

The TALKING MACHINE WORLD

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

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



Never before at
these low prices

Model P-11 \$395
Model P-13 \$395
Model P-14 \$295

Make this a
PANATROPE
Christmas!



Brunswick

Panatropes • Radio • Records • Panatrope-Radiolas



THE BRUNSWICK-BALKE-COLLENDER CO., 623 S. Wabash Avenue, Chicago, Ill.

GREETINGS

To all the
Trade at this
Happy Holiday
Season



E. Toman & Company

2621 West 21st Place

Cable — SIVAD — Chicago

CHICAGO, ILL.

Get it *Better* with a Grebe

Satisfactory Profits; Satisfied Customers; Satisfactory Service!



Table
No. 2249

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



Console
No. 820

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



De Luxe Console

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



Grebe
Synchrophase
A-C Six

ENTERPRISING dealers who are pushing the Grebe Synchrophase A-C Six this Christmas are reaping three-fold profits—profit from a monetary standpoint—profit from the friends it makes—and profit from the minimum of servicing required.

The wide acceptance of the Grebe Synchrophase A-C Six this Christmas, and also of the new and beautiful Grebe line of consoles and tables, means that more people than ever will discover that they can "Get it better with a Grebe"—a pretty sound indication of bigger Grebe business during the coming year.

Grebe Synchrophase A-C Six
List Price (less tubes) \$227.50

An A-C operated receiver with distinctive Grebe improvements for better local and distance reception that will instantly appeal to the buyer.

Grebe Synchrophase Seven A-C
List Price (less tubes) \$195.00

Grebe Synchrophase Five
List Price (less tubes)

\$105.00

Grebe Natural Speaker
List Price \$35.00

Grebe No. 1750 Speaker
List Price \$17.50

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
SYNCHROPHASE
TRADE MARK REG. U. S. PAT. OFF.
A-C Six
RADIO



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



with every
“Sonny Boy” record
Portrait of
Al Jolson
FREE
—mention it !

THE free portrait of Jolson with every “Sonny Boy” record is a feature that will appeal to thousands. Be sure to give this unusual offer prominence in your window. It will help sell added thousands of records.

“Sonny Boy” has proved the biggest selling record of 1928. That doesn’t mean it’s through. On the contrary, the Vitaphone picture of “The Singing Fool” will be shown in hundreds of theatres all over the country in 1929. “Sonny Boy” sales in 1929 should beat those of 1928.

Tie in with this big record. It is Brunswick’s Christmas “bonus” to the Brunswick dealer!

Brunswick
Panatropes • Radio • Records • Panatrope-Radiolas

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

The Talking Machine World

Vol. 24. No. 12

New York, December, 1928

Price Twenty-five Cents

Looking Back—and Ahead

THE year now rapidly drawing to a close has witnessed a quiet but none the less remarkable development in the trade. The trend has been definitely towards stabilization in every branch of the business. While leading manufacturers of talking machines and radios have introduced new products, no radical changes have taken place. Improvements have been confined largely to refinements. This has reacted to the benefit of the retail dealer in several ways. In the first place, the lack of startling developments has eased the public mind and has induced the filling of immediate consumer requirements. Also, this has largely eliminated the factor of obsolescence with which the dealer in the past has been faced, in many cases, disastrously.

New Methods

Another development in the year now nearly completed has been the marked improvement in methods of merchandising. The retail music-radio merchant has come to realize as never before that hit-or-miss methods are dangerous. The dealer knows he must have a complete knowledge of the products he handles. He must know his costs of operation. He must keep his overhead to the minimum. Last, but not least, he must get out and sell. The chair warmer is as obsolete as the one tube radio or the dodo. The clerk is passé. Men make business. The most successful retail houses in the country are the ones manned by the most efficient men in their particular lines of endeavor.

The year, too, has seen the ironing out of many difficulties of production, distribution and merchandising. Service, formerly the bugaboo of the retail trade, is now looked upon not only as a means to further business, but in itself as a source of revenue. The year has witnessed a steadily growing demand for many products. Talking machines have been selling in good volume. Records have shown a remarkable increase in demand. Radios have jumped ahead to a startling degree, especially AC sets. Accessories have brought profits to dealers who are farsighted enough to realize that there is a vast field for these items and that their sale can be made a profitable part of the business.

An analysis of the foregoing enables one to predict with a fair degree of assurance that the trade next year will witness a continuation of the present prosperity, and perhaps even show considerable improvement. Just as was the case this year there is nothing startling on the horizon. In other words, as far as can be determined at the present time, there is no suspicion of a disturbing element in the field of music-radio merchandising. On the contrary, all factors are of the most favorable kind. The stage is set for good business in 1929 but—there always is a but—what advantage the dealer takes of the situation is entirely up to him. Aggressive dealers should show gains in business. Their profits will increase. On the other hand, those who lag behind naturally will get the leavings and the chances are the year will not be such a prosperous one for them.

Planning Wins

This is true because the retail music-radio business has now reached the stage where dealers who plan their sales campaigns and carry them out most forcefully are the ones who will get the cream of the business. There is a strong tendency toward departmentalizing music-radio stores and of making every department show a profit. This is as it should

be and indicates concretely that merchants realize the need for more scientific management. If a radio department shows a profit and the service department eats it up, the position of the dealer is obvious. Another favorable factor is the fact that dealers now for the first time know that they cannot be successful by handling only one line or by handling a great number of lines. It is the happy medium in this case that proves most profitable. Merchandise must be selected with keen judgment. Experience has proved that several lines which adequately cover the entire price and style range will give the dealer the greatest return on his investment and put him in a position where he can most effectively fight competition. In 1929 the tendency on the part of the public to purchase modern radio equipment will be more pronounced than it was this year. Prosperity should be general—but it is up to the dealer.

Every Dealer Should Read These Articles

- The Customer Is Often Wrong*—
By S. L. Brevit (Page 6)
- Concentration Pays Jones-O'Neal*
—By C. N. Tunnell (Page 8)
- Sell the School Market* (Page 16)
- Practical Record System for Music-Radio Dealers*—By Fred-
erick P. Altschul (Pages 18-19)
- King Profits from Customer Co-
operation, Home Demonstra-
tion and Practical Service*—By
Archie Oboler (Page 20)
- Radio - Phonographs Provide a Broader Market*—By Louis G.
Pacent (Page 24)
- \$80,000 Radio Sales*—By B. C.
Reber (Page 26)

BRUNSWICK..

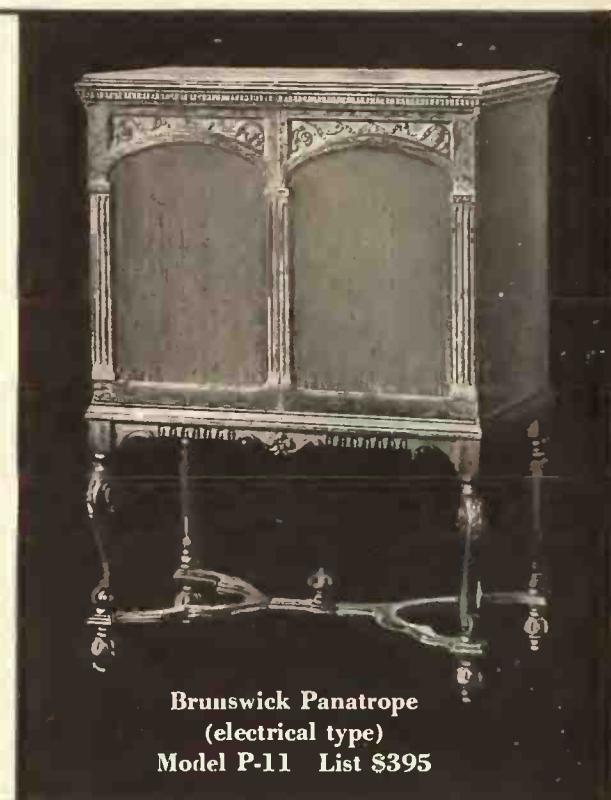
Panatropes... Radio... Records
from than any other



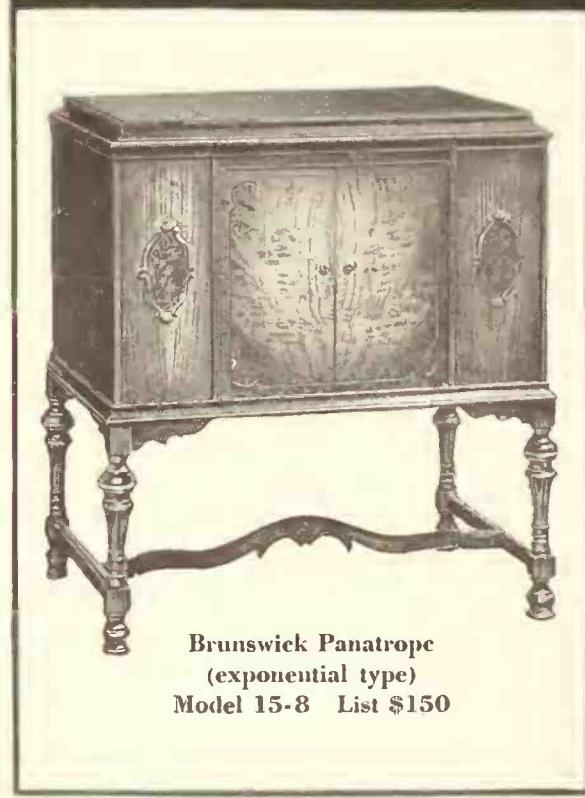
Brunswick Panatrophe
(exponential type)
Model 9-8 List \$95



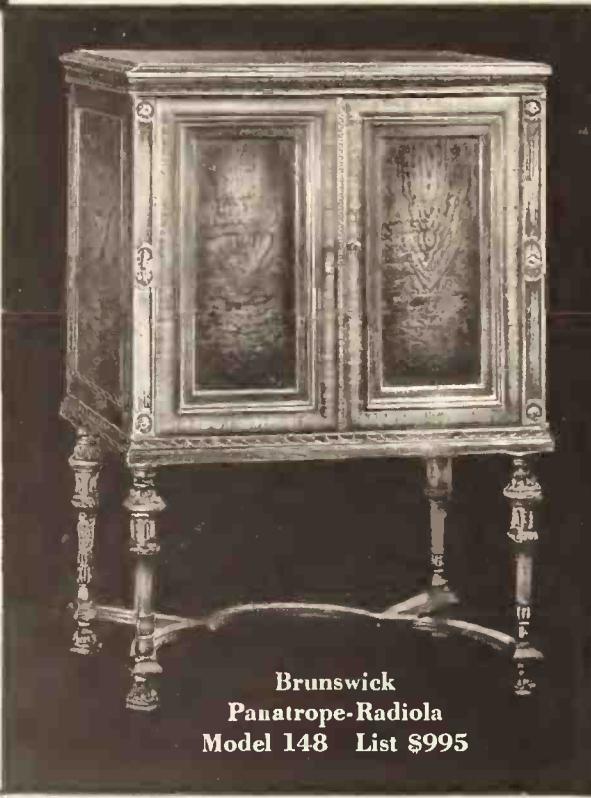
Brunswick Panatrophe
(electrical type)
Model P-13 List \$395



Brunswick Panatrophe
(electrical type)
Model P-11 List \$395



Brunswick Panatrophe
(exponential type)
Model 15-8 List \$150



Brunswick
Panatrophe-Radiola
Model 148 List \$995



Brunswick Portable
List \$25

Typical Brunswick Models, \$25 to \$995

Brunswick

Panatropes • Radio • Records • Panatrophe-Radiolas

THE BRUNSWICK-BALKE-COLLENDER CO. • CHICAGO • NEW YORK • TORONTO

the Diversified Line...

Combinations... More to choose manufacturer offers!

BRUNSWICK, and Brunswick only, offers the music dealer the advantages of the most complete and diversified line of reproducing musical instruments and radio, backed by an established line of electrical records.

Just as in the automobile field the dealer has found a complete and diversified line essential to maximum profits, so in the music field its advantages are becoming more and more apparent.

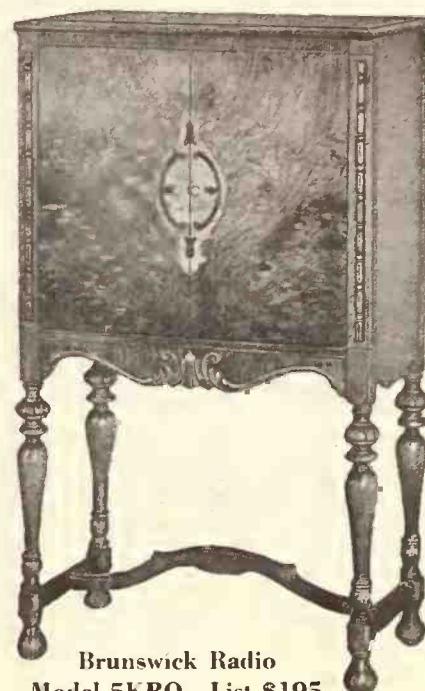
The "sign of musical prestige" offers you instruments of every type and in every price class. Musically, in beauty of cabinets, and in every other way these Brunswick instruments represent perfection. Why accept any line which offers less either in variety or quality?

Holiday Greetings to the Music Trade



Brunswick Radio
Model 5KR
List \$95
(less tubes)

Brunswick Model "A"
Speaker \$35



Brunswick Radio
Model 5KRO List \$195
(less tubes)

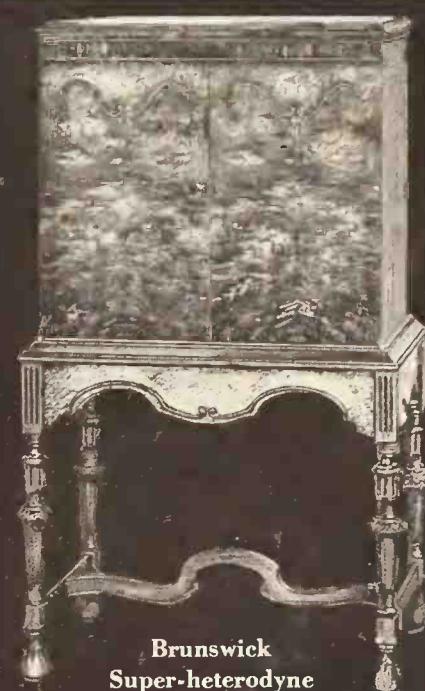
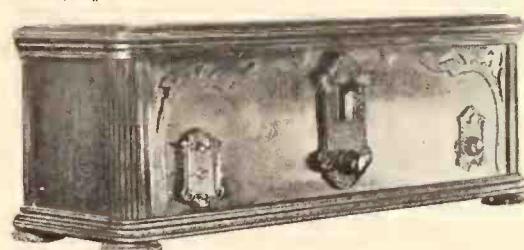


Brunswick Panatrophe-Radiola
Model 3KRO List \$395



Brunswick Model "A"
Speaker \$35

Brunswick
Super-heterodyne
Model 5NO
List \$175



Brunswick
Super-heterodyne
Model 5NC8 List \$375
(less tubes)

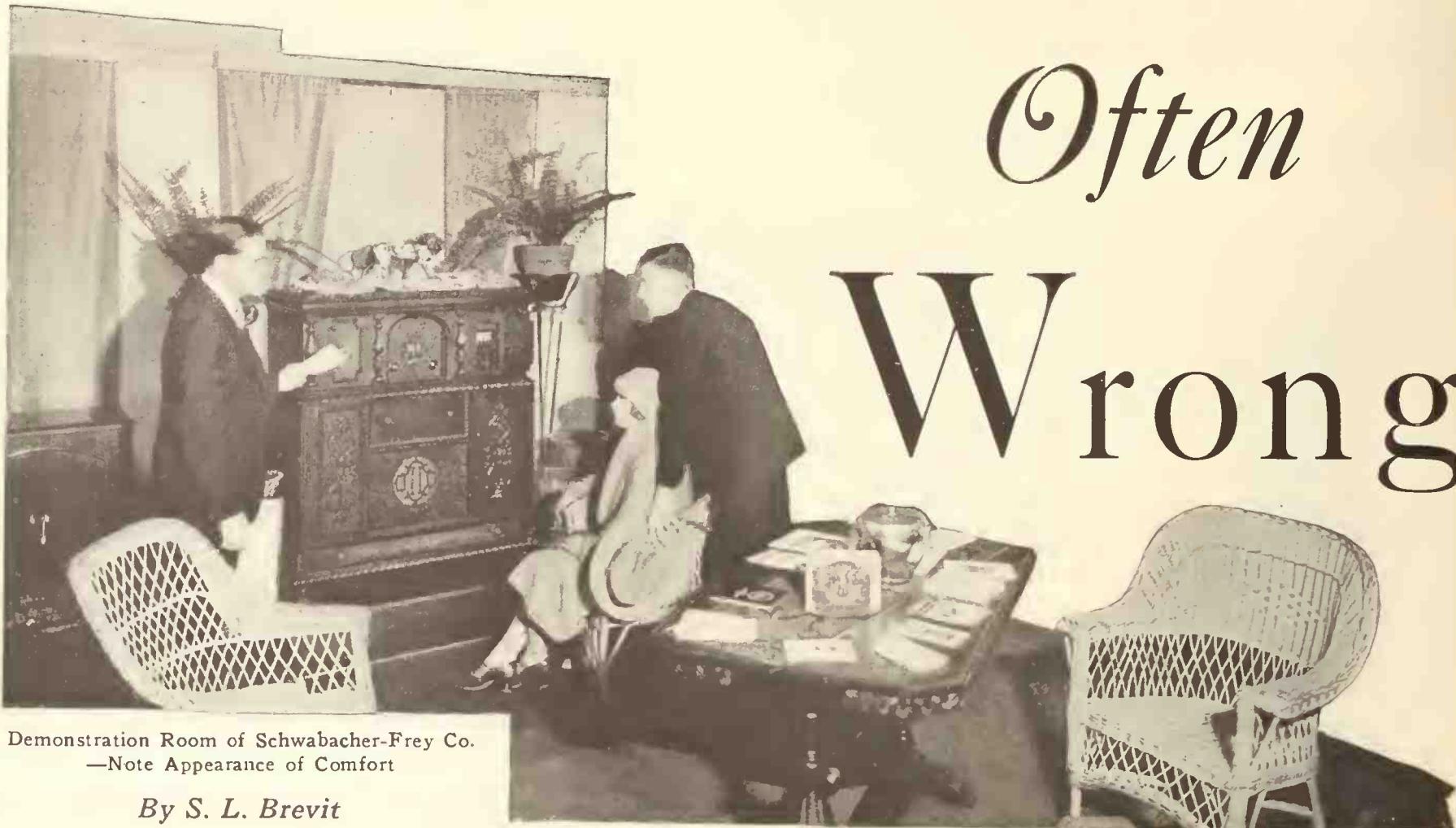
Typical Brunswick Models, \$25 to \$995

Brunswick

Panatropes • Radio • Records • Panatrophe-Radiolas

THE BRUNSWICK-BALKE-COLLENDER CO. • CHICAGO • NEW YORK • TORONTO

The Customer Is Often Wrong



Demonstration Room of Schwabacher-Frey Co.
—Note Appearance of Comfort

By S. L. Brevit

THE Schwabacher-Frey Stationery Co., of San Francisco, operates one of the most successful radio departments in that section of the country.

E. Roy Nash, manager of this department, has built up profits largely because of his solution of that two-headed question—how to forestall and how to satisfy customer complaints. Mr. Nash made a careful study of the "kicks" registered by radio purchasers, not only at Schwabacher-Frey's, but also by talking things over with other San Francisco radio merchants; and he finds complaints that are so often made that they might be almost called "standard complaints"!

Although no two customers will express these complaints and requests in the same way, Mr. Nash's list will sound rather familiar to every radio dealer. Below are a few samples.

The set is defective in the material used by the manufacturer.

Demand for long-time free, and very often unnecessary, service.

Tinkering, resulting in trouble, followed by complaints.

Demand for free replacement parts, such as tubes, batteries, etc.

Complaint regarding lack of distance in reception.

It need hardly be said that even to halfway forestall and satisfy such complaints would add immensely to radio sales, radio profits, and would make life a lot happier for the radio dealers. And Mr. Nash's solution goes far more than half-way. The secret of his successful method is

that Schwabacher-Frey consistently believes in having everything down on paper! Of course the salesmen, installation men and service men are instructed to as far as possible forestall complaints by means of verbal explanations at the time the set is first purchased and installed. But the matter does not rest there. Immediately after the set has been placed in the purchaser's house a multigraphed form letter, with name and address of customer typed in to match, is put in the mail.

It's worth noting how these six I-told-you-so's cover "standard complaints," beginning with the manufacturer's 90-day guarantee. With this letter before him no customer can plead ignorance of the manufacturer's limited guarantee, the dealer's free service limited to thirty days after date of sale, the warning against tampering with the set, the non-guarantee of tubes, the suggestion as to reinstallation of

aerials, and the monthly radio servicing plan.

Distance reception is especially treated in the "Guarantee and Service Agreement," which also contains a condensed summary of the other points. Made in duplicate, this "Guarantee and Service Agreement," quoted below, is signed by both purchaser and dealer and one copy is retained by each party to the transaction.

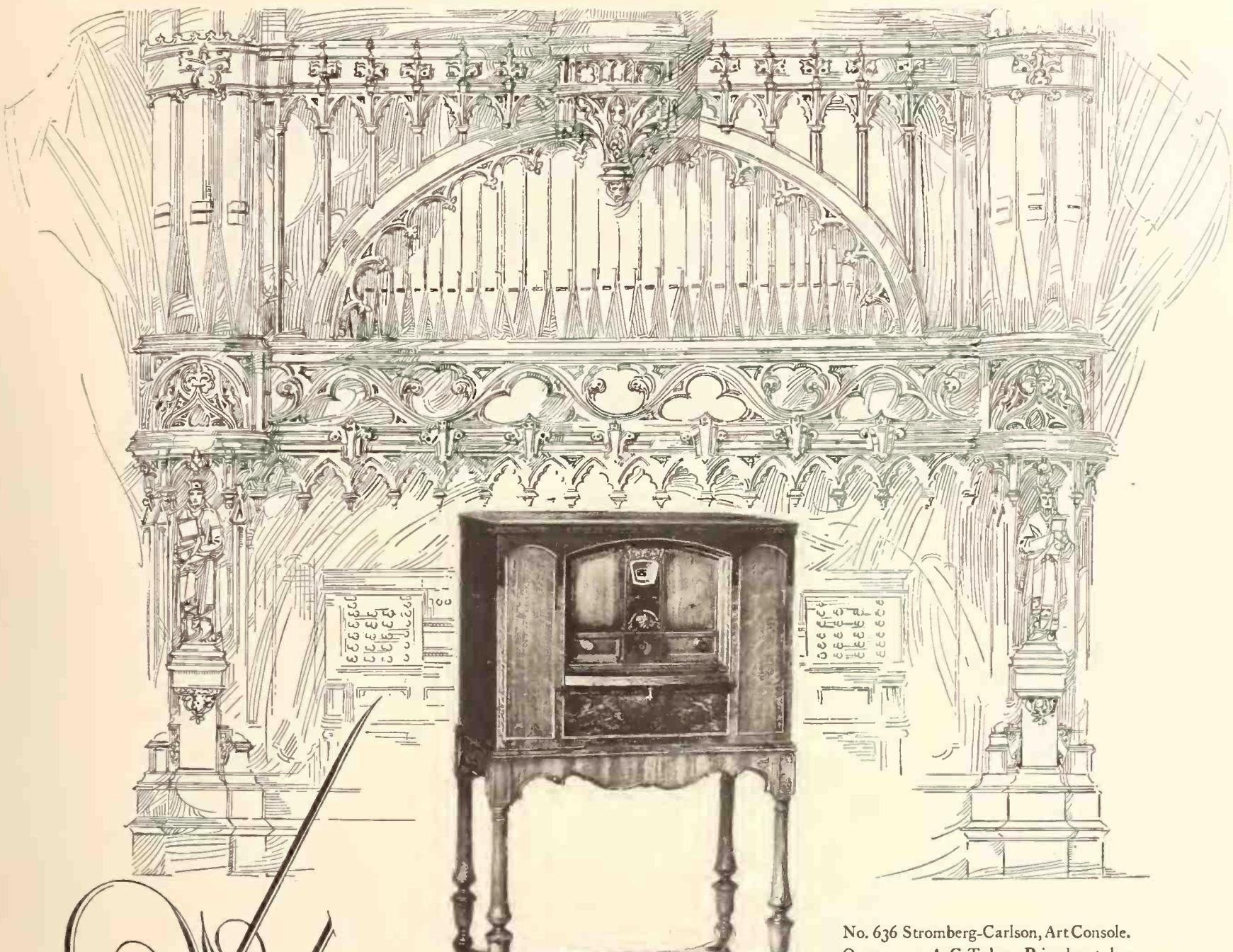
Does all this make for customer-satisfaction? Schwabacher-Frey finds that it does; this firm finds that the customer feels several hundred per cent better when his objections are forestalled before he gives expression to them! It's an old principle that a complaint headed off is no complaint at all. Better far to say even a bit too much at the start than to attempt to satisfy complaints after they have been expressed by a disgruntled customer.

Inasmuch as Schwabacher-Frey has placed hundreds of the battery sets, Mr. Nash believes it best to retain the mention of these sets in his forms, at least until AC sets are in the large majority of his customer-homes. That is, the firm does not want its customers who own battery sets to feel "orphaned." Hence the "Service Certificate," quoted on page 9, which covers the monthly service plan continues to dwell largely on the care of the batteries.

This "Service Certificate" is also in duplicate, signed by the merchant, and one copy retained by the customer. The service charge is \$18 a year for every model of set, payable in advance.

(Continued on page 9)

| | |
|---|---|
| No..... | Date.....192.... |
| GUARANTEE AND SERVICE CERTIFICATE | |
| It is hereby understood and agreed between SCHWABACHER-FREY STATIONERY CO., and.....purchaser of Radio Receiving Set. | |
| Make | Model |
| Number | and/or |
| That the SCHWABACHER-FREY STATIONERY CO., will service the above-described Radio Set free of charge and agrees to keep same in good working condition for a period of thirty (30) days from the time of delivery of Radio Set, and at the termination of the free service period the purchaser.....agrees to pay standard rates for further services required. | |
| The SCHWABACHER-FREY STATIONERY CO. agree to hold the Manufacturer responsible for defects in material and workmanship in so far as the Manufacturer guarantees the set to them. | |
| It is further understood and agreed that SCHWABACHER-FREY STATIONERY CO. DO NOT MAKE ANY DEFINITE PROMISES OR GUARANTIES AS TO LONG DISTANCE RECEPTION, there being many conditions beyond their control, such as atmospheric changes, interference, etc. NEITHER DO THEY GUARANTEE TUBES AND BATTERIES AS TO THEIR LIFE DURATION, AND UNLESS THE MANUFACTURER WILL MAKE REPLACEMENTS THEY CAN ONLY BE REPLACED AT THE PURCHASER'S EXPENSE. | |
| The SCHWABACHER-FREY STATIONERY CO. have properly installed the above-mentioned Radio Set and it is now in proper working order. I have read the above agreement and accept the conditions. | |
| Date | day of 192....., San Francisco, California. |
| WITNESS: | |
| Purchaser. | |
| SCHWABACHER-FREY STATIONERY CO. | |
| By..... | |



No. 636 Stromberg-Carlson, Art Console.
Operates on A. C. Tubes. Price less tubes
and Speaker \$245.00
Slightly higher Rockies and West and Canada

GLORIOUS STROMBERG-CARLSON TONE . . . Prestige . . . Profit

Back of every Stromberg-Carlson dealer is a mighty selling force, invisible, intangible, yet nevertheless real—the superb tonal quality of Stromberg-Carlson Receivers.

Because of this glorious tone—the most desired and elusive quality in radio—PRESTIGE attaches to the store of the merchant who has the Stromberg-Carlson line. And with this prestige comes PROFIT, as profit always comes with merchandise where excellence is undeniably attained.

*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.

There is nothing finer than a Stromberg-Carlson

Stromberg-Carlson

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

Concentration Pays Jones-O'Neal

By C. N. Tunnell

THE selling of more than 450 cabinet type talking machines and more than 500 portables within the past nine months is proof enough that the Jones-O'Neal Furniture Co., Houston, Tex., is making a success in retailing this merchandise. Miss Jessie B. Scapley, manager of the talking machine department, says, "We sell more talking machines by concentrating our entire sales effort on one particular model of machine at a time and concentrating on one outstanding merit of this model."

Built a Sales Organization

Miss Scapley joined the Jones-O'Neal firm in February, 1928, after having spent four years in sales promotion work for the Brunswick Co. She organized a small sales force for the five Jones-O'Neal stores in Houston. Her force of outside salesmen was organized as a force of regular year-around salesmen that would not be increased for special campaigns, while a record girl was selected for each of the stores.

