love You Now—Waltz, The Bostonians
  - My Blackbirds Are Bluebirds Now—Fox-trot, The Bostonians
  - 8655 West End Blues—Fox-trot. . . . . Fred Hall's Jazz Band
  - Missouri Squabble—Fox-trot. . . . . Fred Hall's Jazz Band
- VOCAL RECORDS**
- 8656 I Can't Give You Anything But Love—Tenor Solo, with Orch. Accomp. . . . . Irving Kaufman
  - Then Came the Dawn—Baritone Solo, with Orch. Accomp. . . . . Rodman Lewis
  - 8657 Old Man Sunshine—Baritone Solo, with Orch. Accomp. . . . . Rodman Lewis
  - I Can't Make Her Happy—Baritone Solo, with Orch. Accomp. . . . . Rodman Lewis
  - 8658 Sonny Boy—Tenor Solo, with Orch. Accomp., Irving Kaufman
  - There's a Rainbow 'Round My Shoulder—Tenor Solo, with Orch. Accomp. . . . . Irving Kaufman
- NOVELTY RECORDS**
- 8659 Jeannine, I Dream of Lilac Time—Hawaiian Guitars, with Vocal Refrain. . . . . Lani's Hawaiians
  - Angela Mia (My Angel)—Hawaiian Guitars, with Vocal Refrain. . . . . Lani's Hawaiians
  - 8660 The Porto Rico Storm—Tenor Solo, with Novelty Accomp. . . . . Frank Luther
  - Where the Sunset Turns the Ocean's Blue to Gold—Tenor Solo . . . . . Frank Luther
  - 8661 Give Me That Old Time Religion—Mixed Quartet . . . . . Dixie Jubilee Singers
  - Ezekel Saw the Wheel in the Middle of the Air—Quartet . . . . . Dixie Jubilee Singers

### Harmony Records

- DANCE RECORDS**
- 745-H My Blackbirds Are Bluebirds Now—Fox-trot, with Vocal Chorus by Tom Frawley, Lou Gold and His Orch. 10
  - My Heart Belongs to You (From "The Scarlet Lady")—Waltz, with Vocal Chorus by Tom Frawley. . . . . Lou Gold and His Orch. 10
  - 746-H Motherhood (From "Motherhood")—Waltz, with Vocal Chorus by Irving Kaufman, Bar Harbor Society Orch. 10
  - I Can't Make Her Happy (That Old Girl of Mine)—Fox-trot, with Vocal Chorus by Irving Kaufman . . . . . The Harmonians 10
  - 747-H I Wanna Be Loved by You (From "Good Boy")—Fox-trot, with Vocal Chorus by Robert Wood . . . . . The Harmonians 10
  - A Night of Memories—Fox-trot, with Vocal Chorus by Tommy Weir. . . . . The Harmonians 10
  - 748-H Where the Shy Little Violets Grow—Fox-trot, with Vocal Chorus by Edmund Ruffner. . . . . Arthur Ross and His Westerners 10
  - Just Because It's You—Waltz, with Vocal Chorus by Arthur Seelig, Arthur Ross and His Westerners 10
  - 749-H Just a Sweetheart (From "The Battle of the Sexes")—Fox-trot, with Vocal Chorus by Marvin Young, Jerry Mason and His Californians 10
  - Happy Days and Lonely Nights—Fox-trot, with Vocal Chorus by Marvin Young, Jerry Mason and His Californians 10
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### Victor Alternate Model 7-26

The Victor Talking Machine Co. announces that it is placing an alternate model 7-26 on the market, identical with the 7-26 now on the market except that it is equipped with a new electro-dynamic speaker. This speaker is capable of delivering great volume free from distortion and embraces the entire tonal range of musical sound. The list price will be \$475.

### A. K. Models in Colors

The Atwater Kent Model 52, known as the all-in-one house current set, has appeared in a bright array of colors. A limited number of these sets finished in ivory, red, blue, green and other colors have been placed in several Eastern cities as part of the sales promotion campaign on this new model.