"Sell" Model to the Sales Force

"Our first step after buying a particular model talking machine is that of selling our sales force on this model and some one outstanding feature of this one model that is not the chief feature of any other model," explained Miss Scapley. She continues, "After selling our small sales force on the predominant merit of the phonograph, it comes easy for them to sell the customer on this one big point."

The sales force is sold on the merchandise that is featured through regular weekly meetings. At these meetings demonstrations of sales methods and appeals are given as concrete examples of how to make the sale in the field. The outside salesmen meet each morning at one store to go over plans for the day with Miss Scapley. At these little pep meetings a goal is set. Every salesman knows what is expected of him for the day and any fresh leads or sales information is gone over at this time.

Set Daily Sales Quotas

This department manager points out that the daily meetings and setting of a goal for each day enable every person to keep his eye on the figure to be attained instead of merely expecting to do a big month's volume and probably waiting until the month is half gone before deciding to get up and fight for more business. And this same method is used with the record girls, who are actually phonograph sales girls, according to Miss Scapley. The record girls meet in the regular weekly meetings, but little social meetings are actually the ones that produce increased volume of both records and talking machines. At these little social meetings conducted by Miss Scapley for her five girls mention is made of the outstanding sales made by record girls during the past few days. For instance, one girl made seven sales of phonographs one day. At another time, one girl sold thirty records of one number on Saturday, and twenty-five the following Monday by merely featuring this one record. These little compliments put the entire force to thinking and

planning something that they, too, may put over with honors in their work of selling.

Featuring "Talking" Points

As the sales force has been thoroughly impressed with some one big point of a model of talking machine, this impression is easily carried over to the customer. A concrete example of one such model illustrates this point. It appeared that this model had a different type tone chamber from all others. It was a point well worth consideration, but it was also a point completely overlooked by the customer and easily overlooked by the average salesman. After having this feature demonstrated the salesmen for this firm would take out the grille

A consistent follow-up of each sale enables these extra five sales to be credited to the firm instead of the desire merely created and allowed to flicker out. Ten days after delivering a machine, the salesman calls back to see if everything is satisfactory. Although this is done on the explanation that the Jones-O'Neal Co. maintains a service policy that means satisfaction, at the same time the salesman makes inquiries about the friends that have seen the new model machine. In this way these sales leads are followed up from first-hand information. Not only has the enthusiasm of the first customer helped to sell these other prospects on the one big point of the particular model, but the ice has been broken that gives the salesman the right introduction into the prospect's home where he too can stress this important sales point.

A personal type letter from the phonograph department of this firm is used as a follow-up for each sale even before the salesman makes the personal follow-up. These letters remind the customer that he has something to be proud of, and something that he can well afford to show his friends.

Likewise a follow-up of each sale is made by the record girl. This girl tells the customer that as he has purchased a new talk-

ing machine she will be glad to serve in helping select desired records. At the same time this telephone conversation takes place this sales girl makes inquiries about the expressions and comments of neighbors and friends. As a result, sales leads are obtained.

Each of the Jones-O'Neal stores has a loud speaker at the outside of the display window. Suggestive displays of talking machines and popular records are kept in these display windows. Popular records are played continually in the stores to interest prospects in music.

Concentration Wins Sales

By demonstrating the outstanding merit of each model machine, either in the store or in the home, the salesman is able to make the purchaser a salesman. To be certain, every feature of the model talking machine is stressed and its many merits are brought out; but the entire sales theme is centered around the one big point selected for that one particular model. In this way the customer does not tell his friends that he has a good machine or the best model because of the many good points it has, he uses a concrete point to show his friends where his machine has some feature that no other model has.

Follow-up Creates Business

Concentration on this outstanding merit of the model has meant that each machine sold by this firm directly sells five additional talking machines. Miss Scapley finds that on an average there are enough friends and visitors to the home of a purchaser of a new talking machine within six days' time that this customer sells five of these visitors on this same model phonograph, an exceedingly profitable condition.

"Everybody is a talking machine prospect. If they have no machine, they can at least be sold a portable. If they have a machine, this one can be supplemented by a portable or replaced by a larger model or a model that has some outstanding feature that appeals to the prospect. It is our purpose to discover and sell our public on this point," says Miss Scapley. And when we know that this saleswoman has used a small sales force and worked with them to make every day a banner day to sell more than five hundred portables and more than four hundred and fifty cabinet talking machines in nine months, it is easy to see the merits of this sales plan of concentrated effort on one point of one model machine at a time. And the success of this plan may be better understood when we know that it is not specials but regular merchandise at standard prices that makes this volume; and payments are pretty closely adhered to, a ten per cent down payment with ten months to pay.

Not only has this merchandising policy built a strong clientele and a profitable business in talking machines, but the direct profits from sales of records have been considerable.

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 UX-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

A Radiotron
for every purpose

RADIOTRON UX-201-A
Detector Amplifier

RADIOTRON UV-199
Detector Amplifier

RADIOTRON WD-11
Detector Amplifier

RADIOTRON UX-120
Power Amplifier Last
Audio Stage Only

RADIOTRON UX-222
Screen Grid Radio
Frequency Amplifier

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A.C. Filament

RADIOTRON UX-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



A radio set that was a Christmas gift last year now needs a Christmas gift of a brand new set of RCA Radiotrons.



Look for this mark
on every Radiotron

To maintain fine performance in a radio receiver, the manufacturers recommend a complete change of vacuum tubes after a year of average daily use. And the engineers advise that all tubes be changed at one time. Old tubes left in may reduce the performance of new ones.

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

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

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

No other item of radio can be compared with **RCA Radiotrons** on these high points of salability:

LARGE SALES VOLUME
LOW STOCK INVESTMENT
ADVANCED ENGINEERING
HIGH MARGIN OF PROFIT
STEADY RATE OF TURNOVER
ASSURED CONSUMER DEMAND
COMPLETE LINE FOR EVERY PURPOSE

GREATEST NATIONAL ADVERTISING CAMPAIGN



Look for this mark
on every Radiotron

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

RCA RADIOLAS

are the choice

of more than

2,000,000 Homes



This sign marks the leading dealer in every community.

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

There's a market for an "all electric" Radiola in every wired home.



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

\$285 (with Radiotrons).



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).



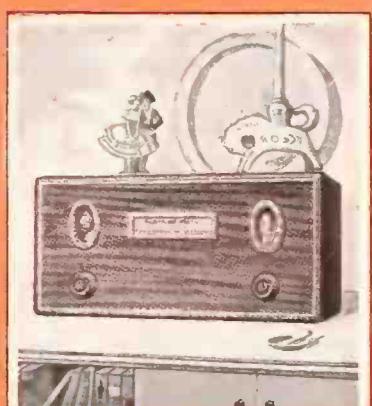
RCA RADIOLA 62—Cabinet model of the new RCA Super-Heterodyne. The enclosed Electro-Dynamic Speaker is an improved model of the incomparable RCA reproducer. Superior fidelity of reproduction over the entire musical range.

\$375 (less Radiotrons).



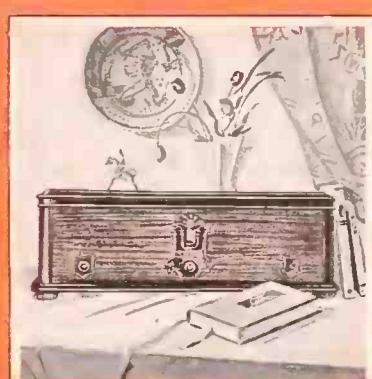
RCA RADIOLA 41—Cabinet receiver (tuned-radio-frequency) with RCA Electro-Dynamic Speaker. A.C. electric operation from house current. Walnut finish.

\$215 (less Radiotrons).



RCA RADIOLA 16—Designed to give the finest radio entertainment in homes not wired for electricity. Battery operated. A receiver known for its wonderful performance and long life.

\$82.75 (with Radiotrons).



RCA RADIOLA 60—The famous RCA Super-Heterodyne, now with the new A.C. tubes, for simplified house-current operation. Remarkably faithful reproduction. Ideal for congested broadcasting areas—highly sensitive for places remote from broadcast stations. \$147 (less 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).



This sign marks the leading dealer in every community.

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

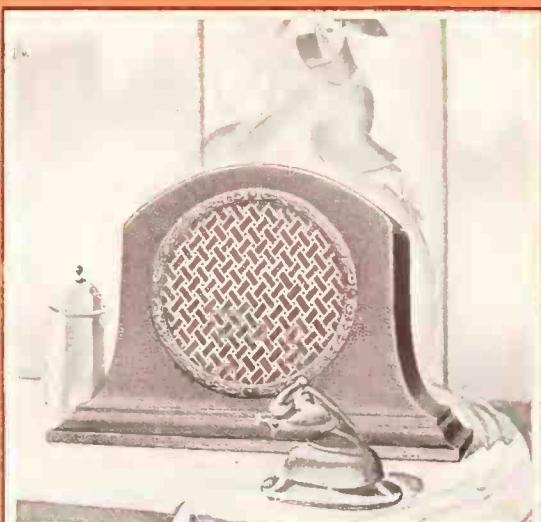
There's a market for extra loudspeakers

Many radio set owners are installing two or three loudspeakers in different rooms, so that programs can be enjoyed in bedrooms and in the kitchen, as well as in the living room. When you sell a radio set, tell the customer about this.

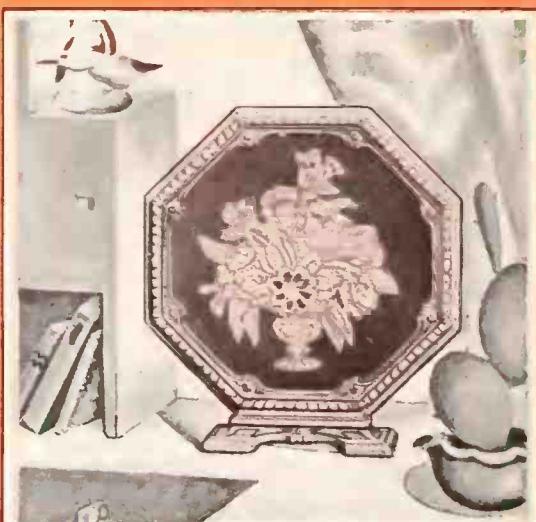
RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO ATLANTA
DALLAS SAN FRANCISCO



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



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



This sign marks the leading dealer in every community.

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Built Successful Business on Theory Customer May Be Wrong

(Continued from page 6)

The "Questionnaire" on the back of the "Service Certificate" is also worthy of attention,

wrong and who leaves the store after a purchase having a different idea of the arrangements

| | |
|---|-----------|
| SERVICE CERTIFICATE | |
| 12-Months \$..... | No. |
| Received from | Date..... |
| Address | 192..... |
| The sum of Dollars (\$.....) | |
| which entitles the holder of this CERTIFICATE to the following: | |
| (A) A complete inspection of your Radio Equipment once every thirty (30) days during the life of this Certificate, this inspection to include: | |
| (1) A thorough test of your "A," "B" and "C" Batteries, your tubes, speaker, charger (or elimination system) and your Radio Receiver. | |
| (2) Cleaning tube contacts, battery and switch contacts, and tightening battery connections. | |
| (3) Distilled water in battery, charger, etc., when required. | |
| (B) The delivery to your home and the installation of any batteries, tubes or other accessories purchased from Schwabacher-Frey Co., provided such installation does not require more than thirty (30) minutes or one-half hour's time. | |
| (C) The privilege of one additional call per month, provided any trouble should develop between regular inspection periods, this call to be made between the hours of 9:00 A. M. and 5:00 P. M. | |
| This agreement does not in any way entitle the holder to any service or labor other than that set forth in this Certificate. Other service or labor will be billed at our regular stated charges of \$1.50 per hour. | |
| Inasmuch as the essence of this Contract is Service, Schwabacher-Frey Co. assumes no further obligation or responsibility than that stipulated above. | |
| Make all checks payable to Schwabacher-Frey Co. This Certificate is void unless signed by an authorized Officer of this Company. | |
| | |
| By..... months from date hereof. | |
| Good for a period of | |

covering as it does all needed details of the purchaser's address, references, radio possessed, etc.

And Mr. Nash keeps a close tab on his customers and their wants. He keeps an individual file-folder for each customer. In this individual file are kept the copy of the "Guarantee and Service Agreement," the copy of the "Service Certificate" and the "Questionnaire," copies of the service records as actually performed month by month, copies of bills and of correspondence, so that at any instant Mr. Nash can lay his hand on the customer's complete

Now that you are one of our Radio customers, it is our task to see that you get the most enjoyment possible from your equipment. With this thought in mind we ask that you please co-operate with us in the following:

1. Read and keep the enclosed signed Manufacturer's 90-day Guarantee.

2. Phone us immediately should anything go wrong with this equipment, as we "Free Service" it for 30 days from date of sale.

3. Do not let anyone tamper with it, for by doing so you "void" both Guarantee and Free Service Agreement, copy of which we are enclosing and ask that you sign the original and return in enclosed envelope.

4. We thoroughly check all equipment and accessories with the latest testing apparatus before delivery to see that it is in the best possible condition. Tubes are not guaranteed by the Manufacturer, so we in turn cannot guarantee them.

5. Inadequate Aerials are a constant source of trouble and also retard the proper working of Radio apparatus. If your Aerial is not right it will pay you to have one properly installed.

6. Our "MONTHLY SERVICE" Plan, at a very nominal cost, assures you a continuous operation of your set. Just check the place provided on the "Free Service" Agreement and we will gladly explain it to you.

7. By following the above you will save any misunderstandings and get the best results from your equipment.

Thanking you for this co-operation and assuring you of our appreciation of a continuance of your favors, we are

Yours very truly,
Manager Radio Department.

record up to date. A full addressograph record is also kept of each customer, with signals covering make and model of radio, whether monthly service is in operation, and also any phonographs or records purchased.

Summing up, Mr. Nash's experience demonstrates the wisdom of supporting oral statements with very explicit written statements—the surest precaution against that "aggrieved customer" who is so sure he's right when he's

by J. W. de Haas upon his return from a more than 20,000 mile trip to Africa and across the vast stretches of the "Veld" country.

The African Broadcasting Co. has showrooms in Cape Town, Johannesburg, Durban, Pretoria and Bloemfontein, where they are equipped to exhibit and demonstrate Fada sets. Among the points at which sub-dealers were appointed are the following: Entecourt, Natal; New Castle, Natal; Potchefstroom, Transvaal; Standerton, Transvaal; Greylingstad, Transvaal; Heidelberg, Transvaal; Vereeniging, Transvaal; Odenaalsrust, Orange Free State; Kroonstad, Orange Free State; Bultfontein, Orange Free State and Kimberley, Cape Colony.

Theatre Sale Brings Profit and Publicity

McCoy's, Stromberg-Carlson Dealer, Sells Receiver, Four Speakers and Pick-up

An interesting story of a sale which included a Stromberg-Carlson radio receiver, four loud speakers and a Stromberg-Carlson magnetic pick-up outfit and in addition assured the dealer of a considerable amount of weekly publicity which has greatly stimulated phonograph record sales, recently came to light.

Gene Oviatt, of McCoy's, Inc., Stromberg-Carlson dealer of Waterbury, Conn., learned

| | | |
|-------------------------------|---------------------|------------------|
| QUESTIONNAIRE | | |
| Owner's Name | | |
| Home Address | Bill..... | |
| Business Address | Bill..... | |
| Home Phone | Business Phone..... | |
| Make of Receiver | Type..... | |
| Make of Loud Speaker | Type..... | |
| Number of Tubes | Type..... | |
| "A" Battery | "B" Battery..... | "C" Battery..... |
| Charger | Eliminator | |
| References | Address | |
| Remarks | | |
| Service Certificate for | Months (\$.....) | |
| Date | Salesman | |

which he has entered into with the proprietor from that which the salesman or clerk wished to express. Extend every possible courtesy and service to the customer but protect your own business at the same time.

Survey Shows That Music Is Radio's Best Feature

A nation-wide survey conducted by Daniel Starch, of Harvard, on behalf of the National Broadcasting Co., during which personal interviews were made at the homes of 17,099 families in twenty-four States east of the Rockies, clearly indicated the public preference for music on broadcast programs. The investigators found that in communities of all sizes, from farms to big cities, the highest vote was, first, for orchestra music, and second, for popular entertainers. The third and fourth most popular types were dance music and musical programs generally. The report indicates that the larger the community the greater the popularity of classical music and grand opera.

Fada African Distributor

The African Broadcasting Co., with headquarters at Johannesburg and branches throughout the Union of South Africa, has been appointed Fada radio distributors for the territory. Announcement to this effect was made

that a local theatre was to be opened by a stock company and that the producers were having difficulty in obtaining an orchestra at a price that was satisfactory. Mr. Oviatt went to the producers with the suggestion of using a Stromberg-Carlson receiver with a magnetic pick-up for phonograph record reproduction, and several loud speakers. He succeeded in convincing them of the feasibility of the installation.

A No. 635 receiver was installed under the stage with a monitor receiver for the operator, together with the phonograph, magnetic pick-up and switching devices that would throw the radio or pick-up outfit reproduction into either the auditorium speakers or the monitor loud speaker or both. Two of the speakers were placed near the stage in the auditorium and two others under the gallery so as to provide even distribution of the music all over the theatre. This eliminated all possibility of excessive volume in the front of the house with possible dead spots in the rear of the balcony.

McCoy's supplies a full set of new records each week, ranging from either an overture or symphony at the opening of the show to concert and popular numbers for filling in between acts. For this service the store receives free space in the theatre program. The installation, in addition to supplying the musical program, also furnishes the public with the broadcasting of events of national interest and the proprietors and the public have expressed themselves as being pleased with the arrangement.

Thanks.....

FOR THE DELUGE OF NAMES!

*...and whichever name we finally
select for the sensational new*

AUDAK

FRANKLY, we are delighted. Expecting a rousing response to our offer of \$250 in cash prizes for a name for the new AUDAK Pick-up, we got more than we anticipated! Hundreds of suggestions, from every nook and cranny in these United States and Canada . . . and still they come pouring in! Clerks and store owners, jobbers and their salesmen, even manufacturers . . . sending along one, two, three or more suggestions . . . and most of them mighty good! This IS response . . . and it conclusively proves something that we already were morally sure of.

The trade WANTS a Pick-up as good as the AUDAK Talking Machine Reproducers. They do know the difference between average and excellent acoustical performance. They do concede AUDAK's supremacy in this field, and they look forward in pleasant anticipation to the advent of an electric, CHROMATIC Pick-up that will do what Audak is guaranteeing this one to do. We thought we were right . . . and now we KNOW it!

DEADLINE! *Midnight, December 24th . . . Still Time to Win the Prizes*



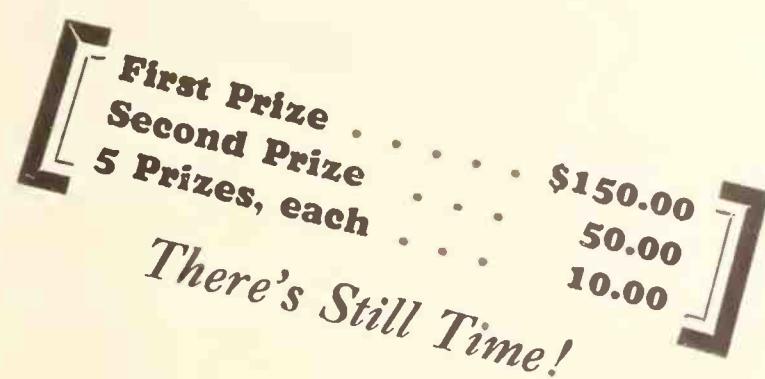
*"The Standard by Which Others
Are Judged and Valued" . . .*

The AUDAK

565 Fifth Avenue,

"Creators of High Grade Electrical and

Audachrome, PolYPHASE, Singlephase and Revelation



PICK-UP

Our Prize Contest has certainly demonstrated your need and demand for a CHROMATIC Pick-up

THE names thus far suggested will give our judges plenty to think about. Many of them show a remarkable appreciation of what a pick-up should accomplish, and there are dozens of cleverly syllabled suggestions, almost any one of which would make a suitable name for the new AUDAK masterpiece. Doubtless others, just as clever and just as strong, will arrive in the next week or so. There is still time left for those who have not already submitted names, and something tells us that "the best are yet to come." What a job the judges have before them! But send along your suggestions . . . you can't make it too hard for us . . . the more, the merrier!

COMPLETE SUPREMACY

AUDAK now holds complete leadership in the field of reproducers, whether electrical or mechano-acoustic. The manufacturer who uses AUDAK Reproducers, of either type, is giving his dealers and his public the very best . . . a fact that cannot be too often repeated.

Send Your Suggestions to the *Contest Editor*, care of the *Audak Company*

COMPANY

New York

Acoustical Apparatus Since 1915"

Reproducers



ACCEPT NO IMITATIONS

*Every Audak instrument bears
a protective tag like this —
your guarantee!*

Philco Purchases Factory Building

Acquisition of Large Plant With Additional 100,000 Square Feet Will Enable Company to Double its Output

Further evidence of the steadily increasing demand for radio receiving sets and speakers was given when the Philadelphia Storage Battery Co., of Philadelphia, Pa., maker of Philco all-electric radios, announced the purchase of an additional 100,000 square feet of ground with a large factory building, which will enable the company to double its output of radio sets. Improvements to cost nearly \$750,000 have already begun on the property and buildings, which are located at Allegheny and C streets, just one block from the present Philco factory.

"Purchase of the property became a vital necessity some time ago, when it became apparent that no matter what was done to speed production in our present factory we could not keep up with the orders which are pouring in from every State in the Union," said J. M. Skinner, vice-president of the Philadelphia Storage Battery Co. "When you recall that Philco has been making radio sets only since July and that we have been oversold every week since production began, you can understand that this immediate demand of the public for our product has been a surprise even to our own executives. Within a short time we will be geared to double the production of our present plant."

The newest Philco purchase gives this concern a total of six factories in and near Philadelphia. The new building will be used first of all for production of parts, and secondly it will be used to relieve the Philco speaker factory, at Germantown, Pa., of its present congestion. Officials of the company believe that the present output can be doubled.

Federated to Convene in Buffalo, Feb. 18-20

City Chosen Because of Its Accessibility—Results of Surveys to Be Considered—Will Study Trade Practices

The Federated Radio Trade Association has definitely decided upon the city of Buffalo, N. Y., as the scene of its next convention to be held February 18-19-20, 1929. Buffalo has been chosen because of its eastern and northern location which makes it accessible to radio tradesmen throughout the United States and Canada. This convention will be the most important ever held by the radio trade.

At this time the results of various surveys made by the Executive Offices will be given consideration by the visiting tradesmen. All local associations throughout the entire country are taking part in this meeting and will have delegates attending the Convention from nearly every city in the country.

Standard terms and conditions of purchase will be outlined for all retailers and a campaign will be waged to eliminate fraudulent and misleading advertising. The work of the entire convention will be helping the radio industry to so increase the value of its services that the public will secure better results.

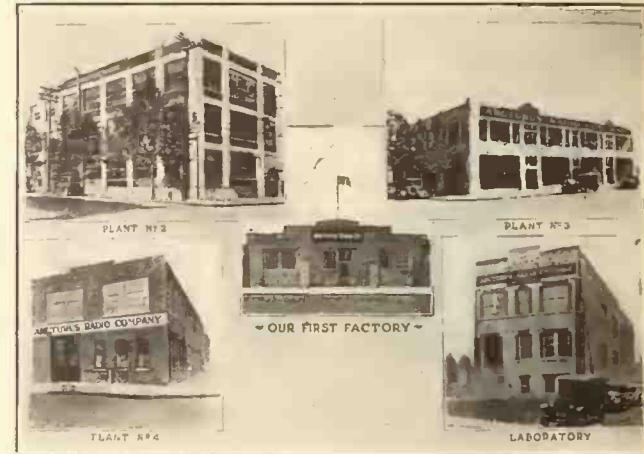
W. R. McAllister Ends Trip

BUFFALO, N. Y., December 1.—W. R. McAllister, sales manager of the Federal Radio Corp., recently returned to headquarters here following a trip through the East, including stops in the key cities of New York and Philadelphia. While in New York City, Mr. McAllister lunched with all the Eastern representatives of the company, and received encouraging and gratifying reports regarding business in all sections.

Arcturus Acquires Two New Factories

Space and Production Facilities Are Tripled by Acquisition—Executive Offices Moved to 220 Elizabeth Avenue

The Arcturus Radio Co., of Newark, N. J., exclusive manufacturer of AC radio tubes, has recently acquired two new plants, located on Frelinghuysen and Elizabeth avenues, tripling



Arcturus Factories

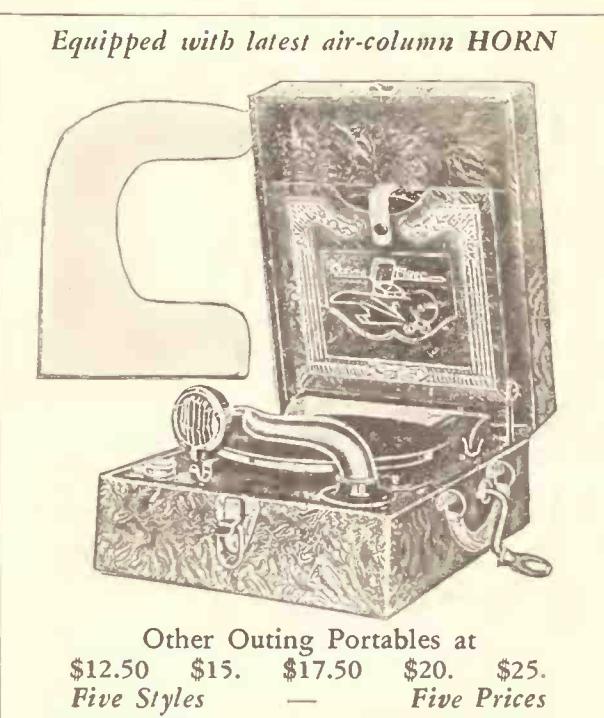
space and production facilities. The company now operates four plants, one in Harrison, N. J. and three in Newark, as well as a separately situated laboratory also in the latter city.

The Newark plants are located within a few blocks of each other, the production line virtually running between them. Plant No. 3 is devoted to receiving, and the manufacture of small parts. The assembly and evacuation takes place in plant No. 2, while the tubes are based, tested and shipped from plant No. 4. The Harrison factory, plant No. 1, also performs the intermediate operations.

The executive offices have been moved from Sherman avenue to 220 Elizabeth avenue.

One handle handles
Outing
TRADE MARK
Master of Movable Music

FLYER—New 1929 Model



Quality Portable
Modern
Exclusive
Up-to-date
Remarkable Value

To
Manufacturers
Equip your phonographs
and radio combinations
with our latest decorated
NYACCO record albums.

IT WILL PAY YOU TO LOOK AT THIS
NEW WONDER MACHINE

Write direct or ask your jobber

We extend to the trade our best wishes for

A Merry Christmas and A Happy New Year

NEW YORK ALBUM & CARD CO., Inc.

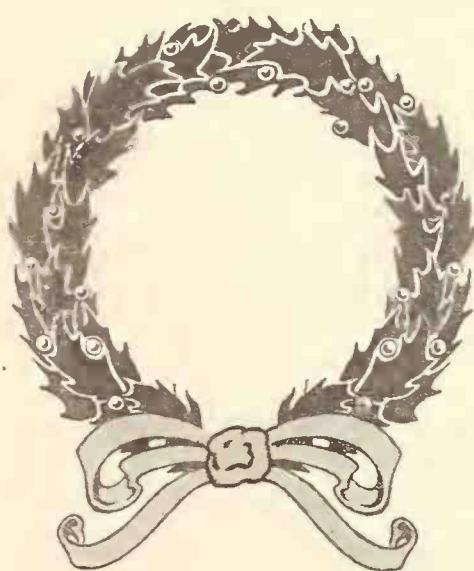
Established 1907

64-68 Wooster Street, New York

WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS·REPRODUCERS



HOLIDAY
GREETINGS
and
BEST WISHES
for 1929



The Oro-Tone Co.
1000-1010 QUALITY FIRST GEORGE ST.
CHICAGO, ILL.

Pierre Boucheron Is RCA District Manager

Former Advertising and Publicity Manager of Radio Corp. Appointed Southern Sales Manager—Offices in Atlanta

The appointment of Pierre Boucheron, formerly advertising and publicity manager of the Radio Corp. of America, to the post of Southern



Pierre Boucheron

district sales manager with headquarters at Atlanta, Ga., has been announced by J. L. Ray, general sales manager. Mr. Boucheron is one of the best-known executives in the advertising and publicity fields, and brings to his new position a wealth of merchandising experience.

L. R. Galvin and E. C. Carlson, formerly assistants to Mr. Boucheron in New York, are now in charge of advertising and sales promotion respectively.

C. R. Westbrook, formerly connected with the New York sales offices, has been appointed assistant district sales manager at Atlanta.

"The primary purpose of establishing the new offices with warehouse and service station facilities in Atlanta," said Mr. Ray, "is to provide added facilities for our distributors and dealers in developing the large potential purchasing power of the Southern district. Shipments of radio apparatus to this area will now be made direct from warehouses in Atlanta. The territory which will be served includes North and South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi, and the eastern portion of the State of Louisiana."

RCA opened another new branch office recently in Dallas, Texas. Other district sales offices of the corporation are located in New York, Chicago and San Francisco.

Victor Co. Wins Patent Suit

The Victor Talking Machine Co. of Canada was sustained in its right to use the Orthophonic horn in a decision by the Exchequer Court at Ottawa. The action was brought by E. Grissinger, of Buffalo, N. Y., who charged infringement.

Acme Wire Co. Manual

An unusually attractive sales manual was recently issued to the trade by the Acme Wire Co., New Haven, Conn., maker of radio condensers, coils and other parts. The company's products are illustrated and described in detail and processes of manufacture are made clear.

The Federal Ortho-sonic Model F-10 was the choice of the management of Shea's five Publix theatres in the Buffalo area to receive election returns for the benefit of their audiences, election night. This proved to be excellent publicity for the Ortho-sonic.

CeCo Radio Tube Sales Show Decided Increase

Business for October Double That of September—Additions to Production Facilities Made—Plan New Building

PROVIDENCE, R. I., December 6.—Despite the fact that material additions to the production facilities of the CeCo Manufacturing Co. have been made, and much new equipment of the latest design to speed production has been installed, two shifts are still required to meet the constantly increasing demand for CeCo tubes. The expansion of the business has been such that plans are now in preparation for an additional building of large dimensions.

The CeCo Co., which manufactures radio tubes exclusively, states that the business for October of this year shows a 100 per cent increase over the sales volume for September and an even greater increase over sales of last October. While there is unquestionably a vastly increased demand for all radio tubes, both AC and DC, it seems evident that the splendid reputation which the CeCo product has enjoyed is largely responsible for the overwhelming business which has come to it.

Officials of the CeCo organization have prided themselves on making shipments on the day orders are received and a large stock is carried at all times in order that this policy might be lived up to. Despite all efforts to meet demands, the plant is somewhat behind on deliveries, but the added facilities and the double shifts are expected to take care of customers in the near future.

A shipment of Fada radio receivers from F. A. D. Andrea, Inc., to Harispuru Hnos., Montevideo, Uruguay, formed a part of the cargo lost on the ill-fated S. S. Vestris when it sank off the Virginia Capes.

Greetings

Deep gratitude and satisfaction mark the Christmas Spirit at Peerless this year—gratitude for the loyal support our product has received from many friends and patrons, and the satisfaction that comes through honest endeavor and a job well done.

To All
A Merry Christmas
and
A Happy New Year

PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK



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

WITH THE NEW LOW PRICES AND THE NEW SYMPHION RECEIVER

Balkite becomes *the most remarkable line on the market*

There has never been any question that Balkite is one of the finest receivers on the market. For performance and quality of reproduction it leaves nothing to be desired.

In addition, the regular Balkite AC Receiver now costs no more than ordinary sets. The new low prices of \$125 and \$140 for the table models are unequalled by radio of any similar character.

This combination of quality and price is in itself enough to make Balkite one of the most attractive lines in the field.

But in addition there is the Balkite Symphion Receiver. This receiver is literally the only new thing in the industry. AC, but based on an

entirely new principle, it gives a quality of reproduction hitherto unequalled. The difference between Symphion and any other receiver is obvious and, more to the point, easily demonstrable to the average prospect.

Interest in this new receiver is enormous on the part of both trade and public. It has already been called *the 1929 receiver*. The two receivers together give you everything you could ask for in a radio line, from a price for the humblest buyer to a receiver for the music connoisseur. They are rapidly making Balkite one of the most popular and fastest-selling lines on the market.

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

The new Balkite SYMPHION . . . SYMPHION through an entirely new principle converts the ordinary 60-cycle AC house current to 3,000,000 cycles . . . This makes possible the use of the 201A tube with its far wider range of frequencies and excludes heterodyning and hum . . . Result: every tone is reproduced —as it is played. Two models: B-7 Highboy at \$475, and B-9 Combination Radio Receiver and Electric Record Reproducer at \$950. Both in cabinets by Berkey & Gay.

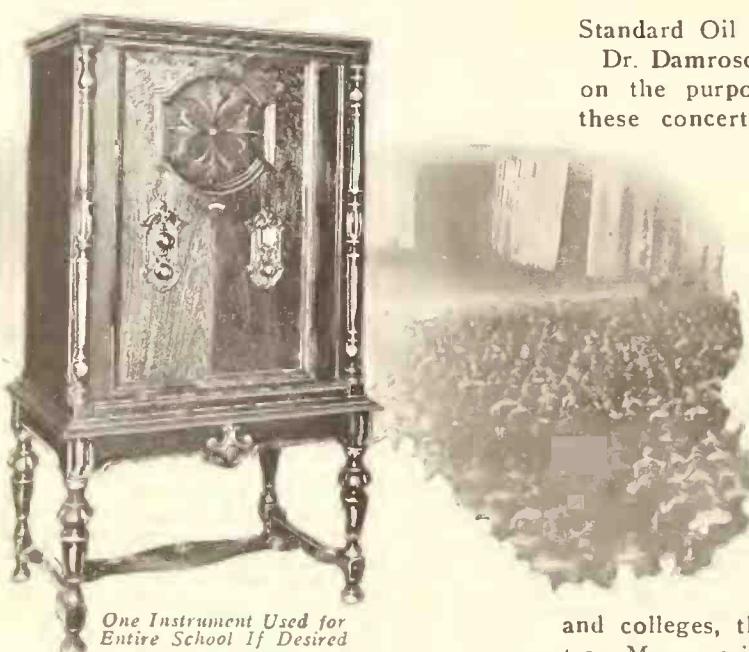
Prices slightly higher
West of Rockies

FANSTEEL

Balkite Radio

Sell the School Market

Profitable Volume of Radio Sales
to Schools Awaits Dealers Who
Make a Strong Bid for Business



One Instrument Used for Entire School If Desired

THE radio receiver has in the past been regarded and sold mainly as an instrument, the chief purpose of which is to provide entertainment and, in occasional instances, enlightenment on topical happenings and current news. From the beginning of broadcasting however it has been realized that one of the greatest contributions which radio could make to mankind was that of being an educational factor and this phase of the capabilities of radio is now being developed.

The most forward step ever taken in making radio a part of the school curriculum was inaugurated on October 26. Then the first of a series of forty-eight educational concerts, divided into four series of twelve one-half-hour programs, especially prepared and arranged according to the mental development of children and young people from the third grade through high school, was broadcast by Walter Damrosch and His Symphony Orchestra over a network of twenty-six broadcasting stations covering the entire country between the Atlantic Coast and the Rocky Mountains. This series of orchestral concerts under the direction of Dr. Damrosch, the dean of American musicians, has been arranged and is being sponsored by the Radio Corp. of America, which has spared no expense, not only in arranging for the programs but in providing supplementary material to teachers so that the fullest benefits of the Damrosch concerts will be available to every pupil in rural schools as well as in the larger city institutions. A similar series of thirty-six lecture recitals is being broadcast every Thursday morning over a network of five Pacific Coast broadcasting stations to students in upper grades and also in high schools. These recitals are being provided by the

Standard Oil Co. of California.

Dr. Damrosch, in commenting on the purpose and value of these concerts, said, in part:

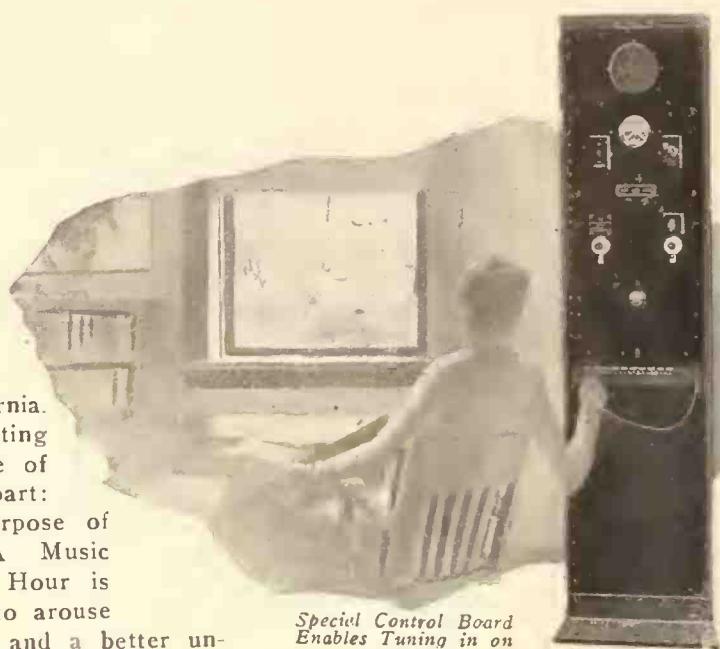
"The purpose of the RCA Music Education Hour is primarily to arouse enthusiasm and a better understanding of music as an artistic expression of human emotions. Secondly, to encourage self-expression in music among the pupils and, therefore, the study of music in the regular curriculum of the schools. This should develop, first of all, singing, a knowledge of musical notation, and in the high schools

and colleges, the formation of school orchestras. My experience of over thirty years in this field has proven to me that all these things come inevitably and naturally. At all of these concerts I shall give very short and simple explanations of the music that the orchestra will play, of the nature and character of the different orchestral instruments, and something about the composers."

Dr. Damrosch has formulated a list of about twelve questions for each of the forty-eight programs embodying the principal points of his explanatory comments. These questions, together with the proper answers and additional information, form the contents of an attractive manual which has been furnished to the teachers of the schools connected with the concerts by radio.

Before deciding to sponsor the concerts which are now in progress the Radio Corp. of America in February of this year arranged two experimental programs for school children, a successful experiment. Despite the fact that these experiments were launched with hardly time for proper exploitation the response was immediate and encouraging. It was estimated

Special Control Board
Enables Tuning in on Any Station



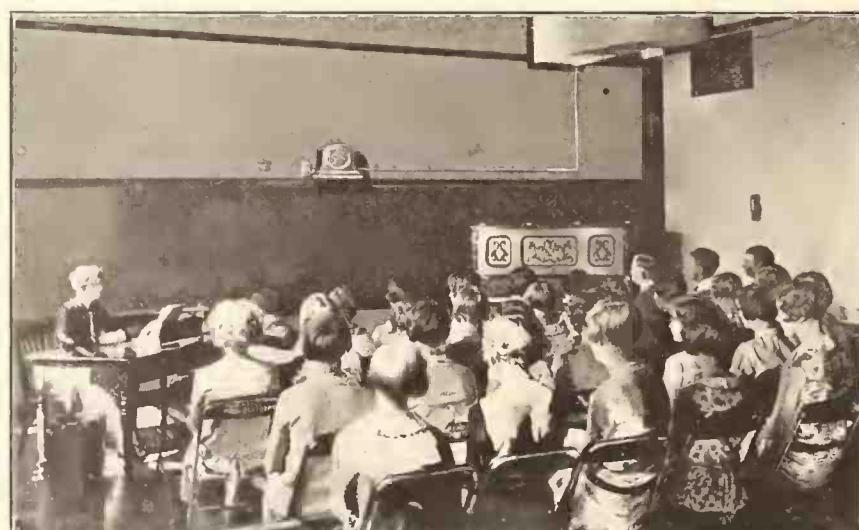
that Dr. Damrosch received more than 10,000 letters from pupils, teachers and music directors all over the country, commending the programs and urging their continuance.

Although this series of concerts is primarily intended to utilize radio in its sphere as a vital factor in education and is not directly designed as a dealers' aid, every radio dealer in the country should regard it as a happening of real moment to him in his business life.

The school market is, or until the very recent past has been, a practically virgin field and there are many thousands of schools throughout the United States not equipped with radio. Every dealer should regard the schools in his community as likely prospects and stress every effort to secure an order from the school board or the Parent-Teachers' Association or some civic body which has the interests of the pupils as its object and purpose. Although this series of educational concerts is the first broadcast feature which has a sustained interest to the pupils of the schools of the country, frequent broadcasts have occurred during the past two years, every one of which should have been listened to by the school children. The following partial list taken from "Radio in Education," published by RCA, gives an idea of the programs which should be used by dealers in attempting to sell school boards and other educational bodies on the necessity of having radio equipment in their schools: "Pan-American Conference, Havana, Cuba, at which President Coolidge and President Machado spoke; memorial services at Gettysburg at which President Coolidge spoke; annual convention of the American Farm Bureau at Chicago, New York Symphony Orchestra Children's Concerts in February and Republican and Democratic conventions at which the presidential candidates were chosen." This list does not mention regular broadcast lectures on dietetics, foreign language lessons, Christmas choral concerts and lectures by renowned educators.

Naturally, with the great variety in the sizes of schools and the number of pupils enrolled, the demand for receiving equipment will cover a wide range. In the rural schools with a small number of pupils a single receiver installed in the meeting room or auditorium where all

(Continued on page 17)



Speakers Installed in Assembly Room and All Classes Bring Programs to Pupils



Columbia

Policies and Merchandise

Make for Steadily

Increasing Dealer Prosperity

Columbia prosperity is based upon the prosperity of its dealers. The two are inseparable. This is a truth Columbia bears always in mind, whether it be a question of sales policy or a matter of new merchandise.

1928 has been a big year for Columbia dealers and for the Company, in the record, the phonograph, and the radio fields.

1928 has witnessed the first Columbia Bayreuth Festival Recordings made under special arrangement, exclusive to Columbia, for all Wagner Festival Recordings, for a long term of years.

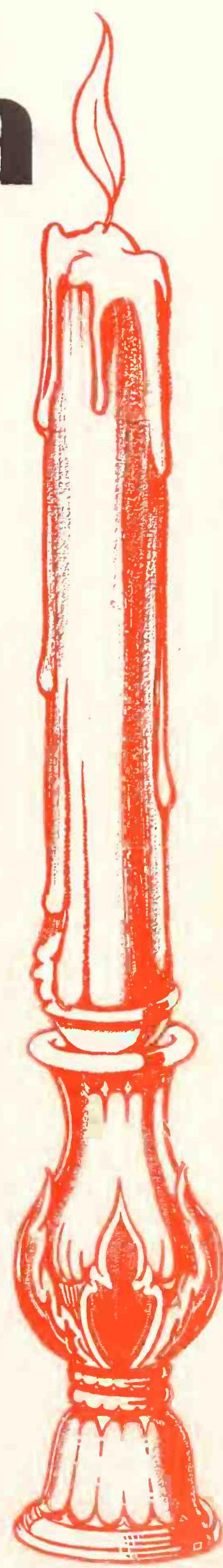
1928 has marked the advent of Paul Whiteman as an exclusive Columbia artist, joining the great galaxy of dance orchestras including such famous names as that of Ted Lewis.

1928 has been signalized by world-wide Schubert Centennial Observances, sponsored and organized by the Columbia Phonograph Company, and featured by special Columbia Schubert recordings.

1928 has seen beautiful new models of phonographs, electric reproducing phonographs, and phonograph-radio combinations added to the Columbia line.

1928 has given to the public its first Columbia Radio Receiving Sets.

1929 is just around the corner, holding out the hope of even greater prosperity to the Columbia dealer and to the Company.



"Magic Notes"



COLUMBIA



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



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



Columbia-Kolster Viva-tonal
The Electric Reproducing
Phonograph
"like life itself"
\$525 Model



Columbia-Kolster Viva-tonal
The Electric Reproducing
Phonograph
"like life itself"
\$395 Model



Prices shown are list

***Instruments of Superlative
value, charm and perfection***



COLUMBIA

Columbia Radio Receiving Set
beautiful period cabinet

\$285 Model
(West of Rockies, \$300)



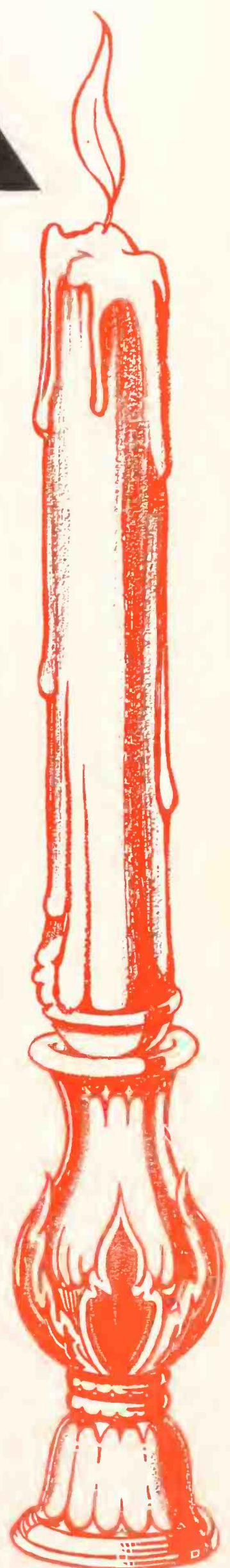
Viva-tonal Columbia Phonograph
\$125 Model



Viva-tonal Columbia Phonograph
\$90 Model



Viva-tonal Columbia Portable
\$50 Model



"Like life itself" Viva-tonal Columbia Phonographs, Radios and Phonograph-Radio Combinations, with their living tone, are unbeatable sales makers.

"Magic Notes"



Columbia MASTERWORKS

There is more music in good music . . . And the best of the good music is in the Columbia Masterworks*, the world's greatest record library.

CHOOSE FROM 90 ALBUM SETS

Demonstrate the marvelous Columbia Schubert Centennial group—the melodic gems from



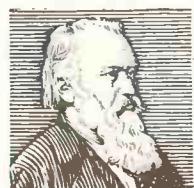
the Master of Melody—sixteen albums—a cross-section of the genius of Franz Schubert.



WAGNER



TSCHAIKOWSKY



BRAHMS

Demonstrate the other composers represented in Columbia Masterworks

| | |
|-----------|-----------------|
| Bach | Haydn |
| Beethoven | Holst |
| Berlioz | Lalo |
| Brahms | Meudelssohn |
| Bruch | Mozart |
| Chopin | Ravel |
| Debussey | Saint-Saëns |
| Dvořák | Richard Strauss |
| Franek | Tschaikowsky |
| Grieg | Wagner |

in a selected list of symphonies, concertos, sonatas, and chamber music. All works in five or more parts are enclosed in attractive art albums.



DEBUSSY



MOZART



BEETHOVEN

Masterworks sell. Use the Columbia Masterworks Catalog. Get your share of this profitable business.

Columbia Records

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

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway

New York City

Canada : Columbia Phonograph Company, Ltd., Toronto

*Reg. U. S. Pat. Off.

All Trade Marks Reg. U. S. Pat. Off.
M. R. M. Inc. Registro Nro. 18423 y 18476 de la
Aguila (1910 y 1911) de 23 de Agosto de 1910.
Aguila (1910 y 1911) de 23 de Agosto de 1910.
Inventor: Regente: B. J. B. Nro. 10960. 21-048 y 21-72.

Sell the School Market—A Profitable Field for Receiving Set Sales

(Continued from page 16)

the pupils can gather would suffice. On the other hand, the large city school will in many cases require equipment that will bring a program to a room or rooms without interfering with the classroom proceedings of pupils who have no interest in the broadcast. The Radio Corp., in conjunction with the General Electric Co. and the Westinghouse Electric & Mfg. Co., to cover this need has produced a special centralized radio receiver equipment which provides for the reception, control and distribution of radio programs from a single point located in a place convenient for supervision by the proper authorities.

In commenting on the opportunity for dealers and the methods to be used in securing sales, David Sarnoff, vice-president and general manager of the Radio Corp., said in part:

"It is necessary to secure the active co-operation of radio merchandisers in every part of the country, so that their help, together with the basic effort in the form of the national campaign undertaken by RCA, will convince school boards everywhere of the necessity for radio equipment in schools.

"Now as for the question of whom to sell—school board or philanthropically minded local citizen—it is difficult to say. Local conditions vary widely. What might work in one community may fail in the next. Therefore, the peculiar local conditions obtaining in the community should guide the selling campaign. The school board, usually, is the logical point of attack, for there is as much reason for installing a radio receiver as a domestic science layout. Both are intended for educational purposes, although neither falls strictly within the three

R's. The school board must be 'sold' the idea, just as other ideas have been sold.

"As for philanthropically minded local citizens, that is a question of how fortunate is the community in this rare commodity. It is always possible, of course, to get a group of citizens together for the purpose of equipping the schools with radio apparatus, just as it is possible to secure funds for any other worthy cause. The philanthropical citizen who donates libraries may see the wisdom of donating a means of bringing the world of music and educational material into the school.

"Never before has the radio merchandiser had the opportunity which is now unfolded by the Damrosch educational broadcasts. Not alone is there radio equipment to be sold to schools, but there is installation work which the radio merchandiser may undertake himself or turn over to an electrical contractor. Certainly there never was a better opportunity to sell to a virgin market at a fair price."

In connection with the RCA-Damrosch Hour a vigorous campaign has been launched by RCA to enable its dealers to sell to schools against the least possible resistance. Forty-three school journals which are read by teachers and school boards throughout the country are carrying full-page advertisements on the subject. All the leads received through this source are being turned over to the nearest RCA dealer.

While the dealer's chief interest in soliciting the school radio business is in making immediate sales, it must not be lost sight of that the millions of pupils who will listen to the apparatus as part of their classwork exert a tremendous influence in the buying selections

of their homes. The instruments sold to schools play the double duty of bringing in profits and acting as exploitation agents for the dealer and the merchandise carried in his store. A great percentage of the pupils will in the next few years be customers for radio receivers for their own homes and the foresighted dealer who is building for the future will keep this fact in mind.

The music-radio store which carries a complete line of musical instruments, including orchestra and band instruments, has still another reason for using his every effort to have the schools in his community participate in the Damrosch concerts, as witness this statement by the eminent conductor: "It is needless to say that it will be our endeavor to grade the programs in such a way as to lead the children gently along until they are able to understand and enjoy music of a more complicated character. During some of the concerts I shall have the various instruments of the orchestra play alone, so that the children can gain a good knowledge of their qualities and possibilities. I have found from experience that the results are remarkable. Many of the children take an enthusiastic liking for this or that orchestral instrument, and begin the study of it themselves and the natural result of this is eventually the formation of school orchestras."

Appointed Splitdorf Jobber

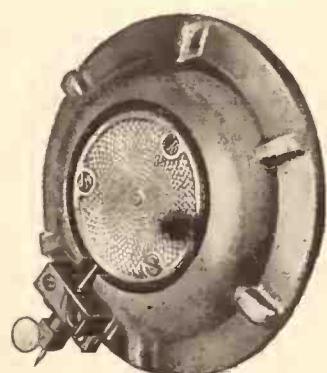
Hal P. Shearer, general manager of the Splitdorf Radio Corp., Newark, N. J., recently announced the appointment of the Sprague Electrical Co. as a Splitdorf distributor. The Sprague Co. has just purchased the Park City Electric Co. of Bridgeport, so that Splitdorf products are well represented in Connecticut.

The Velazco Music Center, New York City, was recently incorporated with a capital of 100 shares of common stock.

SELL SYMPHONIC

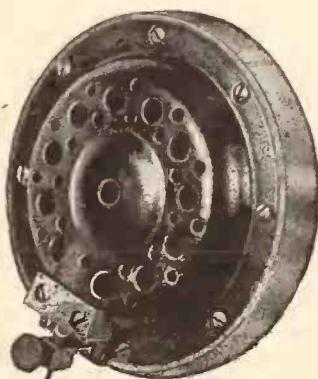
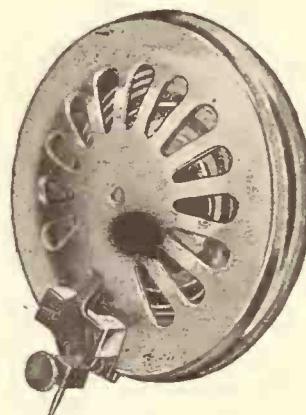
For those who want the finest reproducer that can be made, we present the Low-Loss Symphonic Reproducer, the result of the most painstaking experiments and trials. Exquisitely made, it is encased in a handsome bronze finished housing, with nickel or gold plated centerpiece.

LOW LOSS
Sympmonic
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



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

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.

Sympmonic
PHONOGRAPH REPRODUCER

SYMPHONIC SALES CORPORATION
370 SEVENTH AVE.

Pioneers and Leaders
in the Independent
Reproducer Industry

NEW YORK

Practical Reco

for Music—

By
Frederick
P. Altschul

Illustrations show various forms used by Frederick P. Altschul in simplifying the management of the six stores he operates in New York, Baltimore and Washington

| SALES TICKET | | | | | |
|---|---------------------|---------------|----------------|------|----------------------|
| Frederick P. Altschul 9028 | | | | | |
| MAIN OFFICE 6 EAST 14TH STREET NEW YORK | | | | | |
| Salesman----- | Date----- | | | | |
| Name----- | | | | | |
| Address----- | | | | | |
| Deposit----- | Credit----- | Terms {-----} | | | |
| TAKEN FROM STOCK | SHIPMENT MADE BY | D.R. | ACCT NO. ----- | | |
| | | | | | |
| QUANTITY | DESCRIPTION | NP | S | C | |
| | | | | | |
| DO NOT SIGN UNLESS SATISFIED. | | | | | |
| SERVICE | | | | | |
| Set----- | Date Purchased----- | | | | |
| Name----- | | | | | |
| Address----- | | | | | |
| Floor----- | | | | | |
| Phone, No.----- City----- | | | | | |
| Date | Service | Report | Time | Time | Work is Satisfactory |
| Mark | Mark | Mark | Att. | Lv. | |
| | | | | | |

| DO NOT SIGN UNLESS SATISFIED. | | | | | |
|-------------------------------|---------------------|--------|------|------|----------------------|
| SERVICE | | | | | |
| Set----- | Date Purchased----- | | | | |
| Name----- | | | | | |
| Address----- | | | | | |
| Floor----- | | | | | |
| Phone, No.----- City----- | | | | | |
| Date | Service | Report | Time | Time | Work is Satisfactory |
| Mark | Mark | Mark | Att. | Lv. | |
| | | | | | |

confront the retail store operator and they can be solved if the dealer removes the guesswork from his methods and makes certain that he knows exactly what he is doing at all times. There is only one way to know and that is through the use of some system that supplies the exact knowledge required when it is wanted.

These are the thoughts in back of the success of our retail music-radio stores in New York, Baltimore and Washington. We have systematized our business to such an extent that it is a simple matter to determine the sales volume of any of our chain of stores for any given period of time. The same holds true of the stock of each establishment and the credits. Briefly, we know what we are doing because we have a system of records, installed by Neidle & Frank, a firm of Certified Public Accountants, New York City, for our particular business, that gives us the data we must have. It is not a complicated plan, nor is it costly, but it is accurate and complete. We can tell at a glance from the various reports that come from the various stores regularly whether business in any of the stores is maintaining volume or dropping behind, as a whole, or in any department. The plan of retail records has made it possible to

Elimination of faulty merchandising methods and maximum efficiency in retailing demand an exact knowledge of the status of the various departments of the business, whether it be the retail talking machine-radio business or any other form of retailing. In selling talking machines and radios the dealer is faced with a situation that requires the highest type of management. Complete records regarding every phase of the operations involved in buying and selling, as well as the important problems associated with the granting of credit and financing, must be available if the store is to run like a machine.

The mark-up on talking machines, radios and other merchandise handled by the dealer is sufficiently high to insure a good profit on the investment provided the merchant does nothing to endanger his income. In other words, the dealer must exercise a strict supervision on his buying and selling and on his credit. He must carry a line complete enough to insure satisfaction of the demands made by the public. He must make a continued drive to achieve a turnover that will give him a fair return on his investment. He must watch his step regarding obsolescence of merchandise and he must make a special effort to get rid of slow-moving stock. That is a real merchandising job.

On the other hand, there are also some don'ts that retailers must observe. Experience has taught many dealers that it does not pay to give too much free service. It does not pay to make too low a charge for service. It does not pay to make trade-ins unless the dealer can make the trade-in sale on a basis that gives him absolute protection. These are only a few of the outstanding problems that

IMPORTANT — Read at Once

Radio material absolutely not returnable.
Complete sets installed by us serviced for 90 days.
Manufacturers can not guarantee any specified distance or stations.
A new storage battery should be charged the first week as a new battery does not hold a charge as long as one that has been charged several times.
Thereafter get yours charged every 2 or 3 weeks — This is very important.
Keep your battery and charger always filled with distilled water.
Your reception depends entirely upon the condition of your tubes, batteries, location and atmospheric conditions.
Don't always blame poor reception on your set.
Sometimes the broadcasting stations have difficulties.
Test your "A" and "B" batteries and tubes occasionally.
Run down batteries and tubes account for 95% of all radio troubles.
Voltmeters and hydrometers cost very little.
We have them for sale.
We cannot guarantee against interference — there are too many stations on the air.
All distant stations do not come in with same volume.
Fading stations are due to atmospheric conditions.
Get acquainted with your set learn how to work it properly.
We make a service charge of \$2.50, C.O.D. if a service call is made to test dead batteries or tubes.
After your free service period is over and you should desire a service man, a small fee of \$2.50 C.O.D. will be charged for this accommodation.