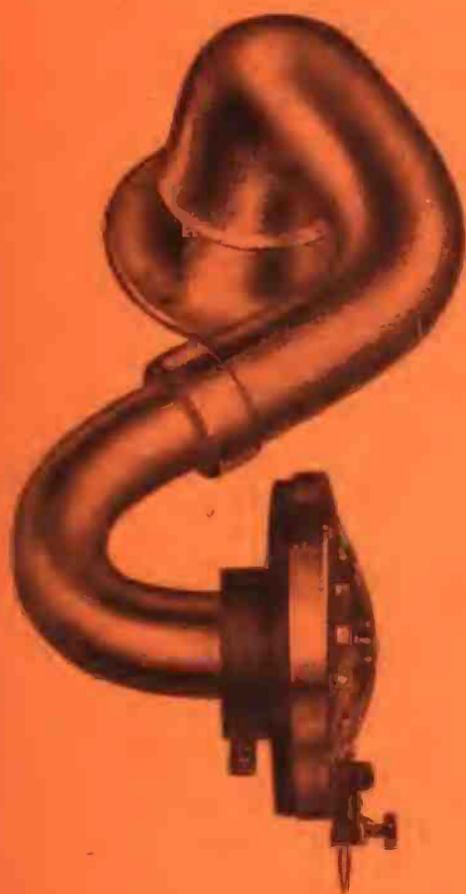
### Starts "Ortho-sonic Hour"

A weekly "Ortho-sonic Hour" has been inaugurated by Listenwalter & Gough, Inc., Federal Ortho-sonic wholesaler in San Francisco and Los Angeles, Cal. Each Thursday evening a musical program is broadcast from station KFWB at Hollywood. It is said that the results in sales are proving very satisfactory.

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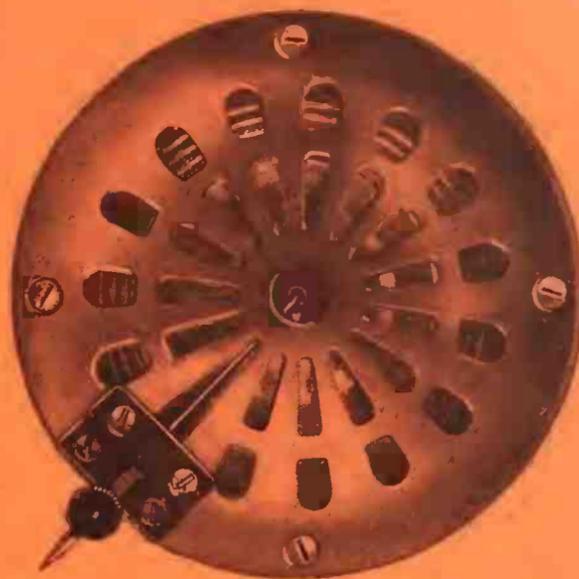


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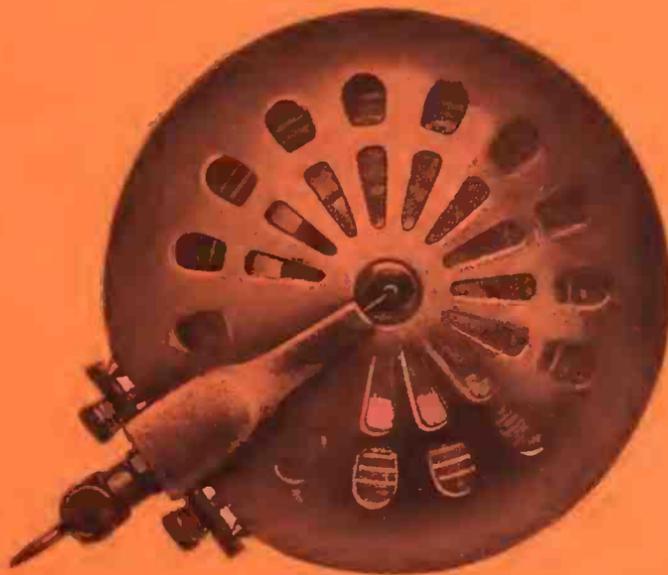
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