FREDERICK P. ALTSCHUL

MAIN OFFICE — 6 EAST 14TH ST., NEW YORK CITY

BRANCHES

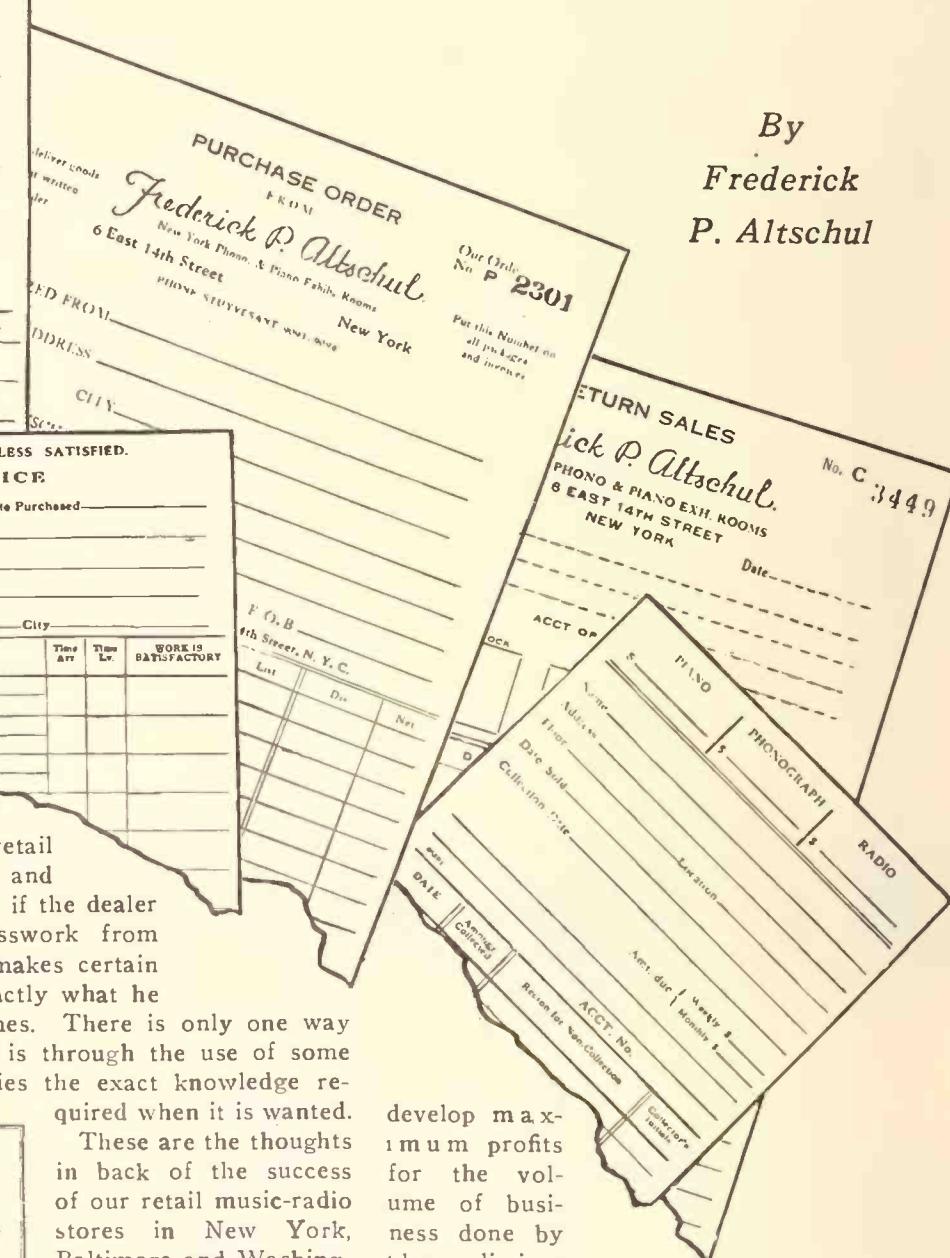
W. B. Moore & Sons, Washington, D. C.

Lucky Brook, Elizabeth, N. J.

BRANCHES

South Broad, Trenton, N. J.

Baumens & Co., 152nd St. & 3rd Ave., Bronx, N. Y.



develop maximum profits for the volume of business done by the elimination of costly and inefficient sales methods.

Each of our six retail stores has its own complete sales organization. These men know their stock and know the district in which they work. They know the type of people with whom they come in contact. Each store also is under the direction of a store manager. The manager is responsible for the showing of his store. All of the stores are controlled by the headquarters in New York and the advertising, collecting, etc., are also handled from headquarters. It can readily be seen that where there are a number of stores there must be a multiplicity of records. Each store keeps its own records but we receive daily reports of the business transacted and other pertinent information. Each month inventory is taken in all of the stores. This inventory is not taken by the manager of the store but by one of the managers located in another of our stores. Here is how we work our inventory plan. At inventory time the managers of each of the stores receive telegrams from me directing them to go at once to a certain store to take inventory. Thus these men visit a different store each month for the purpose of taking inventory. This is done for several reasons. In the first place, it is good training for the men to get around to the various stores. Secondly it gives

rd System Radio Dealers

Accurate Records Eliminate Guesswork in Merchandising—Modern Management Simplifies Operations Through Stock Control and Planned Selling—Record Systems Are Effective and Inexpensive to Install and Operate

a check on the manager of each store. This is not done because we suspect the honesty of the men in our employ. It is done because it keeps the store managers on the alert to maintain the particular part of the organization in their charge as prosperous as possible. It induces alertness.

Also we get a monthly profit and loss statement, enabling us to know the exact status of our business financially each month. This is very important, especially when a business reaches the stage in its development when the financial prob-

number. On this card there are ruled spaces for insertion of money collected on account, so that by referring to the card we know instantly how promptly the customer meets his or her obligations, amount collected, reasons for non-collection, in case of delinquency, and



Frederick P. Altschul

has not received any service. We simply refer to our file in such an instance and show her our record and her signature after each call made by the service man.

The form illustrated which is headed "Important—Read at Once" is of the utmost importance, because it outlines our policy in clear English for the customer. It explains our stand on returning merchandise, care of the set, and our plan of extending service. This card is given to each customer at the time of purchase of a set. We believe this thorough understanding of what a radio set will do and how to properly care for same has been instrumental in saving us a considerable amount of money not only in reducing excessive demands for service but also by creating customer satisfaction it has paved the way to future business with the customer as well as her friends. The purposes of the Purchase Order, Return Sales, Shipping Ticket, Receiving Record, Cash Receipt, Inter-store Charges and Return Purchase are obvious and need no further elucidation, although it is safe to say that few stores have the complete records needful for intelligent management.

| | | | |
|---|---------------------|---|-------------------------|
| SHIPPING TICKET <i>Frederick P. Altschul</i> MAIN OFFICE 6 EAST 14TH STREET NEW YORK | Date | RECEIVING RECORD New York Phonograph & Piano Exhibition Rooms | |
| | | Received From | Date |
| Salesman Name | Address | Work Hours | Received By |
| Deposit | STORE TO BE CHARGED | TAKEN FROM STOCK | ENTERED IN STORE RECORD |
| DELIVERED BY | QUANTITY | ENTERED IN STOCK RECORD | STOCK TO BE CHARGED |
| DESCR. | ITEM | DELIVERED BY | ITEM |
| QTY | AMOUNT \$ | QTY | AMOUNT \$ |
| No. 89120 | CASH RECEIPT | INTER STORE CHARGES M.R. 35.81 | |
| Date | Amount \$ | Frederick P. Altschul | |
| Received from | Dollars | Date | |
| Address | Account No. | No. R.P. 1317 | |
| FREDERICK P. ALTSCHUL MAIN OFFICE 6 EAST 14TH ST. NEW YORK, N.Y. TEL. ALGONQUIN 5005 | | | |
| A. J. ALTSCHUL CORP. OF AMERICA | | | |

lems involved are of considerable magnitude.

The forms illustrated are largely self-explanatory and give a concrete idea of our complete record system. Notice that all forms are numbered. This is done for a purpose. These records are made out in triplicate, one remaining in the book, another being filed in the store and the third goes to our headquarters, so that we have a complete record of all transactions, both in the store and in the main office. At the time of making a sale a collection card and service card are filled in at once, so that at the very start the record of the customer becomes part of the store's business. On the collection card, of course, are noted the name and address of the customer, type of instrument sold, date on which collections must be made, amount due weekly or monthly, as the case may be, account

the name of the individual connected with the organization who received the money.

The service card is similar in form and size, and constitutes a complete record of the service given to the customer. There are ruled spaces under which are noted dates of service calls, the name of the serviceman, his report, time he arrived at the home of the customer, time of leaving, and whether the work was satisfactory. Under the latter heading the customer signs his or her name so that later there can be no question as to the satisfaction of the work performed. This saves endless trouble and results in a cutting down of unreasonable demands for service. Nor can the customer tell us at some later date that she

ment. Where our forms are made out in triplicate because of the fact that the main office is operated separately from the stores, in the case of a single store it is necessary only to make out the forms in duplicate. Where a dealer operates only one store the record is just as important as in our case, where a number of stores are controlled. The music-radio store of to-day handles a variety of lines and is more or less departmentized, making accurate records absolutely indispensable.



Harold
Horwich

HOME DEMONSTRATION TICKET

| | | |
|--|--------------------------|------------------|
| Name _____ | Address _____ | |
| Phone _____ | Set Demonstrated _____ | Serial No. _____ |
| Speaker _____ | Serial No. _____ | |
| 327 326 371A 380 350 201A | | |
| Tubes _____ | | |
| Cabinet _____ | Serial No. _____ | |
| It is understood by all parties concerned that the aforesaid equipment is on demonstration only and remains the property of the King Radio Co. until purchased and fully paid for. | | |
| It is further understood that the undersigned is not obligated in any way to purchase the above mentioned equipment if not satisfactory. | | |
| Patron's Signature _____ | Salesman Signature _____ | |
| (This Ticket Must Be Returned to Our Files) | | |



Kings

Everything in Radio and Music
809 E. 79th Street
CHICAGO



February 8th
1928.

How would you like to receive a letter with these four great words...
ENCLOSED PLEASE FIND CHECK!

We want to send you a check for FIVE DOLLARS or MORE for every friend's name you send us on the enclosed post card who may be thinking of purchasing a new radio set.

We will have one of our trained salesmen call on them, use or not use your name as you desire and in the event that we sell them, a check will be forwarded to you by return mail.

Payment will be made according to this schedule:

\$ 5.00 on any radio set from \$100. to \$200. net.
10.00 : : : : 200. to 275.
5% : : : : over 275.

If the prospect's name is already in our files, it cannot be accepted. If sale is not made within ninety days this offer expires.

TAKE RADIO WHEREVER YOU MAY BE. ASK YOUR FRIENDS FOR TIPS.

Thanking you for the time given to read this letter and assuring you of our desire to cooperate with you in closing sales, we are

KING'S RADIOPHONY MUSIC SHOP.

H.H.L.S.
P.S. START NOW! We are eager to start our checks flying to you.

RADIO SERVICE REPORT

Date _____

| | |
|---|---|
| Name _____ | Address _____ |
| Battery Set <input type="checkbox"/> | Phone _____ |
| Electric Set <input type="checkbox"/> | |
| Complaint or Instructions | Trouble Report |
| Service Charge _____ | |
| Material _____ | Customer's Signature on approval of work and price. |
| Total _____ | Signed _____ |
| No. 468 THIS TICKET MUST BE SIGNED AND FILED | |

King Profits *from*

Customer Co-operation

Home Demonstration

Practical Service

By
Archie Oboler

WHEN the cash register is tinkling merrily and the delivery truck is running itself to an early grave, then it is usual, in the average business house, for the sales department to smile complacently and begin to regard the individual customer as but one of many accounts. It is not until business begins to slack up that pressure is again brought to bear on watching the welfare of each of the clientele and fighting to retain good will.

Not so with the King Radio Co., of Chicago, a concern which, in a little more than two years, has become one of the outstanding radio retailers in the south-side district. "We follow up our old customers all the time, not only when business is poor," said Harold Horwich, head of the organization. "And by 'follow-up' I mean not only for new business, but also to make certain that the service we are giving is perfectly satisfactory, and that nothing which might cause customer dissatisfaction has arisen."

It is to this regard for the customer after the sale is made that a great deal of the King Co.'s success can be attributed. The King Co. begins a complete service record of each transaction from the moment delivery is made. The service slip (illustrated) is perforated into three sections, one of which the customer gets, one of which is the service man's report, and the third of which is a house record.

Upon delivery of the radio, the house record section goes into a file under the customer's name. After any future calls, the service report is filed, together with this original record, so that the status of that particular customer's service record is always available to settle any misunderstandings or complaints that might arise. "There is no guess-work about it," said Mr. Horwich. "By referring to these cards we know just what service has been given gratis, what service has been charged for, and just what the condition of the set was when last examined. No man takes an unreasonable attitude very long when the facts of the case are spread before him in this way."

Every few months a letter, (illustrated) offering an interesting commission for set prospects, is mailed to the customer list. This letter offers from \$5 up for each sale made as a re-

sult of the recommendation. In order to prevent any misunderstandings, the letter further states all the conditions upon which the commission will be paid: the sale must be made within 90 days and the name must not already be in the concern's prospect file. According to Lawrence Strauss, in charge of outside sales, the response from this sort of campaign has been very gratifying. In the month of March, out of 500 letters mailed, there were 100 responses, resulting in 75 sales. And the business developed in this way has been, for the most part, very easily closed, as the customers' prospects were generally 'qualified' prospects in the full sense of the word, having heard the radio in their friends' homes.

The particular neighborhood in which the King store is located is a rapidly growing one. To let the newcomers know of the existence of their concern, the King Co. has been getting the names of all new arrivals from the local real estate companies, and has been mailing to their people a letter of welcome. Sent in an inviting envelope, this little courtesy has attracted a great deal of trade which ordinarily would not have been developed.

For example, phone calls are frequently received from people new in the neighborhood asking for a service man. Investigation generally proves that it was from the "welcome letter" that the customer got the firm's phone number; many new contacts, and, resultantly, new sales have been made in this way.

"Furthermore, we give this list of names to our outside sales force," said Mr. Strauss. "People, on moving, sometimes either leave their old obsolete set behind or shove it off into a corner in the new apartment without hooking it up rather than mess up the place with wires and batteries. By calling on such people, after the way has been smoothed by the 'welcome letter,' our men have been able to get sales which ordinarily would not have come our way."

"And, talking of follow-ups, I wonder how many dealers make use of their outside service calls as a source of new business? By that I mean how many, when they get a call from a non-customer for batteries and so on, send a

(Continued on page 25)

KING'S RADIO COMPANY

809 E. 79th St. Phones, Triangle 5448-9

Date _____

Name _____

Address _____

Charges \$ _____

Signature of Service Man

ALL CHARGES MUST BE CASH

THIS IS YOUR RECEIPT

No adjustments will be made without it

No. 468

HOUSE RECORD

Date _____

Name _____

Address _____

Phone _____

Material Out

Material In

No.

468

THIS TICKET MUST BE SIGNED AND FILED

A U T O M

A T I C

**There are nine good reasons why
Zenith is again ahead in radio this
year. You will find them [concealed]
under a panel on the right of
Zenith Automatic sets. These 9
reasons are bringing thousands of
buyers into Zenith stores.**

30 Models—3 different circuits—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



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

HERALDS OF A NEW

ENT



Model Ten-sixty-nine. Victor Automatic Electrola. Volume adjustable from whisper to full-orchestra power. A de luxe instrument for those who appreciate fine things. List price, \$850.



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



Model Nine-fifty-four. Victor Automatic Electrola with new Radiola Super-Heterodyne. The world's greatest musical instrument, beyond contradiction. List price, complete with Radiotrons, \$1350.



VICTOR

DAY IN HOME ENTERTAINMENT

THE public has very definitely registered its approval of another great Victor achievement, as represented in these three new models. Just as the Orthophonic Victrola gave the American people a new standard of musical reproduction, so these new instruments have enlarged the scope of home entertainment . . . brought it to a degree of perfection which has exceeded the most fanciful dreams of the music-lover.

An invisible servant takes care of all the details of record-changing. You hear a complete program without getting up from your comfortable chair. The new Electrolas, contained in two of these models, add the ultimate touch of realism to recorded music. The listener can stand at the elbow of a celebrated conductor of the symphony orchestra. Or he can soften the music to a whisper as delicate as the song of wind in the trees. The third model carries, in addition, a Radiola Super-Heterodyne, the newest and finest set put out by the leading radio manufacturer of America.

Inside, these instruments embody the latest developments in sound-engineering. Outside, they are exquisite adaptations of definite period furniture. Their designs will lend charm and dignity to any interior.

In the quality field, these new models have outdistanced all competition. Exclusive Victor principles prevent them from being duplicated. Every Victor dealer should have samples of them on his display floor. They will attract the crowd. They will add prestige to your line of Victor instruments, and show a handsome profit for your bank balance.

TALKING MACHINE COMPANY
CAMDEN, NEW JERSEY, U. S. A.

Radio-Phonographs

Provide a

Broader Market

Analysis of the Sales Field for Combination Instruments—Trend of Demand

By Louis G. Pacent

President, Pacent Electric Co., Inc.

THE dealer who wants to be a bit ahead of the coming trend, rather than a step behind, will do well to give serious thought to the growing importance of the radio-phonograph combination. A survey of manufacturing plans for the coming year and a careful analysis of buying sentiment in many parts of the country convince me that the development and perfection of the combination machine will be the most important of any we shall see in the next year.

Important Factors

The two most important factors contributing in a big way to the coming trend to radio-phonograph machines are high quality and low price. Developments in both fields in the last three years have been little short of amazing. Quality has been the keynote, and while quality has been definitely on the upgrade, the trend in price has been generally downward. The emphasis on quality has been noticeable in both radio and phonograph, and the improvement in both fields can be traced to a large extent to better and more powerful amplifiers, more efficient tubes and improved speakers.

It is generally admitted by impartial observers to-day, I think, that radio has made a valuable contribution to the phonograph. The quality we are getting from electric radio-phonograph combinations is made possible, to no small degree, by the improved design of audio amplifiers, tubes and speakers. On the other hand, the phonograph, since the advent of electrically reproduced records, has made a great and worth-while contribution to the merchandising of radio. The broadened field of home entertainment made possible by the union of radio and phonograph has appealed to the great buying public which consists both of prospective buyers of radios and phonographs.

Two Instruments Combined

Now I claim that when the two sources of home entertainment are combined in a single cabinet at a moderate price, the radio-phonograph is certain to assume a role of importance heretofore unknown. My confidence in this regard is not based purely upon personal opinion. The New York and Chicago radio shows

brought the point home strongly. A swing through the West which included dozens of large manufacturing concerns emphasized the point even more. In both radio and phonograph plants development work is being pushed steadily forward on combination machines. Most of the manufacturers foresee the trend.

To my mind the growth of radio-phonograph combinations as a great factor in radio merchandising is coming at the right time. Developments in radio during the past three years have placed the industry on a basis which it could never before boast. The public demand for better quality has been met most satisfactorily. So has the long-heard cry for electric operation from the light socket. These two features have reached an amazing degree of perfection, and it remains only for engineers to develop them to an even higher point of perfection.

No Radical Improvements

There is nothing in sight of a revolutionary nature, nothing to compare in importance to the development of the AC tube. There is, however, a very promising source of new buying impetus. It remains for the phonograph in combination with the modern, electric radio receiver to carry on. I believe that there are many great undiscovered possibilities in the union of the two. The real trend is just starting. With more and more research effort devoted to making the combination better at a lower price there is every reason to welcome the combination as the biggest single merchandising item for both radio and phonograph dealers for some time to come.

No one can dispute the important part played by improved tone quality in stimulating the sale of both radio and phonograph. Thousands of people waited the day when radio sets would have natural, full tone, pleasing to the ear. That day has arrived and the increase in volume of radio sales can be directly traced in a large degree to truer reproduction. The great rebirth of interest in the phonograph can also be attributed to the amazing improvement in fidelity of reproduction which has been made in the past few years.

The argument which clinches the future of the radio-phonograph combination is present-



Louis G. Pacent

day prices. Who doesn't want both mediums of entertainment when he can have them together for little more than the price of one alone? Comparatively few buyers can afford to own a separate electric radio and a separate electric phonograph. That is a little too much of a strain on the family pocketbook, as desirable as both of them are. But the combinations which will be offered during the next year will place the combination machine within the grasp of every purchaser.

The combination of high quality with lowered price is the factor which will sell the radio-phonograph combination in a way it has never sold before in the history of the trade.

The dealer should welcome the trend to combinations with open arms, for it means much to him. To-day a good part of the radio dealer's business is in machines in the class under one hundred dollars. The average sale has dropped, and at the same time increased competition has made the sale of sets more difficult. Much of the business in the low-priced field this year is replacement business. Many people are willing to spend a hundred dollars this year for an electric set because it is a new model, somewhat better than the one bought last year. This set replacement business introduced the problem of turn-ins, always a source of worry and annoyance. Battery sets which are turned in are next to impossible to sell in many localities.

Now the radio-phonograph combination will undoubtedly tend to step up the average sale and give the dealer greater profit with a less number of sales. Service troubles and service department costs will naturally go down. The most common complaint of the retail store to-day, namely, a too small unit of sale, should tend to disappear. No business man is anxious to take on ten seventy-five-dollar sales with ten time-payment risks, ten installations and possible sources of service when he stands to do much better by himself by selling four combination machines at, let us say, two hundred dollars apiece. There will invariably be more money in the four sales with a higher unit price.

Increasing Demand

Combinations in greatly increasing numbers are on the way. The trend is already under way. It seems to me it will be a great thing for all concerned in both the radio and phonograph fields, from the manufacturer through to the retail outlet. With better quality and lower prices both possible and profitable, the combination machine is destined to appeal to the buying public in a way that will give new sales impetus and many new channels of profit-making for aggressive dealers.

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

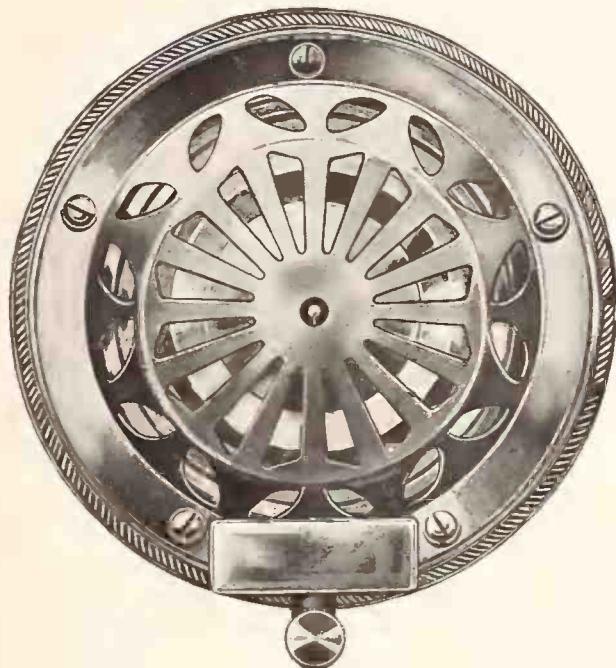
COTTON FLOCKS

Air floated, all injurious foreign matter eliminated
for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street Newark, N.J.

The Duophonic



A self-amplifying, all-quality reproducer.

The DUOPHONIC will reveal a fidelity, depth and magnificence of tone that sets a new, unbeatable standard of excellence.

An entirely new product, which is not just another reproducer, but a reproducer of individuality, plus the highest characteristics which blend into the making of a distinctly fine, high-grade product.

An important feature of the DUOPHONIC is that it creates maximum volume and extreme depth of tone without distortion.

Retail price—\$10.00. Interesting prices offered music dealers desiring the best available, and backed by the VALLEY FORGE guarantee, which is insurance of perfect satisfaction.

(We manufacture a complete line of talking machine reproducers, tone arms, motors and repair parts—all materials needed to make or repair a talking machine.)

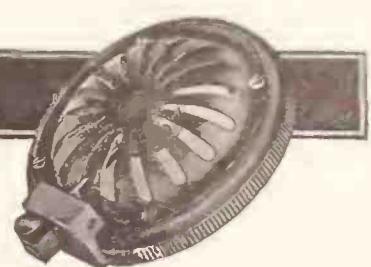
We Announce the
Removal of Our Offices
to
393 Seventh Ave.
New York City

Shipments will continue from our factory at Murray and Austin Streets, Newark, N. J., which is twenty minutes from New York. This move will enable us to secure greater efficiency between headquarters and factory and speed up service.



J.A. FISCHER COMPANY

**393 Seventh Avenue
New York City**



We Present to the

A WONDERFUL NEW PORTABLE PHONOGRAPH



THE good will of our patrons and friends is our most valuable asset. The spirit of the season brings to us renewed appreciation of old associates and of the value of new friends. Our sincerest wishes to you for a Merry Christmas and a Happy New Year.

PLAZA MUSIC CO.
10 WEST 20TH ST.,
NEW YORK

N.Y.

Music Trade

PAL REGENT

UNQUESTIONABLY the finest portable phonograph value on the market today. A new machine that surpasses in tone quality—appearance—and salability—the best that has heretofore been offered.

When you look at PAL Regent your first reaction is—"Wonderful if it's as good as it looks"—and it is—listen to it play—and you will notice the superiority of tone at once—examine it carefully and see how solidly it is constructed—an ideal phonograph to sell because it looks real value and it is real value.

*Send to your nearest jobber
for a sample. A wonderful
seller at \$27.50 list.*



ROSSMOR

Continental Radio Corporation Succeeds Slagle Radio Company



. . . having acquired the assets of the Slagle Radio Company, an increasingly aggressive policy becomes effective immediately.

Complete reorganization . . . management, an adequately sound financial structure, augmented engineering staff . . . these, already a reality, are but forerunners to plans in the making which will insure for Slagle Radio continued leadership in radio and radio-phonograph reproduction.

Where two major products are now produced in the Continental plant, its entire capacity will shortly be devoted to the production of quality radio exclusively . . . most completely equipped for efficient, economical operation.

Already cherished by many of the country's best dealers, the Slagle Radio dealer franchise under the more substantial program will become more and more valuable. Learn more about this receiver.

The first dozen notes you hear pour forth from a Slagle will convince you . . . no other radio is quite as fine. Tone unbelievably, amazingly true in its liquid eloquence . . . every note—bass or treble—pure, sweet, tinglingly alive . . . tones and overtones caught and recreated with every shade and tint—not only of melody but of emotion, too! There's a real thrill awaiting you in Slagle.

. . . and profits, too,
now and year after year.



Continental Radio Corporation

Successor to

Slagle Radio Company

Fort Wayne - - - - Indiana

Slagle Radio



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Sales!

Radio accessories
by **Sterling** are
profit makers—



FOR BETTER TONE

New Power Amplifier: this Sterling \$38 Amplifier uses the 250 or 210 Super-Power Tube. Connects to any type set in a few minutes. Dynamic Speaker may be fastened securely on Amplifier, as shown. Type R-250, only \$38 list.

Dynamic Speaker: the powerful Sterling Dynamic, shown in phantom, is the type R-13 for 110-volt 60-cycle A. C., \$40 list.

Full-Range Speaker Chassis, upper left, for any type cabinet. Type R-1, \$14 list.

Vari-tone table model speaker, upper right, artistically finished. Type R-2, \$25 list.

Sterling Dependable Testers are priced so low there's no need to be without complete testing equipment.

Universal Tube Tester, as shown above, tests A. C. and D. C. Tubes and reactivates D. C. Tubes. R-510, \$21 net.

A. C. Set and Tube Tester, upper left, quickly locates the trouble in defective A. C. sets. So inexpensive you can afford one for each service man. R-512, \$21 net.

Junior Tube Checker, upper right, tells in a jiffy what's wrong with a tube, so the replacement policy of tube manufacturers can be definitely followed. R-514, \$8.10 net.

Sterling Jobbers Everywhere

Complete Catalog on Request

THE STERLING MANUFACTURING COMPANY, CLEVELAND, OHIO

Sterling

23 Years of Precision Manufacturing

UNION THE NEW **RED-**

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
PHONOGRAPHS DIVISION
UNITED AIR CLEANER COMPANY

Better Than Ever

UNITED NO. 5

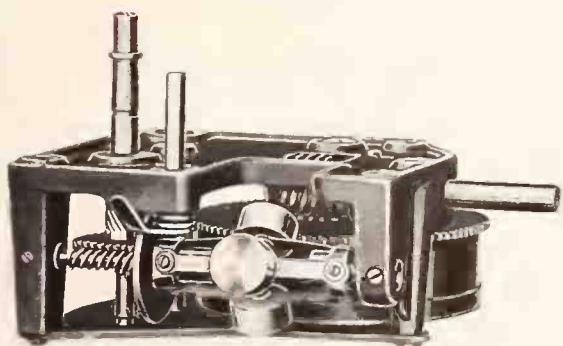
-CAP

A Holiday "MOTOR MESSAGE" to the Trade

ONE of the most gratifying features of our business this year is the fact that we are able to give you a motor as fine as the RED-CAP at a price that has broken all records for real value!

To you, Mr. Dealer, and Mr. Jobber, this means that manufacturers can offer you better value than ever before in cabinet jobs. It means that the United-equipped phonograph is the standard of comparison in the trade, and it gives you more, dollar for dollar, than any other you could buy!

To you, Mr. Manufacturer, it means that you can give your trade the finest motor in the field at a cost no greater than would be incurred by using just an ordinary motor! The RED-CAP sets



Our Sincere Wish for
A Merry Christmas
to You All!

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!

a new standard of value, known and appreciated throughout the industry.

Gayly topped with its bright red frame casting, the RED-CAP is as handsome in appearance as it is sturdy and reliable in performance. Worlds of power . . . incredibly quiet, strong, smooth action . . . all-United construction and exclusive features for long life and utmost dependability . . . the No. 5 RED-CAP has all these features, in great abundance.

Its improved triple worm gear and specially designed governor enable it to play *six selections on a single winding*, with power to spare! Look for the red frame casting which identifies this superlative motor. It is your assurance of recognized quality, accepted value and *proven performance* . . . over 150,000 better type cabinets were equipped with the United No. 5 last season.

Dealers, Jobbers, Manufacturers! Build greater volume, realize greater profits and enjoy greater good-will in 1929 with United products! We will gladly send you samples and quotations of the products shown. Send for them . . . today! The coupon below is for your convenience.

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.
 United Pick-Up.
(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

C Compare This Speaker with Any Other

Selling at
TWICE
its Price!

CONNECT this new Quam speaker with your favorite demonstration set and watch the result. Will your customers want it? Will it bring you volume business and splendid profits? From the way orders are pouring into our factory from Dealers and Jobbers, there is only one answer. It doesn't take Mr. John Public long to recognize a quality product at an amazingly low price like this!

We know you'll want to feature the new Quam *at once*. All we want you to do is send for a sample, without any obligation on your part. Examine it closely. Listen to it. Never have you seen or heard a speaker selling at anywhere near this price built with such an eye to beauty, with such built-in quality. It's more than a speaker. It's a Fine Musical Instrument! It has worlds of volume . . . wonderful clarity of reproduction . . . deep, rich, resonant tone. Perfect for both A.C. and battery operated sets.

This unusual speaker calls for ACTION . . . NOW! It offers you a real opportunity for volume business and liberal profits throughout the entire big selling season. Don't delay . . . Mail the coupon . . . to-day!

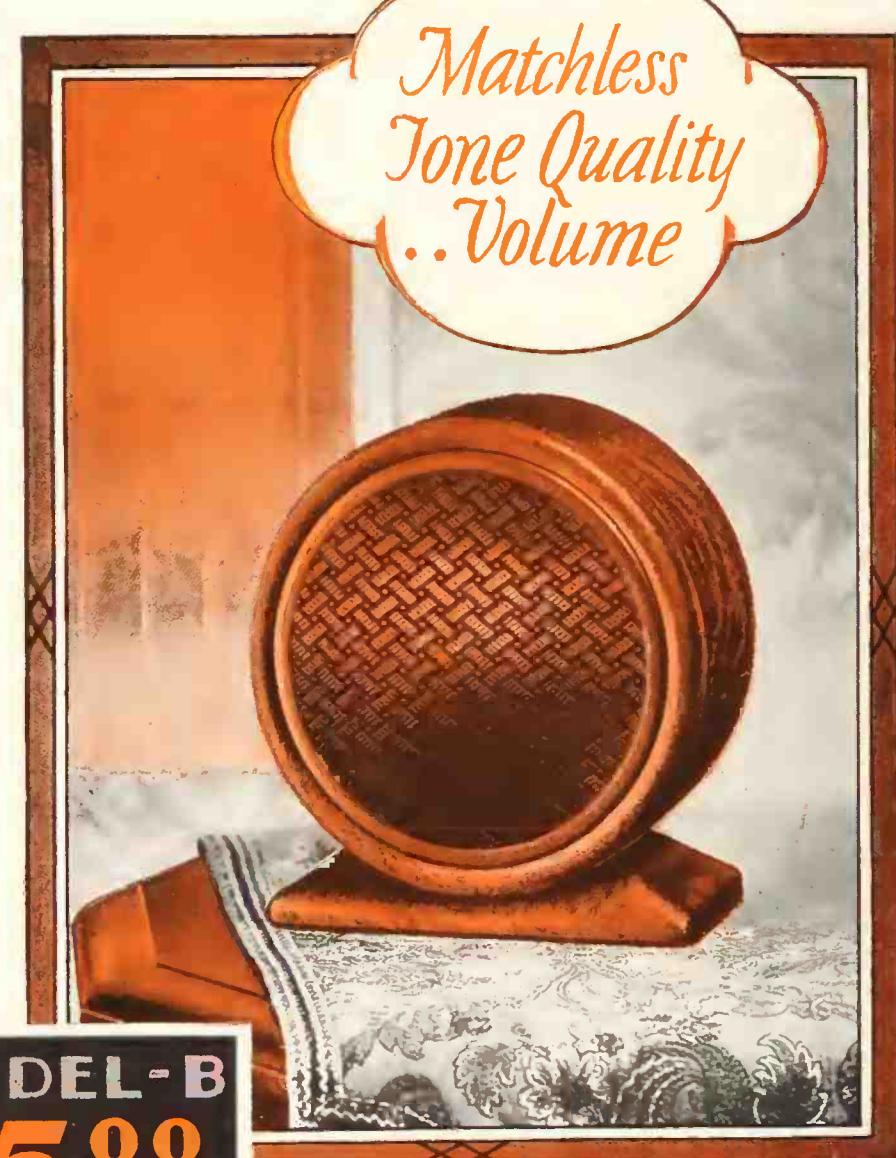


Model A—List Price \$17.50

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

Manufacturers—

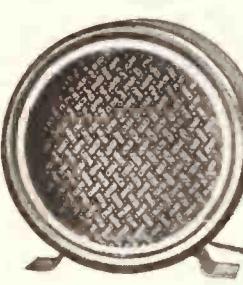
Send today for samples
of units shown at right.



MODEL-B
\$15.00
LIST PRICE

Prices slightly higher
west of the Rockies.

Beautiful clock-type Speaker, attractively faced in gold silk, with sturdy gold bronze lacquered steel base and frame, only 9½ inches in diameter.
Convenience—beauty—and performance plus!



Model 1



Model 3



Model 2

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

Quam Radio
Products Co.
9707 Cottage Grove Ave.
Chicago, Ill.

The New
QUAM
CONE SPEAKER

Quam Radio Products Co.
9707 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

King Profits From Customer Co-operation and Service

(Continued from page 20)

salesman around with an offer of an AC set for free trial? That's one place where our policy of keeping a service file serves us well. Periodically we go through this file and pick out the cards with legends like 'Recharge battery,' 'Check eliminator,' 'Test B's,' and so on. Our salesmen call on these people—they have no difficulty getting a hearing after introducing themselves as 'from the radio store that serviced your radio'—and try to place a new set on free demonstration.

"The sales argument used to get this free trial is: 'Let us place this set on trial now even though you may not intend to buy right away. We feel that it is good advertising for us, for, having heard our set in your own home, we are certain that when the time comes when you are ready to buy, you will undoubtedly remember us.' The persistence of our men in trying to put the set in on trial lies in the fact that our records show that three out of five of such trials result in an immediate sale, for, once the customer hears the tremendous strides modern radio has made in tone quality, ease of tuning, and simplicity of upkeep, the set generally remains sold."

From the above remarks, it can well be gathered that the King Co. is a strong believer in the value of outside sales and home demonstrations. In fact 60 per cent of the total business of the concern is closed right in the consumer's home. Throughout the Summer months an outside sales force of at least four men is maintained, which number is augmented to as high as twenty as soon as the colder weather sets in. Sets are placed by these men on a three-day maximum trial; at the end of that time either a contract or the radio must be returned to the store. Sets on demonstration are delivered and installed by the salesmen themselves; a short piece of wire is used as a temporary aerial. By having the salesmen install their own sets, the regular duties of the service men are not interfered with, and the much discussed "cost of home demonstrations" is reduced to a negligible figure.

A demonstration ticket is used to protect the concern on these home trials. This ticket explicitly states that the set is being put in on free trial; consequently there is no difficulty in getting the customer to sign it and thus establish the fact that such merchandise was actually delivered. Further, aside from protecting against loss in this way, the tickets, filed under

the attending salesman's name, check the number of sets which the man has out.

A straight commission of 10 per cent is paid the outside men, for, as Mr. Horwich put it: "A salary generally ruins a good outside man, since it is the stimulus of unlimited earnings which

Dear Mr. _____:

We have been informed that you are a new neighbor of ours and we extend you best wishes for your success and happiness in this community.

You will like our business district . . . and King's Radio Co. . . . which with its "friendly service" ever exemplifies the desirability of trading with your neighborhood merchant. Call Triangle 5448 or 49 within one week after receiving this letter, and we will INSPECT and SERVICE YOUR RADIO SET FREE OF CHARGE, putting it in a state of highest efficiency.

We are authorized dealers for RCA Radiolas, Atwater Kent, Zenith, Freshman, Kolster and new Majestic radios. We shall be glad to demonstrate any of these in your home without obligation. Ask about our liberal payment plan.

You will find also that we have a most wonderfully complete stock of Brunswick and Columbia Phonographs and records, sheet music and musical instruments. Also the Brunswick Panatrophe . . . the PHONOGRAPH SUPREME!

We shall be waiting for that telephone call, or a personal call from you. Let's get acquainted!!

Cordially yours,
KING'S RADIO CO.
Manager.

keeps him active and aggressive; why, then, slow him up with a guarantee? The statement that paying men a straight commission results in a large turnover of help is not true if the concern co-operates with its salesmen properly in the matter of leads, deliveries, and assistance in closing difficult sales. Of course, if you pay men commission and then expect them to make their own salvation without any aid whatsoever on your part they won't last very long.

"The future of radio sales, it seems to me, lies more and more right in the customer's home, and the dealer who sees the handwriting on the wall and organizes an efficient outside sales unit, watches the welfare of his clientele, and accepts trade-ins judiciously need have no fears for his future in the business."

THE INSIDE BACK COVER

OF
*This issue of
The WORLD*

has a very important message for phonograph manufacturers and dealers.

*Read it
Carefully*

Stockton Music-Radio Association Formed

STOCKTON, CAL., December 4.—The Stockton Music and Radio Trades Association was organized here recently with a comprehensive plan for the furtherance of music and radio reception in the city agreed upon. The Association voted as its first step towards comprehensive service to radio owners the employment of a permanent trouble shooter who will answer all calls connected with improper reception.

The following officers were elected: R. E. Durk, manager, phonograph-radio department, Sherman, Clay, & Co., president; L. J. Kitt, proprietor of the Kitt Radio Co., treasurer, and George Turner, of KWG, and A. H. Green, of KDGM, publicity committee men.

Goldberg Bros. Co. Enter Radio Field

Goldberg Bros. Co., Inc., who have been connected with the phonograph industry for a good many years, have entered the radio field. They have taken on the distributorship of the Freshman radio covering the entire State of Virginia and the eastern section of North Carolina.

B. H. Hoffman has been appointed manager of that division and manufacturers are invited to send literature and prices on their complete lines of radio sets and accessories.

Atlas Plywood Opens Branch

BUFFALO, N. Y., December 5.—The Atlas Plywood Corp., manufacturer of material for piano boxes, has opened a branch factory at 60 River street, Jamestown, N. Y. Production will start early in December with about forty men employed in the plant which will be under the direction of Ernest Laughlin, of Camden, N. J., and Ralph Hanson, of the company's main plant at Boston, Mass.

B. H. Noden a Benedict

B. H. Noden, secretary of the Patent Electric Co., Inc., New York City, recently joined the ranks of the benedicts. The present Mrs. Noden was Miss E. Weigand.

Safeguard Your A. C. Installation

Satisfactory and economical operation of A. C. receivers is contingent upon maintaining close regulation of operating voltages, by means of suitable A. C. measuring instruments. This is necessary because of the wide fluctuation in the potential of secondary lines furnishing current to house lighting circuits.

Set manufacturers, dealers and electric light and power companies everywhere are cooperating to the end that voltage regulation, both on supply lines and in connection with voltage control equipment of the receivers themselves, may be effected for the better operating service of all set owners. For this reason, as well as for other testing requirements outlined in the following, all purchasers of A. C. receivers are urged to provide themselves with an instrument such as is shown in the illustration—known as the Weston Model 528 A. C. Voltmeter, range 150-8-4 volts.

When you find that there is an excessive input voltage, it follows that there is too high a voltage on the filament which shortens the operating life of the rectifying tubes. The Model 528 Voltmeter therefore checks the line supply voltage at all times and indicates when adjustments should be made to manually operated line voltage regulators between the power supply and the power transformer. This voltmeter also indicates when the line voltage is over-rated, thus enabling the operator to make an adjustment in the set for the higher line voltage so that normal life can be obtained from his tubes. The Model 528 is also made as Ammeters which are especially useful in checking the total load of the A. C. Set—in conformity with set manufacturers' instructions. The determination of A. C. filament flow in A. C. tube filament circuits is easily obtained by means of this instrument.

Write for your copy of Circular J fully describing the Weston Radio Line.

WESTON ELECTRICAL INSTRUMENT CORPORATION
606 Frelinghuysen Ave.

Newark, N. J.

WESTON
RADIO
INSTRUMENTS

\$80,000 RADIOSALES

Volume Rolled Up by J. R. Reed Music Co.,
Austin, Tex., by Efficient Merchandising

By B. C. Reber

DESPITE the fact that the sale of radio sets has shown an enormous increase during the past year, there are many dealers who are still complaining about the lack of co-operation from manufacturers and wholesalers, while others are reaping big profits and making many friends and customers.

The difference in these is apparent. One sits back waiting for the business, while the other goes out and gets it. One is content to do a volume of business sufficient to get by, while the other is constantly seeking more business, more volume and more profit. It is in this latter class that the radio department of the J. R. Reed Music Co., of Austin, Tex., should be placed. During the past two years the business of this department has increased by leaps and bounds. Total sales for the current year will reach close to \$80,000, more than double those of last year. How this is accomplished is told by Newt Brunson, department manager.

Reorganizes Radio Department

"During the past two years, or since we began to give greater attention to the sale of radio sets, we have shown an enormous increase in our sales in this department. Two years ago we were handling only one line, and of that we only carried a few sets on hand. Then we began to see the possibilities for more business in this line of merchandise. We realized that radio was not a fad nor a novelty, but something concrete and permanent that would earn and hold a place in the musical world.

"We reorganized our radio department, and I was given full charge. Heretofore our business had been handled under one head; the men who sold pianos also sold phonographs, radio sets or musical instruments. Now we realized that the time had arrived when we should departmentize our business and give more detailed attention to each line; that each department should have a manager and a crew who would devote their entire efforts to one line of merchandise and push it hard.

"In looking over the field we found that some of our prospects had a preference for one make, while others preferred another. So in order to take care of all this business we added another line. We now have three, and we find that we are doing an excellent business in each.

Selecting New Lines

"In selecting a new line I should like to stress the importance of thoroughly looking up the record of the manufacturer before entering into an agreement. Not only must this manufacturer produce a good line of radio receiving sets, but he must have a complete line to offer to the trade; a line that will have a set for every purse; a line that will bring in good returns without a service man on hand all the time. Such a line is profitable to handle.

"Then, in addition to having a complete line to fill any demand, he must have a well-planned sales and advertising campaign with which to

assist the dealer in the sale and distribution of these sets. The name of a manufacturer before the public in magazines, newspapers or on billboards has a powerful effect on influencing the customer to decide. A name that is constantly before the public has half sold the merchandise, and in a great many instances it is this constant advertising that will influence the prospect to come into the store and ask for a demonstration. For that reason a good line of merchandise, backed by a strong, well-planned sales and advertising campaign, practically assures the dealer of success in his sales.

Efficient Sales Force Necessary

"After he has selected the line of merchandise

so we took plenty of time in looking up the record of the man we employed and made sure that he was competent and reliable.

"The service department inspects every receiving set as soon as it comes into the store. While we know that every precaution is taken by the manufacturer to make sure that these sets are in good condition when they leave the factory, because they have a lot of sensitive parts and are often shipped a great distance, we check each one thoroughly to assure ourselves that it is in good working order before it goes out on the floor of our establishment.

Service That Builds Consumer Satisfaction

"Occasionally we will have complaints come in when a set has not been in service very long. When such a thing occurs the service man immediately goes to the home where that set has been installed and makes a thorough inspection not only of the set but of the wiring, the home and the neighborhood. In his report he sets down what trouble was found and what steps were taken to remedy it permanently.

"His report is filed one week ahead, and one week from that date, if we have not heard from the customer, we call up over the telephone and make sure that the set is giving perfect satisfaction. If the customer is not just satisfied with the reception that is coming in, we

make another inspection, often going out to the home in the evening and tuning in while the family is at home to assure ourselves that they know how to properly tune in the receiving set to get the best broadcast returns.

"We find that many people are not getting full value from their sets because they do not understand how to tune in properly. A few moments spent in showing them how this is done will often turn a dissatisfied customer into a booster, and will result in more business.

"Since we are in a university town we capitalize this by reporting all important games, sporting events and other university topics. At times professors from the university will broadcast an interesting talk over the radio, or some musical club will put on an entertainment. As this is all of local interest, we use every effort to capitalize on it. We have a bulletin board on which we announce what is going to be broadcast locally during the day or the week, and this keeps up interest and results in many sales.

"We make a large number of friends, and they are of great help to us in running down prospects and making sales. We keep them thinking that we could never do the business without their interest. This appeals to their vanity, and they help us the more. We never pass up an opportunity for getting more business. We are constantly on the alert for a sale. And in this manner we have been able to more than double our sales during the current year."

EVERY phase of retail merchandising of radio receiving sets and accessories is carefully planned by this live concern. From the start of selection of merchandise to the wind up of service after the sale has been made, the Reed Co. has developed definite policies. How consumer satisfaction is carefully built up to the end that repeat business may be enjoyed is described by Newt Brunson, who has been with the radio department from its very beginning and who has made a study of the merchandising factors involved in the radio retail merchandising field.

he is going to handle, he must organize an efficient sales force who will take advantage of the dealer helps brought out by the manufacturer. He must bring together a group of men who will get out and work. Men who have confidence in their product and in their firm. Men who know their merchandise, and can get the prospect as enthused over it as they are.

"With his line of merchandise selected and his sales organization intact, the next step is to give these salesmen local support through local newspaper and billboard advertising. We are consistent advertisers, and I will state right here that we have never regretted a single penny we have spent for advertising, for we know that it is this keeping the firm name before the public that has been responsible for a large part of our success.

Make Use of Dealer Helps

"We further carry out the sales effort by arranging attractive window displays. We make use of all the dealer helps that are brought out by the manufacturer. Some of these are placed in the window, others are used in the store, and the direct-by-mail literature is sent out each month as another means of constantly keeping the public aware of our firm and our radio sets.

"Following this, we have inaugurated a service department that is parallel with any in the country. It may not be the largest, and it may not be the most complete, but it is the most efficient. In the first place we employed an expert in radio repair work and engineering. We had heard quite a little about these experts,

On the air
52 times during the
coming year

CeCo RADIO
TUBES

Launches Largest
Broadcast Advertising
Program in History!



HERE THEY ARE—

52 Sparkling, Entertaining Programs over these stations of the Columbia Broadcasting System. Every Monday Evening, 8:30 Eastern Standard Time. 7:30 Central Standard Time.

WOR —New York
WNAC—Boston
WEAN—Providence
WFAN—Philadelphia
WCAO—Baltimore
WFBL —Syracuse

WMAK—Buffalo
WJAS —Pittsburgh
WADC—Akron
WKRC—Cincinnati
WGHP—Detroit
WCWK—Fort Wayne

WMAQ—Chicago
KMOX —St. Louis
KMBC —Kansas City
KOIL —Omaha
(Council Bluffs)
WSPD —Toledo

WHK —Cleveland
WLBW —Oil City, Pa.
WMAL —Washington, D.C.

20,000 Tubes
a Day!

CeCo now adds to its reputation for quality the distinction of being the Largest Exclusive Radio Tube Manufacturers in the world. Regular daily production now exceeds 20,000 tubes a day.

This is due to three things: the clear flawless performance, the rugged, lasting durability of the tubes, and vigorous sustained sales building advertising.

Reaching 76% of the
people of the United States

These programs forcefully present CeCo advertising to approximately 9,000,000 set owners, with a potential "listenership" of four persons to a set or 36,000,000 people. Divide this great audience by four, to be conservative as to the number of people actually listening to any one program—that gives you

Estimated Actual Listeners—9,000,000
and all prospects for CeCo Tubes

CeCo Mfg. Co. Inc., Providence, R.I.



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

Creating a Record Demand for Finest Music

A Remarkable Recording

OF course, one is expected to talk about Schubert this month. But then, what new thing is there that anyone can say to-day about this little man, dead a hundred years, over whose memory every one has become suddenly so enthusiastic? The fact, of course, is that the Schubert memorial celebration has been bigger, very much bigger, than any one expected. It has most definitely and decidedly been a vast success; and the lesson which it should teach to the phonograph dealer is so very plain that nothing which I could say could make it the least bit plainer.

With all due respect, then, I shall this month let the others do the talking about little Franz, his pitiful life and his glorious music, while I, just now, go into something else, just as interesting in another way and properly speaking quite as startling as the more sensational events which have crowded it from the center of the stage during the last few weeks.

I am referring to Victor's publishing in the United States Fritz Kreisler's recording of the Brahms violin Concerto with the Berlin Opera Orchestra conducted by Leo Blech.

This Is Epochal

For this is a startling event. This really marks an epoch in the development of the phonograph, a red-letter day in phonograph history. A few years ago neither Victor nor Columbia, not to mention less adventurous concerns, would have dreamed of producing such a work in its entirety even in England, where most of the great experiments in fine music recording have been done. Two or three years ago it might have been ventured by H. M. V., but this year it has been published in America only a few months after the first announcement in London. And that is really something to talk about.

For if it means anything at all it means that now definitely the era of high-class records, published as a matter of regular policy by the great American houses, has finally been established. For this concerto of Brahms is a bigger thing, musically, than even the C major Symphony of Schubert. Think how only a few years ago Brahms was regarded as the epitome of the obscure and the recondite, so that audiences presumably made up of cultivated music lovers used to complain when Gericke in Boston, Damrosch in New York and Stock in Chicago infrequently gave one of his symphonies; and now contrast the situation as it

stands to-day! Victor has had Stokowski and the Philadelphia Orchestra do his first symphony, and its London House has done the erudite and profound Fourth, with the London Symphony directed by Abendroth, of Cologne. Columbia has had Damrosch with the New York Symphony do the lovely Second. And now Victor comes out with Fritz Kreisler doing the violin concerto. These are portents.

A Great Melodist

Just before I began to write this I got out the album and spent half an hour listening again to this very remarkable work. And the first thing I should like to say about it is this: Brahms was one of the world's great melodists. His musical nature was a blend of the classical and the romantic. His form was classical, that meaning only that he stuck to the rules and refused to wander about vaguely without saying anything definite. On the other hand, he filled the classical form with modern content, modern treatment of the instruments, modern harmonies, modern melody. When he wished to draw upon it—and that was nearly always—he had at his command a deep stream of melodic inspiration as fresh if not so joyous as Mozart's; and he used it generously. In the concerto which Kreisler has just played, most ably backed up by Dr. Blech and the Berlin Orchestra, all of Brahms' most remarkable gifts are seen at their best. We have the flow of lovely but robust melody, we have the loving care bestowed on every well-finished detail, the complete command over all the material, the authoritative voice of mastery and control, in a word, we have Brahms at his very best.

That Man Kreisler

Kreisler is a remarkable artist. To be candid, electric recording does not yet do justice to the finest beauties of his violin playing. All the strings indeed are still a bit too metallic, brilliant and biting. But what we do get is in every other way so vastly superior that to complain would be in the highest degree ungrateful. I for one certainly don't complain, but am replacing my old-style orchestral records just as fast as the electric recordings are coming out; faster almost than is prudent.

Kreisler is a great artist. As I write, the electric pick-up is at it again in the next room, and the Austrian's marvelous fingers are just taking the second theme of the first movement on the second entrance of the solo instrument. What a marvelously sensitive artist the man is,

to be sure. How clean his intonation, how he plays always in tune, how clear and definite his fingering in even the most difficult passages. And how extraordinarily melodious the music is! And now the cadenza is coming, while I write, the cadenza which the Viennese violinist himself has written upon the Viennese master's own themes, obeying the impulse which seizes every violinist capable of the task when he looks on Brahms' score and sees how the master left the paper vacant at the place where the solo cadenza is to come in, marking only a pause sign and the significant words "ad lib"—as if he would say "Go in now, Herr Soloist, and do your best (or your worst) with my themes—but see that you get back home safely on the keynote ere we close." And Kreisler does it, makes a cadenza which calls for all the double stopping, all the pulling of lovely tones that a master violinist can think of and put into practice.

So It Goes

The pathetic tones of the oboe which open the exquisite second movement—alas, all too short—play their way right into every sensitive heart. Follows a brooding melody, sustained, thoughtful and very Brahmsian. A pause and the solo violin enters, taking up a variant of the first theme while the orchestra behind him weaves a web of counter melody, shimmering and transparent. The noble sounds of the horn, a favorite of Brahms, the solidity of the gently played massed strings, form a rich background.

Another pause and we are in the middle of a gypsy dance, wild and abandoned, albeit tinged with the Zingari melancholy. How charming it all is, and how Kreisler carries it off! No longer a young man, he is still the marvel he always was, the greatest all-round violinist of the age, the one man who can go from lightsome drivel to the heights of celestial inspiration without a pause and without giving the hearer even a sense of artificiality!

Please!

And now gentlemen dealers please do something with this new Victor Album. Just forget it, if you please, all that you ever heard or thought about the so-called "classical music" and just remember that the phonograph companies have now proved their case. Fine music does sell, and there are enough men and women in the country to make the production of it profitable. Dealers who are overlooking the album business are simply out of date.

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.

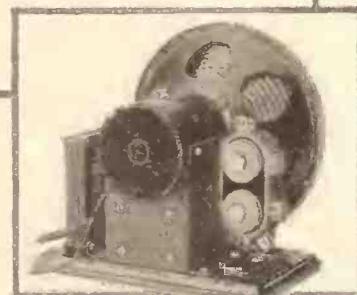
Executive Offices and Factory
239-245 SO. AMERICAN ST.,
Philadelphia, Pa.

New York Sales Room
225 FIFTH AVE.



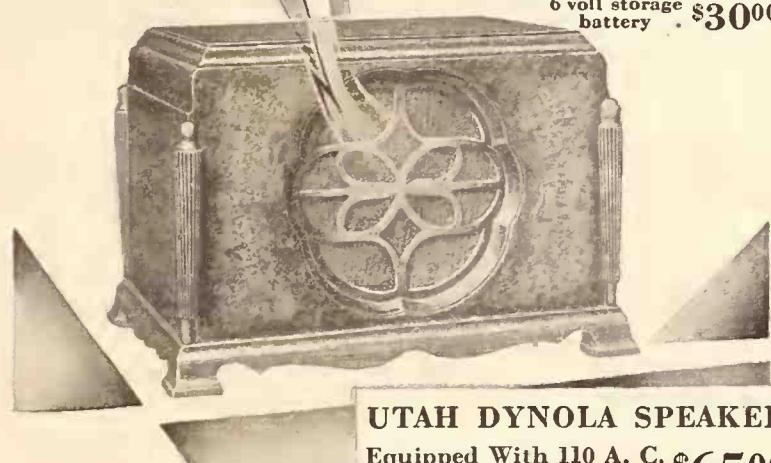
HERE is more to this business of yours and ours than the earning of profit. For we have made possible, through Utah Speakers, a keener enjoyment of the joy and laughter, the song and sweetness which radio affords.

UTAH RADIO PRODUCTS COMPANY
1615 S. Michigan Avenue Chicago



A-100 DYNAMIC CHASSIS
110 volt alternating current light socket supply for field excitation using Westinghouse dry rectifier . . . \$4000

D-200 for 110 D. C. R-300 for 6 volt storage battery . . . \$3000

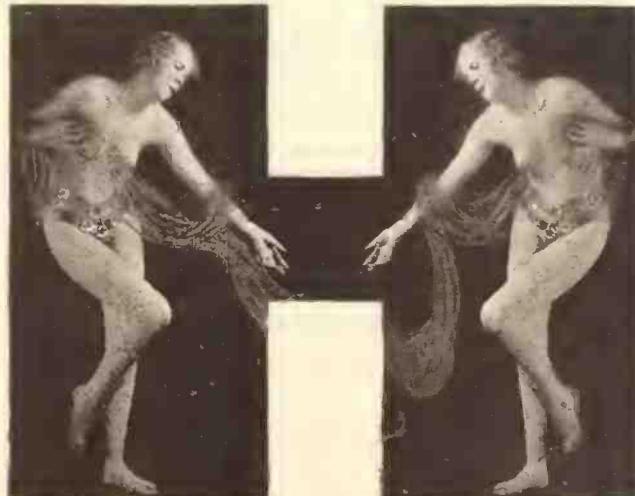
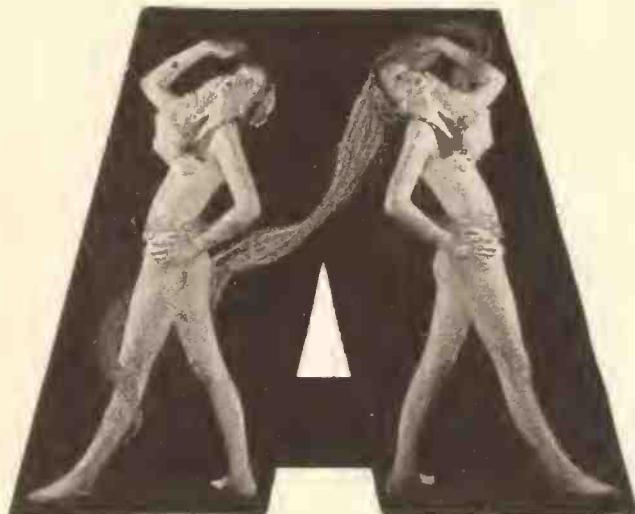
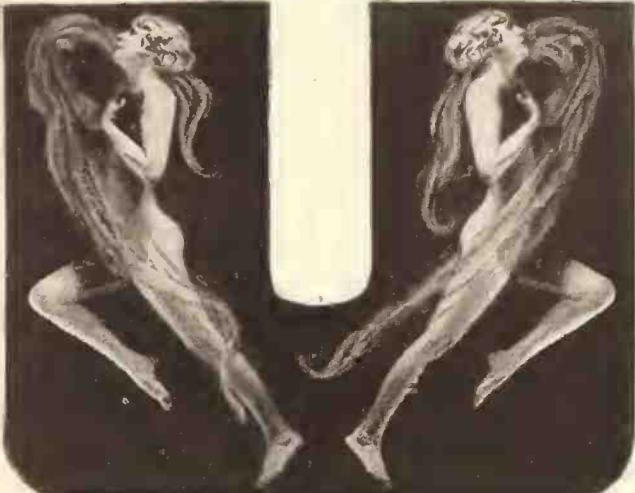


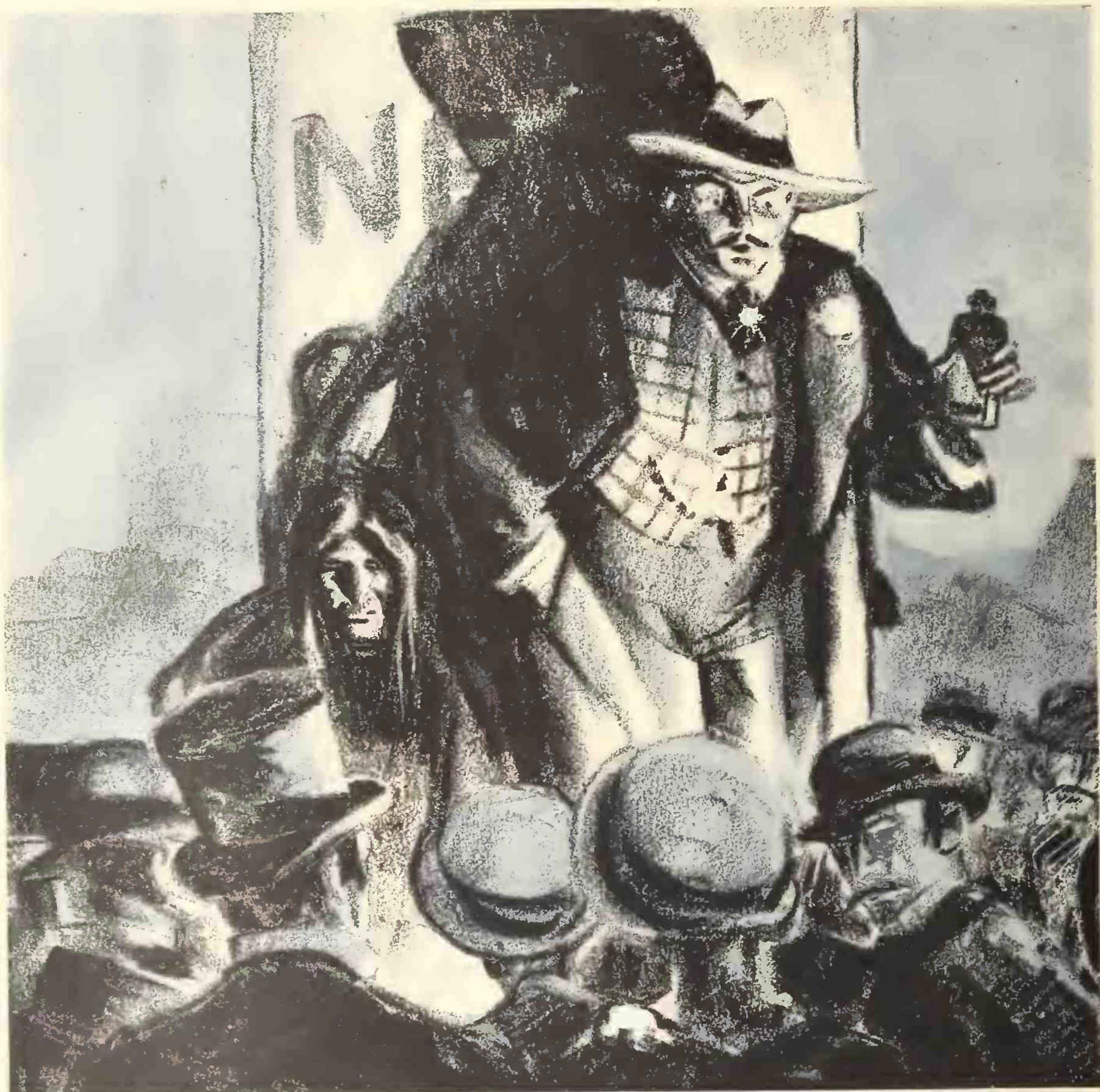
UTAH DYNOLA SPEAKER

Equipped With 110 A. C. \$6500
Dynamic Unit

Equipped With 6 volt \$5500
Dynamic Unit

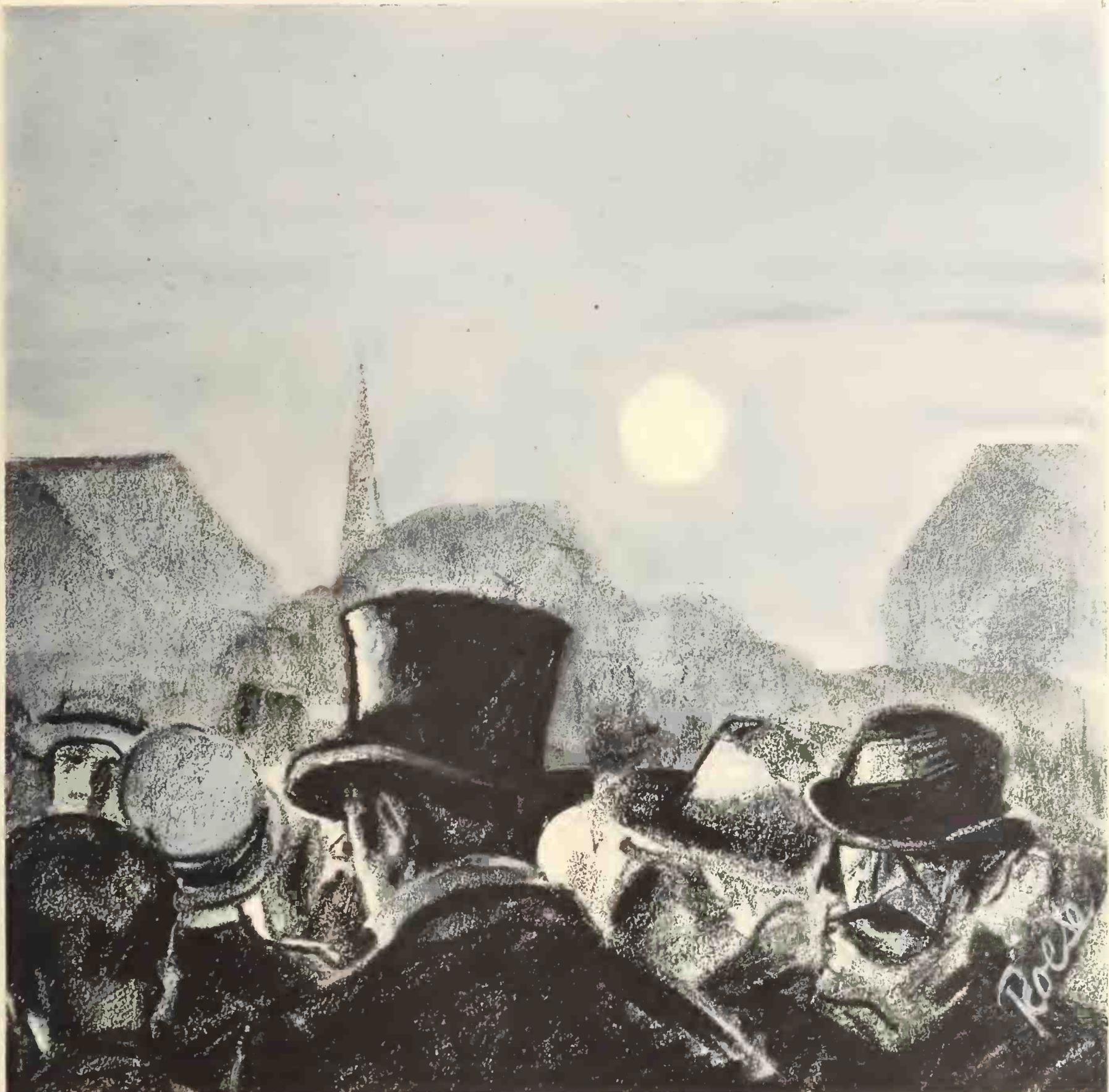
Equipped With 110 D. C. \$5500
Dynamic Unit





"Don't take my word fer it . . . *read the label on every bottle!*"

¶ Not so long ago radio advertisers, like the old time patent medicine peddlers, had little regard for the real facts. ¶ Claims! Inventions! Revolutions! and more claims! ¶ But radio advertisers now realize that if their prosperity is to be permanent they cannot behave like the one-night stand "firms" in the patent medicine business. ¶ They realize that they must make no claims that their merchandise does not disclose *in the hands*



of purchasers. ¶ The days of "read the label on every bottle" are gone. The label's message is not enough. Performance is the message the radio buyer wants. ¶ A good example of this new note in radio advertising is the Kolster campaign now appearing in 248 newspapers throughout the entire country, and in national magazines, on billboards and "the air." ¶ Kolster advertising compels attention, is dignified, and — most important of all—is convincing!

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

Discusses Scientific Problems in Connection With Television

David Sarnoff, Vice-President and General Manager of the Radio Corp. of America, Declares That Television Is Still in the Experimental Stage

MORE than thirty million people in the United States, through the electrical "ear" developed by radio, are now regularly receiving a service of information, education and music broadcast through the air. We may hear, through sound-broadcasting, the drop of a pin across the continent. When will radio equip us with electrical "eyes" that will permit us eventually to see across an ocean?

The horizon is as bright with promise for the radio "onlooker" as it is for the radio listener, David Sarnoff, vice-president and general manager of the Radio Corp. of America, declared in a statement on "The Dawning Age of Sight by Radio." Within three to five years we may expect not only to see television broadcasting on an organized scale, but even to receive distant scenes transmitted by radio in their natural colors, he declared.

Nevertheless the immediate situation, Mr. Sarnoff points out, is: That television is still in the experimental stage; that many refinements, improvements and even new engineering solutions are required in the transmission and reception of light images by radio; that the broad highway in the ether necessary for the establishment of a television service requires continued research into the problem of locating suitable wavelengths.

"The great problem of television," Mr. Sarnoff continued, "is not the problem of making a magic box, through the peep-hole of which one may view diminutive reflections of passing men and events. The fundamental principles of sight transmission and reception are well understood. The greater problems of television are still bound up in the secrets of space.

"Simply stated, the engineering problems involved in serving the eye, as radio now serves the ear, are the conversion of light waves into suitable electro-magnetic waves that can be propagated through space and converted back into light waves at the receiving end. Recent demonstrations have shown how these problems have been met experimentally.

"But much further development is required.

We are now working towards photo-electric cells of much greater sensitivity, for more brilliant and readily controlled lighting devices, for better means of synchronizing light elements on the scanning apparatus at each end of the radio circuit. In the enthusiasm of invention, various steps in this direction may be announced as 'solutions' of the television problem.

"But while we are forging the electric eye, as we have forged the electric ear, we have yet to build a road through space broad enough to accommodate the necessities of visual transmission. We can use a wave 'side-band' of 5,000 cycles for sound transmission, but we need a wave band of somewhere between 20,000 and 100,000 cycles or even more for visual broadcasting of continuing public interest. Nor is this the only problem which television faces.

"Radio broadcasting found a pliable and sympathetic organ of reception in the ear. The ear will stand for a considerable amount of noise interference, both natural and mechanical, with only a moderate loss of musical or tonal values. Thus we have been able to overcome great obstacles to sound transmission by going over or around them. And so the sound of music may be heard over the roar of interference registered in the vacuum tubes.

"But in attempting to serve the eye, radio stands squarely before the fundamental problems of electro-magnetic wave propagation through space. Engineering solutions alone will not suffice to lift the bandage that has limited human vision. A sudden blur of interference, hardly noticeable in sound broadcasting, may for an instant blot out a distant scene projected by visual transmission. Static, now overridden in the broadcasting of sound, may vitiate entirely the broadcasting of sight.

"Within three to five years, however, I believe we shall be well launched into the dawning age of sight by radio, involving the following developments:

"1. Transmission of Still Pictures by Radio: With the progress already made in photographic or facsimile transmission, a new and univer-

sal form of telegraphic service is being developed, when messages, pictures, documents and other business forms will be transmitted photographically.

"2. Radio Motion Pictures: The transmission in rapid succession of a series of still pictures—otherwise, motion pictures—is a logical element in the development of sight transmission.

"3. Radio Television: The instantaneous projection through space of light images produced directly from the object in the studio, or the scene brought to the broadcasting station through remote control, involves many further problems. Special types of distribution networks, new forms of stagecraft, and new studio equipment and technique are required.

"4. Television in Natural Colors: The problem of transmitting electrical currents, translatable into light waves that will reflect objects and scenes in their natural colors, is a further development which may be reasonably expected, once the fundamental problems of radio television have been solved."

Radio Merger Stock Is Oversubscribed

C. A. Earl, president of the Chas. Freshman Co., Inc., made the following statement recently regarding the stock subscription on the recent Freshman-Freed-Eisemann merger:

"I regret exceedingly that there is not a single share of the syndicate allotment available in the Freshman-Freed-Eisemann merger, as the stockholders have exercised their right in oversubscribing this and have taken up the entire issue. This action shows an undoubted appreciation on the part of the public in the stability of radio stocks in general, and the recent Freshman-Freed-Eisemann merger in particular."

Publicity Features Higher-Priced Radio

Hal P. Shearer, general manager of the Splitdorf Radio Corp., recently stated that a check-up of newspaper ads revealed the fact that there are far fewer advertisements on low-priced radio merchandise. "The higher-priced quality apparatus must be the type of set that is selling, else merchants would not continually be advertising these receivers to the public," continued Mr. Shearer, who predicted that a million higher-priced sets would be sold next year.

Crosley "Family" Dinner

Five hundred executives and employes of the Crosley Radio Corp. and their friends were guests of Powel Crosley, Jr., president of the corporation, at a "family" dinner in the Hotel Gibson, Cincinnati on November 19. Mr. Crosley was called out of town on important business just prior to the dinner and F. Clifford Estey, assistant to the president, acted as master of ceremonies. After an excellent dinner the Crosley Family was addressed by H. Curtiss Abbott, general sales manager; Ralph H. Langley, director of engineering, and O. N. Taylor, director of publicity.

Predicts Record Year

L. P. Naylor, sales manager of the Arcturus Radio Co., manufacturer of AC tubes, predicts a 20 per cent increase in business for set manufacturers during the coming year, due to the conversion of the West to AC operation.

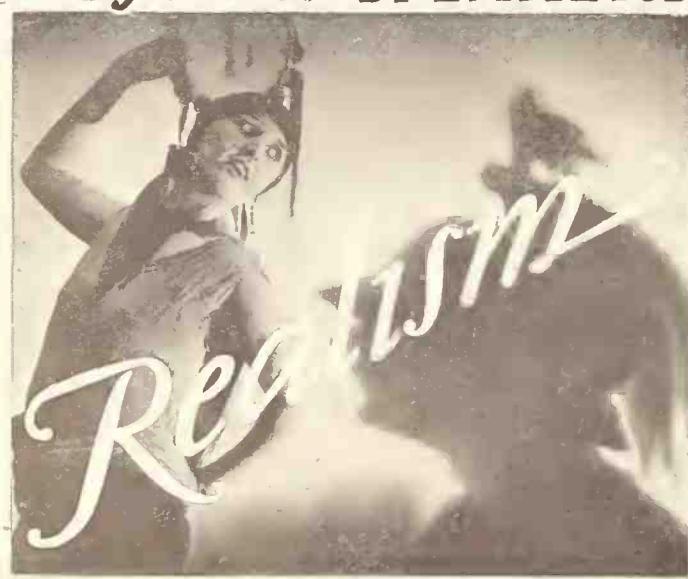
The Clark Music Co. store in Watertown, N. Y., has moved to 16 Public square and is now settled in the new quarters. A new window was installed with special lighting fixtures for display purposes.

MAGNAVOX "Dynamic" SPEAKERS



The Aristocrat

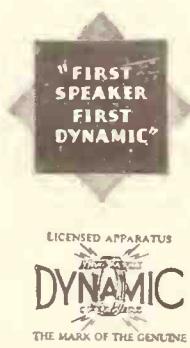
Beautiful butt burl walnut cabinet finished in two tones. For A-Battery Operation . . . \$60 AC Operation . . . \$70



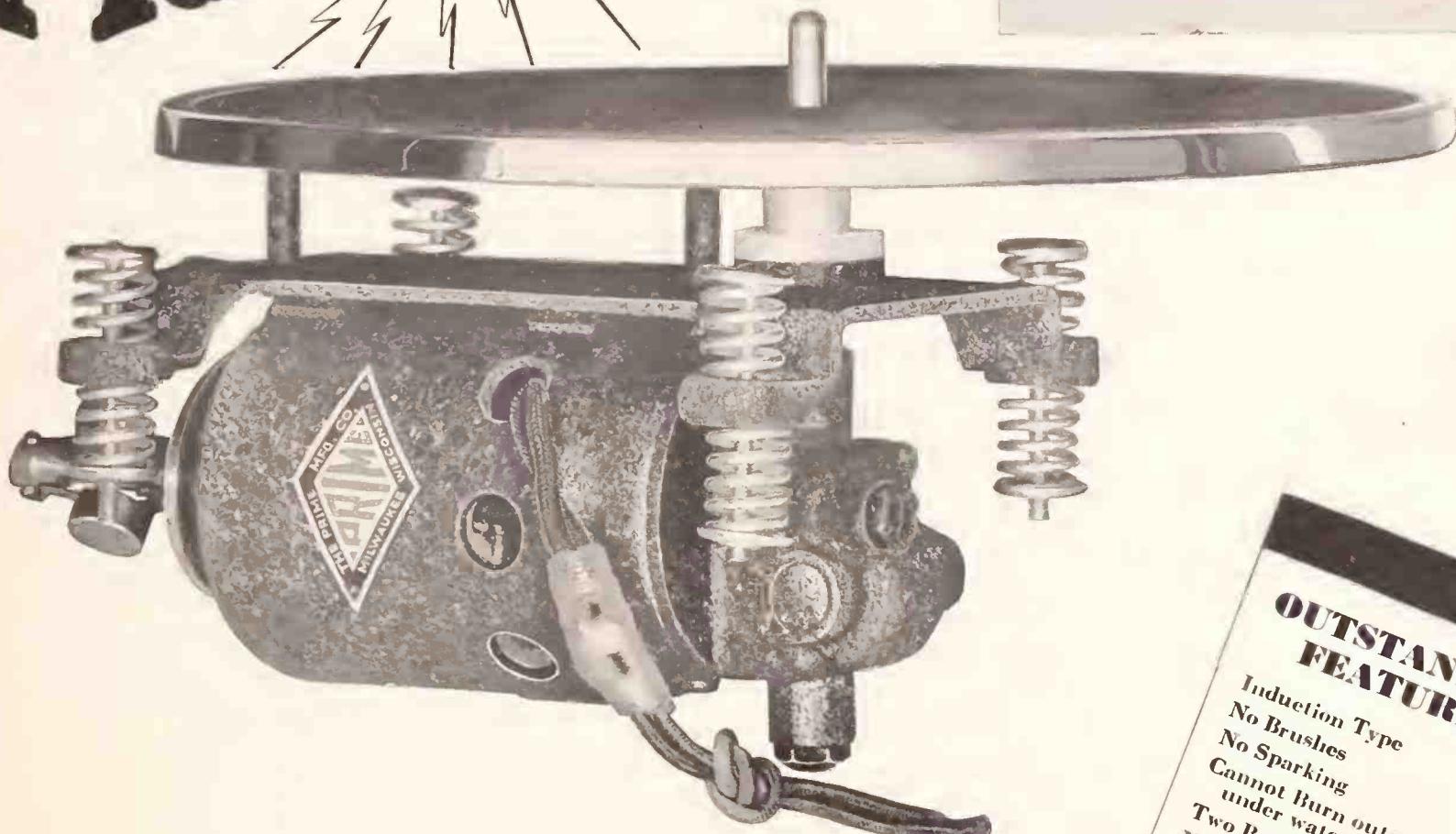
*"And ev'ry voice is heard repeating
The merry burthen of glad song." —CARMEN*

A startling illusion . . . studio realism in the home. Only a dynamic speaker can so faithfully reproduce the full, rich beauty of the original . . . in volume . . . undistorted. Magnavox created the dynamic, makes only dynamics, supplies leading set makers.

THE MAGNAVOX COMPANY
Oakland, California Chicago, Illinois



PRIME-MOTOR



Born a Man!

THOUGH only announced thirty days ago this new PRIME ELECTRIC PHONOGRAPH MOTOR comes to you not as an experiment but as a tried and proven product.

The brains, background and experience of the country's most capable electrical engineers are its conceivers—its makers—

The production facilities, the money and brains of The Prime Manufacturing Company, its builders.

Already it has proven itself in actual test by manufacturers, distributors and dealers—those who responded to our announcement.

A mechanical product cannot be judged without testing it. Test the new PRIME ELECTRIC PHONOGRAPH MOTOR—now!

You will be surprised at its PERFORMANCE as well as its low price—a price far below what you would expect.

Write or wire for a sample and information today.

VARIABLE SPEED

OUTSTANDING FEATURES

Induction Type
No Brushes
No Sparking
Cannot Burn out—will run under water
Two Bearings—balanced
No Vibration
Four Point double Spring
Suspension
Perfect Speed Control
Gears completely enclosed
and revolving in oil
Starts and Stops by a switch
Starts without assistance—
gains full speed at once
Noiseless
Rust-proof finish
Ample Power to do many times what is asked of it
Light Weight ($7\frac{1}{2}$ lbs.)—
Only two oiling points—conveniently placed
Operates 110 Volts AC 50 or 60 Cycle
Sold complete with turn-table, speed regulator and control switch

NO BRUSHES

INDUCTION TYPE

TWO BEARINGS

The Prime Manufacturing Co.

653 Clinton Street

Milwaukee, Wisconsin

Carryola Your Own Profit- Getter!

—not a few odd pieces — A Line!

Carryola is no mere specialty—it's a *line*. As the *line* it is, it covers every price range! And each Model in its price range delivers more per dollar *value* than anything else in the Field. More and better music for the Consumer Dollar—and More Dollars Profit for you. The name "Carryola" is established, and consistent advertising has made that name synonymous with good music and low price the world over. It will pay you to concentrate on the Carryola Line, and thousands of dealers testify to the Profit-getting certainties of such concentration. And best of all it isn't necessary to risk time or money for big stocks proving it. Order a sample Carryola display. Then watch how quickly you will have your investment and profit dollars in the bank. The Sure-Fire Profit-Getter—

Carryola — The Best Music Fuster Seller.

A New Carryola plugged into the Radio and into the Light Socket

It's an Electric Phonograph

Here is a new Carryola, Model 61—another addition to the Carryola LINE. Plugged into the light socket and connected with the radio, it is an Electric Phonograph. Just what every radio owner wants! A handsome addition to any home with beautiful old gold metal trimmings.

The Carryola Electric Pick-up reproduces phonograph records through the radio even better than radio reception direct from the air. No false notes—no static! And now it is combined in this handsome case with the new Prime Electric Motor! The Carryola Model 61 delivers everything in good music that any radio owner could possibly ask of a

pick-up without being dependent upon broadcasting service at any time:

- (1) Better Music from phonograph records—Better reproduction.
- (2) No more bothersome winding. Carryola Model 61 is electrically driven by the new Prime Electric Motor, the latest and most advanced type of Phonograph Motor made.
- (3) Beauty—because a portable like the Carryola is always in the home next to the radio, it must be of beautiful, harmonious design and finish to properly fit into the environments of the modern home. The Carryola Model 61 is handsomely encased in brown fabricoid touched off with the rich old gold of its metal trimmings. It is deserving of a permanent place in the finest homes. Priced for sales in volume, \$57.50 list.

THE CARRYOLA COMPANY OF AMERICA
647 Clinton Street, Milwaukee, Wisconsin, U. S. A.

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.

Induction-type; no brushes; no bristles; no sparking; cannot burn out—will run under water; two bearings—balanced; no vibration; four point spring suspension; speed control; gears completely enclosed, and revolving in oil; starts and stops by a switch; starts with no resistance—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.

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 lamp support—lacquered wood finish inside—outside covering extra heavy fabricoid in two colors, brown or black. Measurements 9½ inches high, 13¾ inches wide, 17¼ inches long, weight 23 pounds. Retails at \$35.00.



The Demand for the Webster Electric Pick-up has Exceeded all Expectations!



THE enthusiastic reception given the Webster Electric Pick-up by dealers all over the country exceeded our expectations. While we had great faith in the sales possibilities of this new Webster product, we did not anticipate such an immediate response. And, though highly gratified, we regret that deliveries have been temporarily delayed.

Production on the Webster Electric Pick-up is now being doubled. Delays in delivery will soon be eliminated.

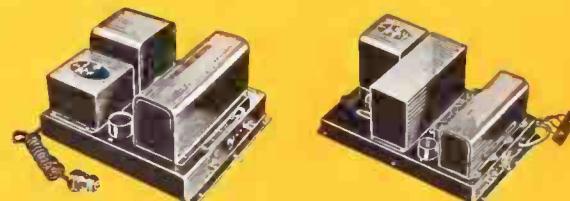
If you have not yet investigated the sales possibilities offered by the beautiful appearance, fine tone qualities, and precision workmanship so evident in the

... if your shipment has been delayed please be patient . . . production is now being doubled .. prompt deliveries will start soon.

Webster Electric Pick-up, do so today. Discover

for yourself why hundreds of dealers have chosen to concentrate on Webster.

If your jobber has no Webster Electric Pick-ups in stock, send your order for a sample and display carton direct to us. You can cash in on the big demand.



Webster Power Amplifiers used in conjunction with the Webster Electric Pick-up provide new standards of perfection. When used in conjunction with the Webster Electric Pick-up you have an ideal combination.

Model A-210 List \$105.00
Model A-310 List \$115.00
Model A-271 List \$ 67.50

Prices slightly higher west of Rockies.
Send for full details.

WEBSTER ELECTRIC COMPANY
RACINE WISCONSIN

Webster
 *Electric
Pick-up*

Last-Minute News of the Trade

New Majestic Models Shown to Distributors at Chicago Meeting

Jobbers From All Sections of Country Attend Three-Day Convention—Radio Phonograph Feature of Line—Firm Heads Receive Tokens of Jobbers' Esteem

Majestic radio distributors from all parts of the country met in Chicago on Monday, December 10, for a three-day convention as guests of the Grigsby-Grunow Co., the convention activities being centered at the Stevens and Blackstone Hotels.

New radio receivers perfected by the Grigsby-Grunow Co. were shown to the distributors for the first time, and a radio-phonograph combination instrument was the featured product. The factory will be in production on the new line early in January, and it is said that the proportions of the output contemplated for 1929 will far exceed the high figures achieved in 1928. Recently the Majestic factory established a new high record for one day of 4017 radio receivers and additional factory facilities at both the Dickens avenue and Armitage avenue plants are already in preparation. The new Majestic products will be described in detail in the January issue of *The World*.

The Blackstone Hotel housed the distributors, while at the Stevens Hotel across the street, the Majestic factory officials, department executives and the entire staff of field representatives were quartered.

The Monday business session was opened with a meeting in the Tower ballroom of the Stevens Hotel where Herbert E. Young, general sales manager, welcomed the distributors. B. J. Grigsby and W. C. Grunow were presented with watches by the distributors as a token of the esteem in which the two heads of the company are held by their friends and business associates in the distributing division.

A feature of the convention, during one of its lighter moments, was a burlesque playlet whose plot was built upon the many "Majestic rumors"

which have been circulated throughout the radio industry and financial field during the past year.

The Tuesday business session was devoted to "Merchandising Sales Quotas and Dealers' Meetings" discussed by Herbert E. Young; the 1929 advertising campaign, outlined by Duane Wanamaker, advertising manager, and sales promotion, discussed by James J. Davin. An advertising exhibit containing samples and illustrations of the Grigsby campaign was on display at the Blackstone Hotel throughout the convention, attracting much attention.

On Wednesday, Robert Foster, of the Foster, Waldo Co., distributors, addressed the convention on the topic "Majestic Retail Dealers' Problems and How They Were Solved." Outdoor advertising was discussed by M. T. Cole, of the General Outdoor Advertising Co., and Charles L. Searcy, of H. W. Kastor & Sons Advertising Co. in Chicago, Majestic advertising counselors, discussed "Co-operation Between Distributor and Factory."

The convention was climaxed on Wednesday evening by a banquet in the grand ballroom of the Stevens Hotel where entertainment was furnished by Wendell Hall "The Red-Headed Music Maker," Maurie Sherman and his orchestra and other artists. Mr. Grunow, at the banquet, was presented with a magnificent Rolls Royce motor car by the distributors as a memento of his revolutionary developments in factory production methods and the gigantic scale upon which he has conducted manufacturing in the two Grigsby-Grunow plants which has made it possible to produce consistently throughout the season such an amazing and astounding number of Majestic receivers.

known to music dealers throughout the country, has been associated with the phonograph industry for something like thirty years, spending practically his entire business life in important posts with the Columbia Phonograph Co. on the Pacific Coast and other territories. Mr. Henry spent a few weeks in New York recently prior to assuming his new activities, and the friendship and esteem in which he is held by music dealers in every city along the Coast insure for him an outstanding success in his new work.

F. B. Travers New Magnavox President

F. B. Travers has been elected president and general manager of the Magnavox Co., San Francisco, succeeding J. C. Sperry, retired. Richard A. O'Connor, sales manager for the company, has also become vice-president and assistant general manager and E. S. Pridham, chief engineer, will also become second vice-president. Mr. Travers, the new Magnavox president, has been identified with the Magnavox Co. since its organization, and is widely known throughout the industry. A detailed announcement as to Magnavox merchandising plans for the coming year will be issued soon.

The Van Fossen Music Co. recently held the formal opening of its new store in Perry, Ia.

W. E. Henry in New Post

W. E. Henry, one of the "real" veterans of the phonograph industry, has been appointed Pacific Coast representative for the Okch Phonograph Corp. "Pop" Henry, as he is familiarly

Sonatron Co. Takes Over New Factory

Nathan Chirelstein, President, Discusses Increased Earnings—Stock Split Planned—Dividends Declared

In a recent statement Nathan Chirelstein, president of the Sonatron Tube Co., announced that its new factory in Newark, N. J., has been turned over completely to the company and that tube production is increasing regularly.



Nathan Chirelstein

Mr Chirelstein disclosed that the company is acquiring, and has recently acquired, new properties for the purpose of increasing production in the near future. Earnings for the month of November, it is stated, will be higher than the figures for October, which were \$1.70 per share. Chirelstein stated that he was gratified by the Supreme Court's recent denial to review the decision of the Circuit Court of Philadelphia on the tube clause in the Radio Corp. of America licenses to manufacturers.

A post-Thanksgiving announcement to Sonatron stockholders contained the news that the stock would be split 4 for 1, as of December 11. The new stock will be on a \$1 per share annual regular dividend basis with extra dividends as warranted by the earnings. The first dividend to stockholders of record as of December 20, payable January 2, will be twenty-five cents per share regular dividend and twelve and one-half cents per share extra dividend. Sonatron at present has authorized 100,000 shares no par capital stock, of which 72,000 are outstanding.

Sonatron shares were listed on the Chicago Stock Exchange about the middle of May, 1928, at which time about 60,000 shares were admitted. In October an additional listing of 12,000 shares was made in order to take care of stock purchase rights which were offered. These additional shares were offered to stockholders on the basis of one new share for five held at \$60 a share. The stock was originally offered at \$22.50 per share, and at this writing the quotation is seven or eight times as high.

Gross-Brennan in New Home

Gross-Brennan, Inc., sales representative for the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., moved its executives offices on Saturday, December 8, from 342 Madison avenue to 205 East Forty-second street, New York City, tripling its floor space.



(Registered in the U. S. Patent Office)

FEDERATED BUSINESS PUBLICATIONS, Inc.

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

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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.

Published the 15th of every month at 420 Lexington Ave., New York**SUBSCRIPTION** (including postage): United States, Mexico, \$2.00 per year; Canada, \$3.00; all other countries, \$4.00. Single copies, 25 cents.**ADVERTISEMENTS:** \$6.50 per inch, single column, per insertion. Advertising pages \$172.00. On yearly contracts for display space a special discount is allowed.**REMITTANCES** should be made payable to The Talking Machine World by check or Post Office Money Order.**Telephone: Lexington 1760-71****Cable: Elbill New York****Vol. 24****DECEMBER, 1928****No. 12****Figures Tell the Story**

THIS trade of ours has had a ringside seat from which to watch the comeback of the phonograph in its various new and improved forms during the past couple of years, and those with the proper energy have found that the rejuvenation has added materially to their bank accounts. The public, too, has displayed its confidence in the phonograph and its possibilities by buying liberally of its stock and has not been disappointed. Now come the figures of the census of manufactures for 1927 in which comparisons are made with 1925, and here we find in statistical but interesting form the real story of the increase. The number of phonographs made in 1927 amounted to 1,046,387, or 63 per cent more than were made in 1925. Their value, however, increased 117 per cent, which indicates that the market for higher-priced instruments has been capitalized to some degree at least. Record production in 1927 represented an increase of 28.7 per cent over 1925, though the values were less, and even needle production for the year showed 9.6 per cent increase over 1925. This means that not only were the instruments bought, but they were played. Taken all in all, quite an interesting story could be woven about the facts shown by those solemn census figures.

The Schubert Celebration

TOOG high praise cannot be given to the Columbia Phonograph Co. for the success of the Schubert Celebration last month and the manner in which that movement was carried on from start to finish. It is doubtful if any similar movement, of such wide scope, was ever quite so free from any taint of commercialism, so far as the general program was concerned. This was evident by the co-operation given not alone by music clubs, business, social and art organizations, churches, schools and even Governments throughout the world, but by those ordinarily regarded as competitors. It goes to prove that the surface of musical interest has barely been scratched, and where there is interest there is demand.

The Public Has Money to Spend

NEARLY two and a half million citizens reported taxable incomes for the year 1927, according to the Treasury Department, and the income so reported amounted to the very noble figure of \$18,082,600,000. It means that just that many men and women had, if single, incomes in excess of \$1,500, and if married, incomes in excess of \$3,500. As a matter of fact, 22 per cent of those

To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

reporting, or something over a half-million individuals, had incomes in excess of \$5,000. Let the phonograph and radio dealers who follow the easiest path in specializing in outfits of low unit value give thought to these figures and go after some high-class business. If only half of those with incomes of \$5,000 or more purchase \$800 and \$1,000 instruments, there is a pretty nifty little business, and the low-priced instruments will continue to take care of themselves as products of mass demand.

Killing Value of Demonstrations

THAT phonograph dealers can be so thoughtless as to demonstrate the modern records on an old type machine or so canny as to use an old machine to save wear and tear on a new one seems hardly possible, and yet reports come of some dealers who are doing just that thing. In other words, they are doing their best to discourage the very people they seek to interest—those who come directly into the store—and are losing about 65 per cent of the effectiveness of the demonstration.

Eliminating Free Trial Graft

RAUDIO dealers in many sections of the country are individually and collectively putting the ban on the practice of sending radio receivers into homes on free trial. The reasons given are, first, that with several receivers in the home simultaneously or at different times the mind of the prospect becomes confused and the sale of a particular set is delayed rather than hastened. Another and very pertinent reason is that there have been discovered a surprisingly large number of families who have taken that means of getting radio entertainment without cost over a considerable period. The demonstration of the set in the home with the salesman present, ready to give arguments and close the deal, is quite another thing from the free trial, and although the latter plan still has its advocates they appear to be decreasing in number steadily.

Passing Along Prosperity

ONE of those statistics sharks has discovered that the man who invested \$500 in Columbia stock in 1923 and allowed it to rest quietly has \$30,500 to his credit to-day. Those who had the foresight to dig into the old stocking and invest the \$500 will pass into the celebration through the small door at the right while the police keep at bay the howling mob of wise ones who wish they had invested but didn't. And there could be named other stocks in the radio-music field that during the past few years have paid something better than savings bank interest.

Enlightening the Public on Television

THE efforts of those prominent in the radio field to set the public right regarding the status of television through the medium of the spoken and printed word are rendering a real service to that industry. Sensational reports of television's progress in the early stages held many a radio sale in abeyance until the new device was obtainable, and the publication of the truth is going to switch many of those sales from the future to the present.

The story is told that, following the recent assignment and adoption of the new wave lengths for broadcasting, a manufacturer of the efficiency type in the metropolitan district called in his engineers to see if a saving could not be realized by eliminating the upper third of the tuning dial. He will probably have the support of those dealers who are called upon to demonstrate receivers and explain why so few stations are picked up on the higher reaches.

Important Announcement

EFFECTIVE with the January, 1929, issue, The Talking Machine World will be known as "TALKING MACHINE WORLD and RADIO MUSIC MERCHANT."

CThis addition to the name is being made in recognition of the fact that the merchandising of radio products constitutes a very important factor in the activities of the modern and progressive merchant and because the title "TALKING MACHINE WORLD and RADIO MUSIC MERCHANT" represents more adequately the actual scope of our publication.

CThere will be absolutely no change in the editorial policies of our paper, for our subscribers and advertisers have advised us that we are covering the radio music industry completely and efficiently.

COur subscription activities will be directed, as heretofore, to the radio music merchant, who is regarded generally today as the most vital and productive outlet for the sale of standard radio and music products. This type of merchant is the most effective in the marketing of radio, phonograph and musical merchandise and it is this class of retailer who has subscribed for over two decades to The Talking Machine World.

New York, December 15, 1928

Last-Minute News of the Trade

Continental Radio Corp. Formed to Continue Slagle Radio Line

Fort Wayne Business Men Form Corporation Chartered With Capital of \$300,000—Charles W. Niezer Is Board Chairman and Carl D. Boyd President of New Company

FT. WAYNE, IND., December 5.—It was announced last week that the Continental Radio Corp. had been formed by a number of prominent Ft. Wayne bankers and business men to

industry, is president of the new company. The Continental Radio Corp. has been incorporated



Carl D. Boyd

take over and continue the business of the Slagle Radio Co. of this city. Charles W. Niezer, president of the First National Bank, is chairman of the board of directors and Carl D. Boyd, widely known throughout the radio



Charles W. Niezer

with a capitalization of \$300,000, consisting of 30,000 shares with a par value of \$10. As soon as the present production season is over the entire plant on East Pontiac street, which has

(Continued on page 108)

James Davin Joins Majestic Sales Force

Will Devote Activities to Sales Promotion Work Among Majestic Distributors and Dealers—Well Qualified

Herbert E. Young, general sales manager of the Grigsby-Grunow Co., Chicago, manufac-

who is widely known throughout the music industries, will concentrate his activities on the development of sales promotion work among Majestic jobbers and dealers.

The appointment of James J. (Jimmy) Davin as a member of the Majestic sales organization has been received with enthusiastic approval by Majestic distributors and dealers throughout the country, who recognize in Mr. Davin one of the most capable executives in the music industry. A student of merchandising and thoroughly familiar with every problem incidental to the marketing of quality products, Mr. Davin brings to his new work a most unusual and invaluable experience.

"Jimmy" Davin's association with the music industries dates back some fifteen years when he became identified with the New York Talking Machine Co., the largest and most successful Victor wholesaler in the country. From the day that he entered the business, he devoted the major part of his activities to sales promotion work, visiting the dealers constantly, familiarizing himself with their problems and going through every phase of their merchandising activities. He gained the esteem and friendship of dealers throughout the East in this important work and in later years became identified with prominent national organizations whose interests were directed primarily to the stimulation of sales among distributors and dealers in the music industry. For the past several years, Mr. Davin has been identified with the Ampico division of the American Piano Co., visiting dealers from coast to coast and broadening his knowledge of sales promotion plans through the discussion of retail problems incidental to the marketing of high-priced quality merchandise.



James J. Davin

turer of Majestic receivers, announced this week the appointment of James J. Davin as a member of the sales department. Mr. Davin,

Lee Wichelns Named Kolster Ad. Manager

Promoted From Assistant Advertising Manager Post—Long Connected With C. Brandes, Inc., Headset Manufacturer

Lee Wichelns, who for several years has been assistant advertising manager of Kolster Radio Corp., has been promoted to advertising manager. Mr. Wichelns was formerly in the advertising department of C. Brandes, Inc., maker of the famous Brandes headsets, that every amateur and professional wanted in the old days of wireless.

When Brandes merged with Federal Telegraph Co., of California, to form Kolster Radio Corp., Mr. Wichelns remained in the advertising work of the combined companies. As



Lee Wichelns

a result of his long association with the department's activities, he is thoroughly acquainted with it and with the Kolster trade organization.

D. A. Kelly Rejoins the Carryola Co.

D. Allcott Kelly, who came to the Carryola Co. of America, Milwaukee, Wis., late in 1927, has again rejoined the company after an absence of three months. Mr. Kelly has, in the comparatively short time he has been in the industry, made many friends. His background and experience include all types of selling, advertising and sales promotion, having formerly been associated with the James M. Walsh Co., a mail order house selling direct to the consumer, in the capacity of assistant sales manager. He was advertising manager of the Moe-Bridges Co., Milwaukee, one of the world's largest lighting fixture manufacturers, and has also had experience with advertising agencies in copy and contact work.

Mr. Kelly directs the advertising and sales promotion campaign of the Carryola Co. of America, and during the past few weeks this organization has introduced several new developments in the portable phonograph and electric pick-up line. It is said that the company is now working on other important developments which will be announced to the trade in the near future.

Big In 1928 TREMENDOUS IN 1929 Phono-Link...NEW...IMPROVED

Phono Link
NEW MUSICAL ACHIEVEMENT

\$7.50 list price

This is the attractive counter display that makes sales for you. It should be on your counter now!

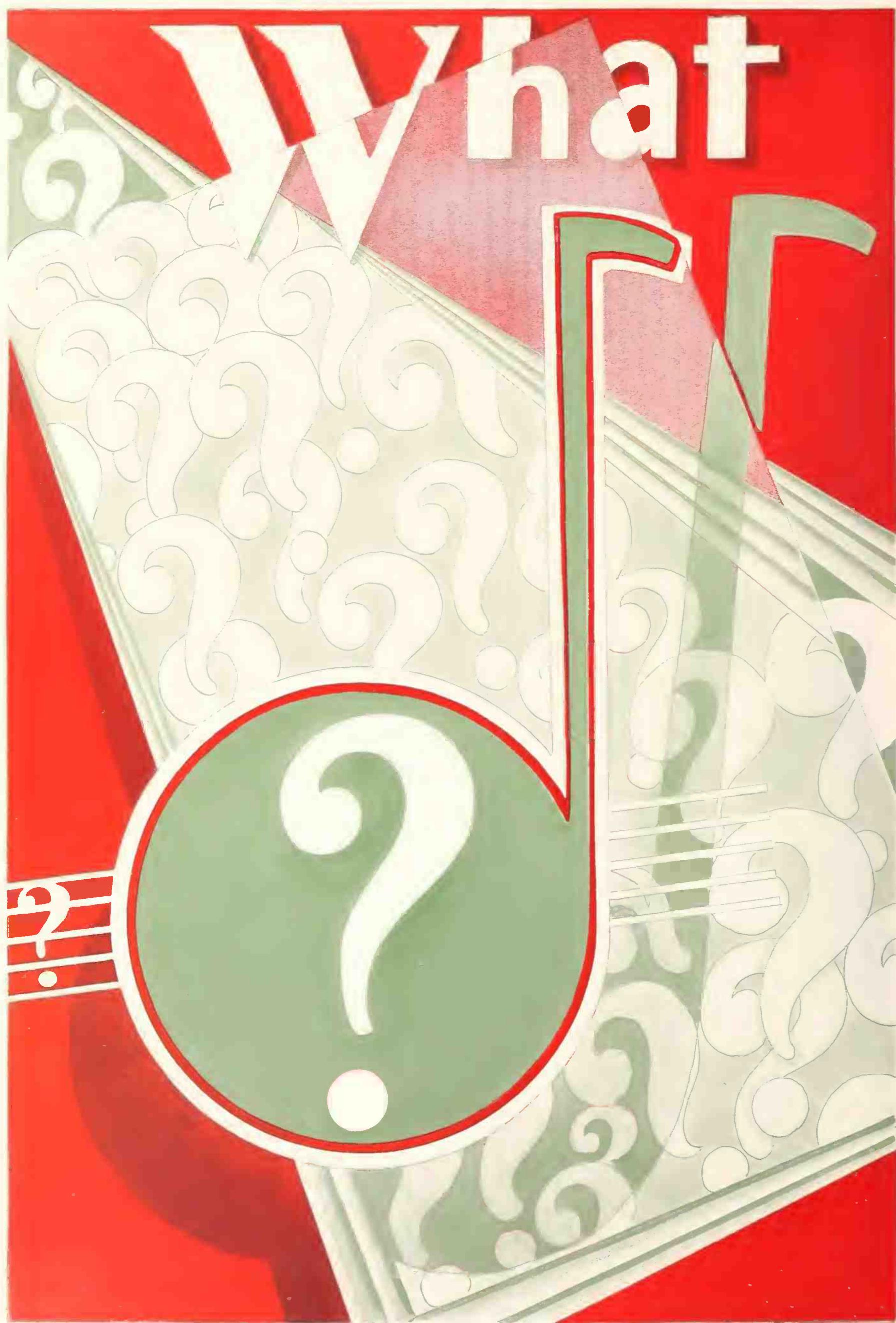
NOTE—Phono-Link also comes in aristocratic gold-plated finish, at only \$1.00 additional list.

For manufacturers, this product is available in special designs under your name. Wire today for details!

ELECTRIC
Phono Link
PATENTS PENDING
PICK-UP

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

THE fastest selling product of 1928 offers you tremendous profit opportunities during the new year . . . for the 1929 Phono-Link is more beautiful, more durable, and even better than ever before. Amazing volume, marvelous tone quality. Sells on sight because the price is right . . . with a liberal profit margin for you. Gives *electrical reproduction* to *any* phonograph from *any* radio. Every radio buyer on your books is an immediate prospect. Complete, ready to operate, connected in an instant. Wire or write your nearest jobber for samples — or address us for illustrated catalog, and merchandising helps . . . today!



will it be!

Has the Good News Reached You?

Dealers and Jobbers from every corner of the nation are bombarding us with requests for the Special Bulletin of Advance Information. *Have You Sent for Yours?*

WHAT is the NEW NOTE that will be sounded by ALLEN? The trade at large will know when the January issue of this magazine reaches them. But by mailing the coupon below . . . NOW . . . you may secure the Special Bulletin we have prepared, and in that way include the sensational new developments by ALLEN in your sales plans for 1929.

If you want more business, better business, quicker turnover, and greater profits, you will want to know about the ALLEN NEW NOTE! . . . NOW! Dealers and Jobbers who have already secured advance information are enthusiastic. They are calling the new ALLEN developments the greatest step forward in the history of Portable Music . . . not only Portable Phonographs . . . but Portable Music!

They are awaiting the first shipment of these products from our factory. Advance samples are now on the way!

This is the time to join the "big parade" up the "ALLEN highway" to greater profits in 1929! It costs you nothing to secure advance information. Mail the coupon . . . TODAY!

MAIL
THIS
COUPON
FOR
ADVANCE
Information



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

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 _____

Interesting Events of the Trade in Pictures

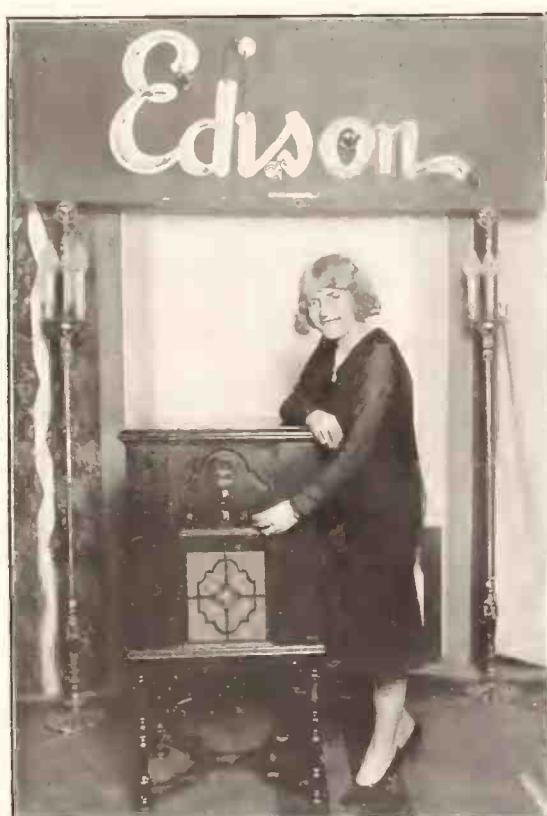


Left—Luncheon meeting of the Brooklyn Radio Service Corp.'s sales and service departments. Benjamin Gross and Herbert A. Brennan were guests of honor. Drive on the Stromberg-Carlson radio line is planned.



Above—Atwater Kent using a silver spade to turn over the first spadeful of earth for new \$3,000,000 factory

Below—Miss Jane Zimmerman, who shared honors with new Stromberg-Carlson, at an exhibit staged by the Central Hardware Co., Loraine, O.



Above—Mrs. Cora Dennison Fowlkes, world's first television bride, inspects one of her gifts, a new Edison radio receiving set.



Above—Shipment of Philco AC radio by air mail from Philadelphia to Milwaukee

Below—One of several new trucks added to Lyric radio fleet in Chicago by All-American Mohawk Corp.



Left—Futuristic window staged by the Powers Furniture Co., Portland, Ore. This company is boosting Atwater Kent sets and finds window displays productive of considerable radio business.



Left—This "lunch time follies" is a noon hour feature atop the North Ward Radio building in Newark. These young ladies find sandwiches and jazz music a perfect diet with the aid of a Majestic receiver.



Left—A feature of the county fair at Crown Point, Ind., was this Kellogg radio booth sponsored by Schmal & Seberger, aggressive dealers in that community, who are making a strong bid for radio business.

Kolster Radio Corp. Closes Deal Involving 600 Important Patents

Acquisition of Patents and Inventions by Kolster Corp. Marks Largest Single Transfer in Radio's History—Contracts Entered Into With Wired Radio, Inc.

Frank L. Dame, president of the North American Co.; Rudolph Spreckels, chairman of the board of Kolster Radio Corp., and Ellery W. Stone, president of Kolster Radio, announced the closing of two contracts of far-reaching importance between Wired Radio, Inc., a subsidiary of the North American Co., and the Federal Telegraph Co., a subsidiary of the Kolster Radio Corp.

Under the first of these contracts, Kolster Radio Corp. secures title to some 600 patents, patent applications and inventions in the communications, radio, wired radio, electric phonograph, television and talking motion picture fields. These patents and inventions have been acquired by the North American Co. during the past six years, and their acquisition by the Kolster Radio Corp. marks probably the largest single transfer of radio patents in the history of the industry.

Mr. Stone, discussing the contracts, said, "These 600 patents acquired by Kolster Radio include several groups which patent attorneys state are widely infringed in the radio industry to-day, and are expected to yield large royalties to Kolster as well as to place the company in an exceptionally strong position in the radio, electric phonograph and talking motion picture fields.

"Exclusive licenses are granted back to Wired Radio, Inc., by Kolster in the field of wired radio only, and Kolster retains full title to all of the patents and exclusive manufacturing and selling rights in all fields other than that of wired radio. By acquisition of the North American group of patents, Kolster has further increased its already strong patent position in the radio and allied industries.

"The second agreement, which remains in force until September 2, 1941, with renewal options, provides that Wired Radio, Inc., will purchase not less than one-third of its total requirements for apparatus from Kolster Radio Corp. on a cost plus 25 per cent basis."

Mr. Dame said: "The second contract forecasts the arrival of the industry's latest development, wired radio, which in the future will supplement but not displace present broadcasting on the air. Wired Radio, Inc., has been doing very important development work during the past six years, on the transmission of radio programs over electric light and power lines. Experimental installation is now being made in Cleveland. There has been sufficient progress to make it necessary for the company to be assured of manufacturing facilities upon a large scale. In the contracts with Kolster, Wired Radio, Inc., is retaining all rights necessary to the development in its particular field. When plans have been completed, wired radio will become available to all of the major public utilities of the United States."

The sending of wired radio programs into homes over electric light wires will require special socket plug-in receiving equipment which will be manufactured by Kolster Radio Corp. and furnished to electric light customers at a nominal monthly rental. The sets will also be adaptable for reception from present-day radio broadcasting stations.

Rental charges for wired radio apparatus, which will include maintenance, will be a moderate monthly fee. There will be three channels in operation at the outset, according to present plans. One will carry a program of classical music, another of more popular entertainment, and a third will be devoted to lectures and educational programs. It is planned to establish a master studio for the entire United States from which programs by well-known

artists will be sent out to wired homes in all parts of the country.

The North American Co. is one of the oldest and largest public utility holding companies,



Ellery W. Stone

controlling through stock ownership five main groups of electric light and power companies operating in important areas of the United States. The electric properties in each group form a distinct inter-connected power system, serving 1,150,000 customers in more than 800 communities.

Rudolph Spreckels, chairman of the board of the Kolster Radio Corp., and of its subsidiary, the Federal Telegraph Co., when interviewed regarding the contracts executed between Wired Radio, Inc., and the Federal Telegraph Co., pointed out that "radio patents acquired will

be of great strategic value to the Kolster Co., still further improving the strong position it already occupies through the ownership of important patents previously acquired. With an exceptionally strong patent situation and with contracts that insure for a considerable period a large volume of profitable manufacturing business, the outlook of the Kolster Radio Corp. is now exceedingly promising."

United Reproducers Open an Export Dept.

The United Reproducers Corp., Rochester, N. Y., manufacturer of Newcombe-Hawley and Peerless reproducers, has organized an export department to handle foreign trade. Offices have been opened at 130 West Forty-second street, New York City, under the management of H. H. Pollock. The company makes a complete line of dynamic, magnetic and air column reproducers in a variety of models.

N. Y. State Dealers Visit the A. K. Plant

New York State Atwater Kent dealers headed by their respective distributor organization representatives visited the Atwater Kent plant on November 14 and attended a meeting at which a series of talks by department heads were delivered. Dealers served by the following jobbers formed the party: Albany Distributing Corp., Albany; Stieffvater Electric Co., Inc., Utica; Roth & Zillig, Inc., Buffalo; Elliott Radio Sales Corp., Binghamton, and Starter & Ignition Service Co., Rochester.

RMA Inspires Protest

An attempt in Brazil to secure exclusive trade-mark rights to the word "Radio" has caused an official protest by the United States Government to Brazil, and the Radio Manufacturers' Association, representing virtually all American manufacturers, was recently advised by the Federal Government that protests against the proposed Brazilian monopoly would be successful.

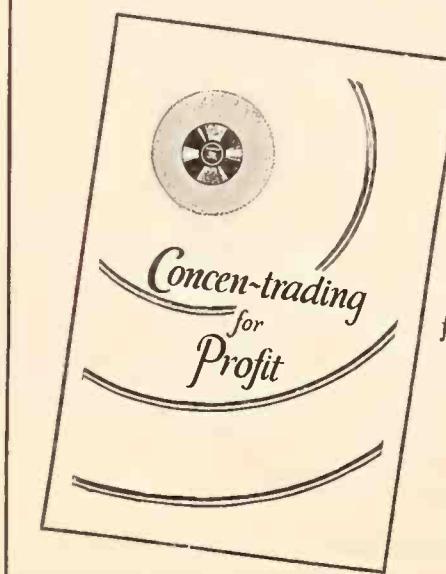
The Robert B. Rose Corp., New York City, was recently incorporated at Albany to deal in radio with a capital of 200 shares of common.

When you sell MARATHON RECORDS

*"By the
BOOK"*

YOU sell 6, 12 and more to a customer. She gets the finest records — compacted — that ever came to market. Understand this: although MARATHON is a 7-inch record, it plays as LONG and as WELL as a full-size record. And the dance and vocal hits we release monthly are the LATEST, as a glance through our current catalog in the back of this magazine will indicate.

The beauty of our Plan of Retailing is that you can do an extra business, and a very profitable one, without affecting your business in larger records or tying up expensive floor space. Every music dealer interested in bigger volume and profits should get a copy of the free folder here illustrated. Write today!



Send
for this
PLAN

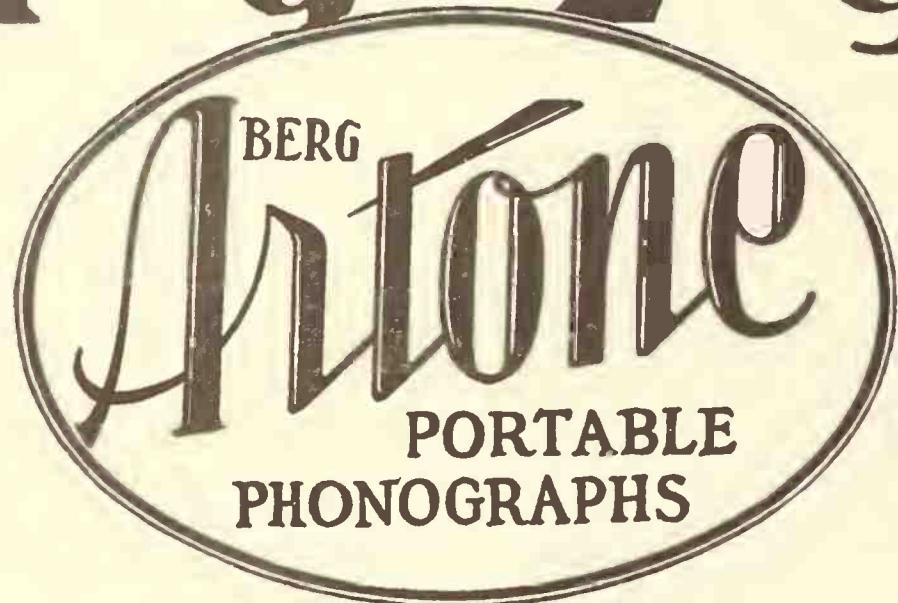
NUTMEG RECORD CORP.
553 Fifth Avenue
New York City

See current MARATHON Releases in back of this issue

NEW

the Beautiful

1929



No. 829—\$15.00 list. Increased in size and now made with long horn, throw back tone arm and padded top. The appearance and performance of this model are remarkable.



No. 529—\$20.00 list. Playing over two records and with its new horn and increased size, this machine equals former \$25.00 models.



Grand Model—\$35.00 list. A strictly de luxe portable with amazing performance.

Quality Portables

—at reasonable prices



Reg U.S. Pat. Off.

During the last four years this trade mark has been used on hundreds of thousands of our portable phonographs, shipped to nearly every country in the world!

The sterling qualities of Artone Portables have been proven by their phenomenal success and by the fact that complaints or returns for any cause whatever have been negligible.

The eye value and performance of our portables have always been a step ahead of the crowd.

Our new line, now ready, continues to justify these claims. You will be amazed that such fine portables can be produced at such reasonable prices.

The above facts are important for portable buyers to consider

Ask your jobber—or ask us

No. 229—\$25.00 list. A beautiful portable equal in performance to our former \$35.00 model.

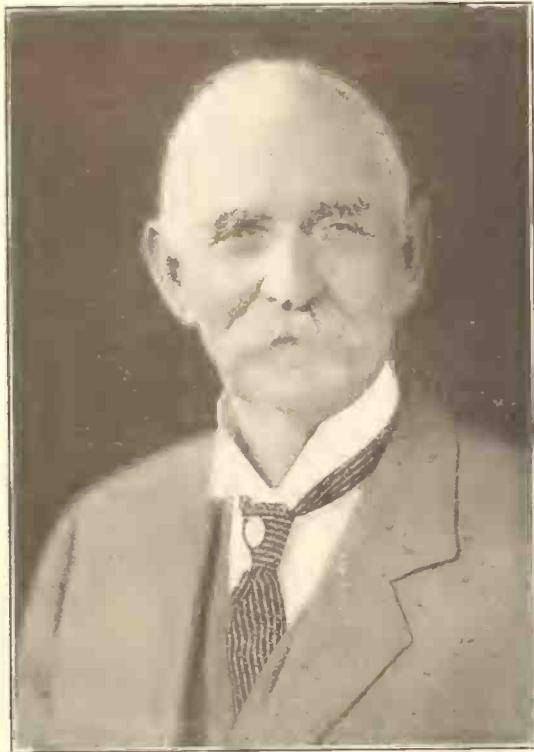


BERG A. T. & S. CO., Inc.
Long Island City
New York

James K. Polk, Inc., Has Won High Rank in Seven Years

Southern Phonograph Distributor Celebrated Seventh Anniversary as a Phonograph Jobber in October—Foresight of P. C. Brockman a Big Factor in Firm's Success

During the past few years one of the outstanding distributors in the phonograph industry has been the well-known firm of James K.



James K. Polk

Polk, Inc., maintaining exclusively wholesale organizations in Atlanta, Ga.; Dallas, Tex.; Memphis, Tenn.; and Richmond, Va. James K. Polk, Inc., celebrated in October of this year its seventh anniversary and the congratulatory messages received from manufacturers of phonograph products as well as hundreds of dealers throughout the South testified to the high esteem in which the company is held throughout the industry.

The business was founded in 1888 by James K. Polk and was operated as a retail furniture store by Mr. Polk personally until the business was incorporated in 1921. At that time, P. C. Brockman joined the organization as secretary and director of sales and under his management

the company's sales volume has increased year after year and the prestige of the organization has become national. Prior to joining James K. Polk, Inc., Mr. Brockman had been identified with the Atlanta branch of the Simmons Co., manufacturer of Simmons beds, as a traveling representative. During his association with the Simmons Co. he had occasion to call on furniture merchants and allied trades in the Southeastern territory and observe the interest manifested by these dealers and the volume of business which they were closing at that time in their phonograph departments.

Therefore, when Mr. Brockman joined Polk's

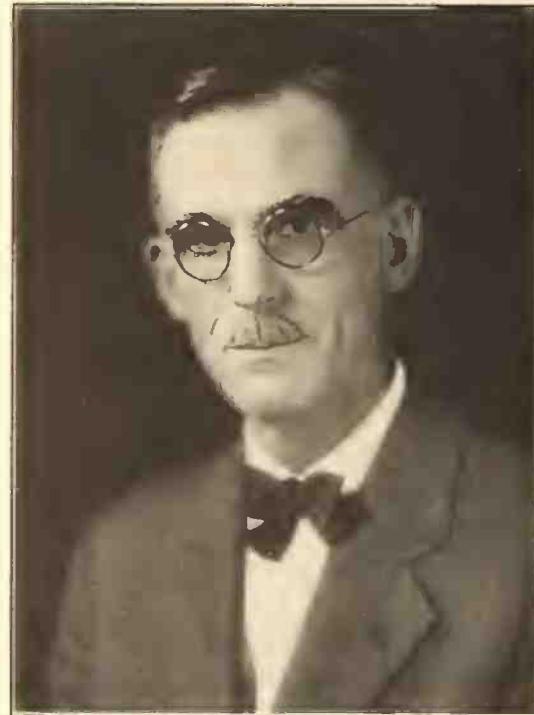


P. C. Brockman

staff, which at that time was in the retail furniture business exclusively, he organized a retail phonograph department and after a year with this department came to the conclusion that the wholesale phonograph business offered greater possibilities. A wholesale record business was then launched with Mr. Brockman in complete charge and handling the entire or-

ganization. All business was solicited by mail and the products handled consisted solely of records and needles. This business grew month after month and after about six months of operation James K. Polk, Inc., secured the distributing rights for Okeh records in Atlanta territory and in September, 1921, started an aggressive campaign on these products. The organization gradually grew in clerical help as well as sales, and the phonograph business became so profitable that the retail furniture business which had been operated for 36 years was sold in 1924, all capital being devoted to the wholesale phonograph interests.

About this time Mr. Brockman and his associates began to realize the possibilities of the phonograph business in its entirety and the opportunity which existed for a distributing house in the South handling "anything and everything" in the phonograph line. Accordingly the company added portables, a cabinet line, mainsprings, parts and a complete line of phonograph accessories, setting out with a definite idea of extending operations throughout the South. In 1925 the first move was made in this direction by opening a branch in Richmond, in 1926 a branch was opened at Dallas and in 1927 another at Memphis. During these years a sufficient volume of business was built up in cabinet machines and they established a factory at Austell, Ga., a manufacturing town just outside of Atlanta. Okeh records are distributed exclusively so far as records are concerned throughout the entire Polk organization and mainsprings and replacement parts are marketed under the trade-mark "Perfection."

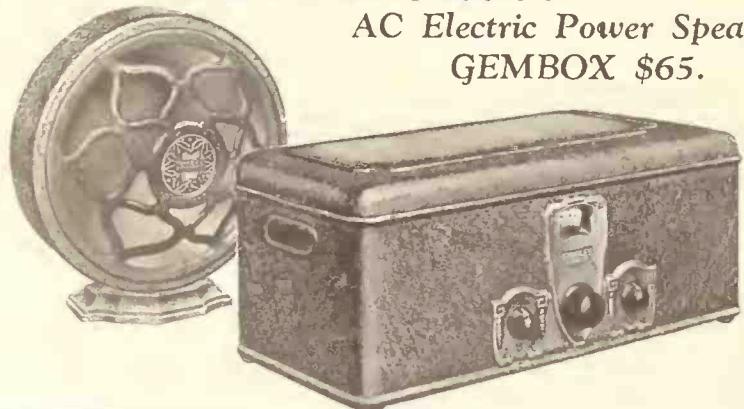


H. A. Brockman

In seven years the Polk organization has grown from one man to approximately 80 people and 18 salesmen, who are constantly visiting dealers throughout the South. The success of the company may be attributed to the capability and experience of its executive officers, particularly P. C. Brockman, and the fact that each and every man in the organization understands the requirements of the phonograph dealers in Southern territory, and leaves nothing undone to co-operate with the dealers in the development and stimulation of their sales activities.

A NATIONAL SUCCESS! NEW CROSLEY

AC Electric Power Speaker
GEMBOX \$65.



Operates DYNACONE Speaker \$25.

Crosley sweeps the field! Crosley outsells ANY radio on the market today! Last winter Crosley was first to announce that the place to buy radio is in the home. The growth of Crosley sales since that time has been phenomenal. The first six months of 1928 showed sales almost four times greater than any preceding year. Demonstrations in the home in comparison with other sets immediately proved themselves to be the greatest value in the radio world. Crosley dealers do not fear competitive demonstrations in any prospect's home—

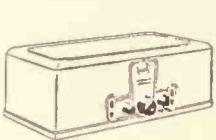
they encourage them. The AC Electric power speaker operating GEMBOX is a radio leader at \$65. The Crosley DYNACONE, a dynamic type speaker, available for all Crosley models, introduces for the first time in the popular priced field reproduction never before believed possible. Any Crosley dealer is authorized to make FREE TRIAL Home demonstrations. Write Dept. 26 for complete information.

8-Tube AC Electric
SHOWBOX \$80
Genuine Neutrodyne

5-Tube
BANDBOX JR. \$35
Drycell Operated. For
places where recharging
batteries is inconvenient.

6-Tube Battery
operated
BANDBOX. \$55
Genuine Neutrodyne

Improved
MUSICONE. \$15
Magnetic Speaker



Montana, Wyoming, Colorado, New Mexico and West. prices slightly higher. Prices do not include tubes.

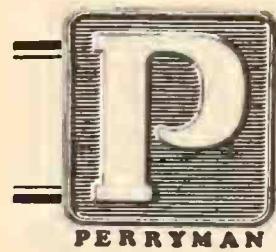
The Crosley
Radio Corporation
Powel Crosley, Jr.,
Pres.
Cincinnati, Ohio

CROSLEY

Radio Service Information

A new clearing-house of radio information has been established by the Radio Treatise Co., New York, for the purpose of supplying radio data and conducting a consulting service for the dealers' service men and custom set builders. It will be conducted under the supervision of John F. Rider, engineer, and includes wiring diagrams of old and modern sets.

After the holidays is an excellent time to follow-up interested prospects.



PERRYMAN RADIO TUBES

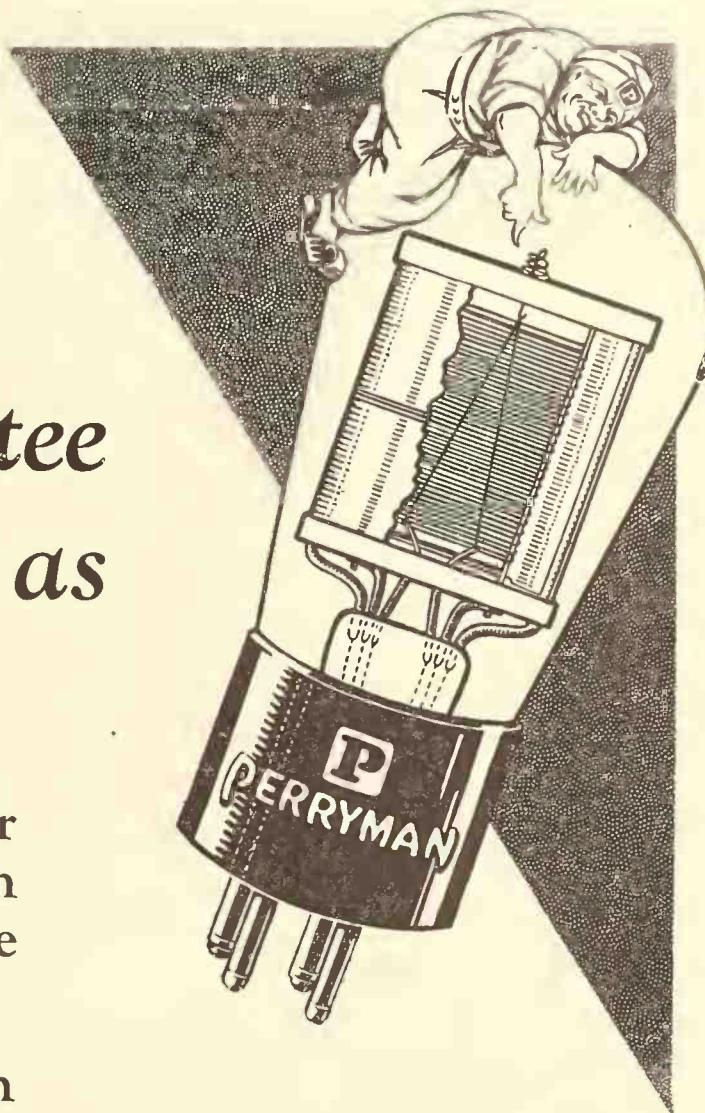
The PERRYMAN Guarantee
Protects YOU—as Well as
Your Customer

We don't have to tell you that the dealer frequently has to make good out of his own pocket on tube replacements. This, in spite of elaborately worded guarantees.

But we do tell you that no Perryman Dealer has ever had to pay out his own money to make good for us.

Perryman Tubes perform with the best, year in and year out. That's why they sell as fast as we can make them. And, in addition to the extra profit, Perryman Dealers have a griefless proposition so far as replacements go. Which means a lot.

If you wish to examine the Perryman 1929 proposition, write us TODAY.



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



Louis B. F. Raycroft Discusses Television at NEMA Meeting

Radio Division Vice-President Says That Premature Public Enthusiasm Is Misleading and Dangerous to the Progress of Radio—Many Obstacles to Be Overcome

Louis B. F. Raycroft, vice-president of National Electrical Manufacturers' Association in charge of the Radio Division, in an address at the Fall meeting at Briarcliff Lodge, Briarcliff Manor, N. Y., said in part:

"A new factor is entering the situation threatening new complications. The public is expecting another kind of broadcasting service popularly known as television. The Federal Radio Commission is even now considering the formulation of regulations to govern this field of endeavor so the public will benefit most.

"The great public interest in television is

founded upon exaggerated newspaper reports of brilliant laboratory demonstrations rather than upon the actual practical status of this virgin field, which is as yet entirely unprepared for commercial development. A diligent study of the subject leads to the inevitable conclusion that the premature stimulation of public enthusiasm in television is misleading and dangerous to the progress of radio, because there is no means of satisfying the demand for reliable home television equipment. Television remains a laboratory experiment with a number of major and vital problems still unsolved. There are certain specific technical obstacles to practical television which cannot be overcome unless a fundamental and original invention or inventions are made and no technically qualified observer will predict whether they will be made within twenty-five, ten or five years or less.

"The process of transmitting television images is a matter of reflecting a ray of light from the subject to a photo-electric cell and sending an electrical impression of the reflected energy point by point; this process is continued in a progressive and predetermined manner until the entire subject has been subjected to an immense number of electrical observations. An electrical impulse is radiated for each point so examined or scanned. Thousands of these 'intensity impressions' are required to send one complete image or subject. The amount of detail and realism attainable at the receiving point is proportionate to the number of impressions to which the subject is resolved.

"In the reception of still pictures, these electrical intensity impressions are converted to light and collected on sensitive photographic paper so that several minutes may be used to assemble a single picture consisting of hundreds of thousands of separate image impressions. In television, as with motion pictures, to give the impression of motion, however, the entire scanning of the subject must be repeated each sixteenth of a second. This rigorous requirement of television is fundamental and imposes an obstacle, to this time insuperable, to sending anything other than the crudest and simplest kind of image. The ability to send a television subject of one thousand image impressions has led the public to expect that to one hundred-fold the detail is a relatively simple matter. Such an improvement would make a television reproduction of eight or ten square inches of average magazine quality possible, far short of the layman's conception of television. Hundred-folding the speed of any process, whether it be a man's walking pace from four to four hundred miles an hour or an automobile from 70 to 7,000 miles an hour, is a tremendously ambitious scientific evolution.

"In appraising the commercial future of television we must not overlook the fact that we are still limited to sending crude subjects consisting of a few hundred image points. Building more elaborate transmitters is quite feasible, but this involves the utilization of enormously increased frequency bands for the transmission of the resultant signal. If every broadcast station were shut down and the entire radio broadcast band given over to a single television service, the 1,000,000 cycle ether space thus made available could accommodate the transmission of an image equivalent to that obtained with a home motion picture projector, and the cost of the experiment would stagger human imagination.

"I do not wish to imply in any sense of the word that television will never be accomplished or that its numerous problems are beyond the ingenuity of the American inventor. Only



Louis B. F. Raycroft

when we learn to combine visual impressions in the same manner that sound impressions are molded into a single audio frequency, permitting us to abandon the method of sending an electrical impression successively for every point of the transmitted image each sixteenth of a second, an entirely new phase of the situation will be entered upon. In the absence of some such invention which effects the essential conservation in carrier channels necessary to make television practical, it is an injustice to the public at large to encourage it to expect television in the immediate future and a duty to warn it that, rapid as has been recent progress, television is now only in the status of development of aviation in 1910 and the motor car in 1905.

Stewart-Warner Earnings

Net earnings of the Stewart-Warner Speedometer Corp. and subsidiary companies for the quarter ended on September 30 were \$1,863,639, after all charges and Federal taxes, equivalent to \$3.10 a share on 599,996 outstanding shares. For the first nine months of this year net earnings amounted to \$5,476,974, equivalent to \$9.12 a share, as compared with \$6.99 a share for the same period last year.

Finds Canvassing Pays

A. Fancher, cashier in the Bank of Carrollton, Carrollton, Miss., a town of 515 population, has sold fifteen Majestic radio receivers within eight weeks. He has no shop but takes a model 72 around in his car and gives demonstrations.

In New Post

M. P. Zoeller has been placed in charge of the radio department of the San Antonio Music Co., 316 West Commerce street, San Antonio, Tex. The RCA, Majestic and Crosley lines are carried as well as other leading makes.

Visit Federal Plant

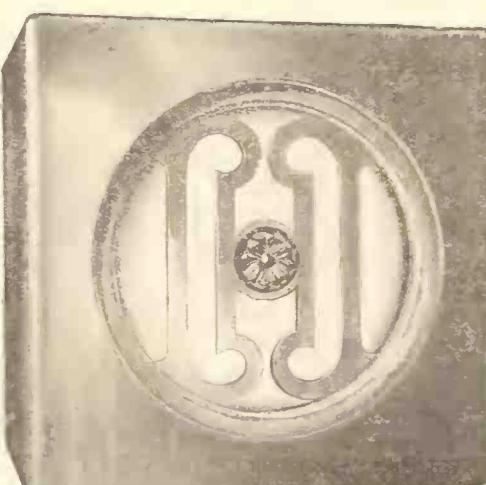
Mr. and Mrs. Edwin Getke were recent visitors to the Federal Radio Corp. at Buffalo. Mr. Getke is president of the Metropolitan Electrical Supply Co., Chicago, Federal Orthosonic wholesaler.

Expands Store

The Belmont Radio Store, 5459 Belmont avenue, Chicago, Ill., has enlarged its floor space to twice the original size and has added the Brunswick record line.

Dynamic??

Unless you've heard a Stevens you don't know what that means!



Stevens Dynamique DY-110
Featuring, as do all Stevens Speakers, the famous Burtex diaphragm.

Stevens Dynamique Speakers offer distributors and dealers a real opportunity for bigger and more satisfactory business.

Not only the Dynamique, but also Stevens Magnetic Speakers are now being exploited in an extensive consumer advertising campaign.

Write for trade information

STEVENS

"The Speaker that tells its own story"

STEVENS MANUFACTURING CORP.

46-48 E. Houston Street
New York, N. Y.

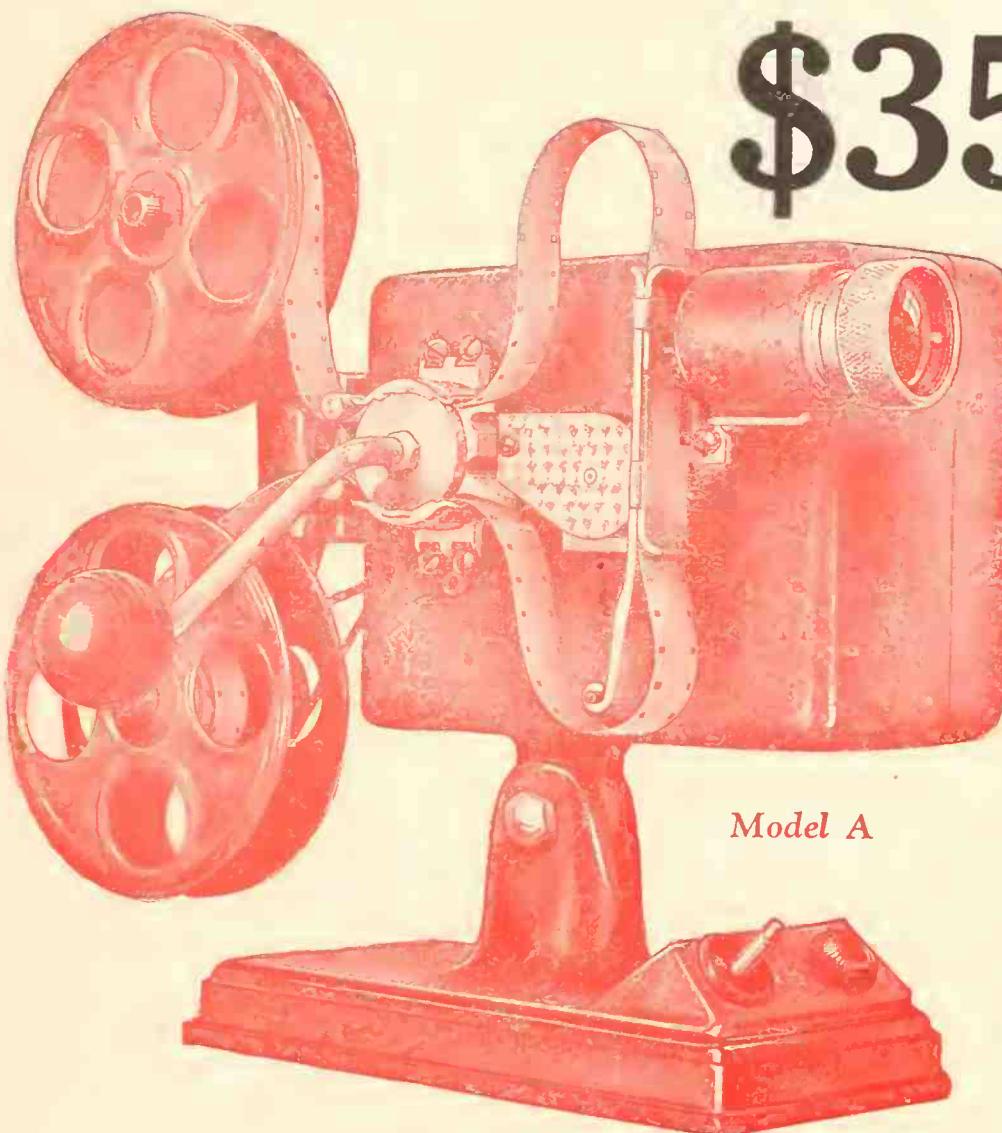
DUOGRAPH PROJECTOR

PROJECTS CLEAR, BRILLIANT AND STEADY MOTION PICTURES

A Marvel of Mechanical Precision

COMPLETELY EQUIPPED

WITH CARRYING CASE AND REELS
JUST PLUG IN LIGHT SOCKET



\$35.00



A Highly Profitable Line
for Huge Waiting Market



DUOGRAPH is the lowest priced high quality 16 MM. Home Projector. In construction, appearance and performance it compares favorably with any other machine, *regardless of price*.

Thousands of home movie converts have refrained from buying on account of the high price of desirable equipment. Duograph meets this waiting demand with unprecedented quality and price.

The symmetrical lines and artistic finish in exquisite colors make Duograph an article of rare beauty and an ornament to any home. It is absolutely devoid of fire hazard.

DUOGRAPH is the acme of simplicity, hence easily demonstrated. A child can learn to operate it in five minutes. Only a small outlay necessary to stock up. It is service free. Accessories alone are a profitable business.

The highest grade of materials and mechanical skill are incorporated in Duograph. Moving parts are case-hardened steel. Die castings are supplied by Aluminum Co. of America; electrical appliances by General Electric Co., and the optical system and lenses by the well-known Wollensak Optical Co.

WRITE FOR OUR PROPOSITION FOR DEALERS

Duograph Is Fully Warranted

L. T. Breck Named Kolster Sales Manager

Has Been Assistant to Major H. H. Frost—Was Formerly Western Sales Manager of the Yale Electric Co.

L. T. Breck has been appointed sales manager of the Kolster Radio Corp. His promotion follows within a few months his appoint-



L. T. Breck

ment as assistant to Major Herbert H. Frost, vice-president in charge of merchandising. Mr. Breck came to the company last July, when he resigned his position as Western sales manager of the Yale Electric Co. He has an extensive trade acquaintance.

Mr. Breck was a student at Washington University, in St. Louis, when the United States entered the World War. He also studied law at the Kansas City Law School. He enlisted in the Naval Reserve Flying Corps the day war was declared, April 6, 1917, and was discharged as an ensign in 1919, when he became a salesman for the Inland Machine Works of St. Louis. He entered the automotive parts business in Kansas City in 1921 and later became vice-president and sales manager of the Peerless Auto Supply Co. of Kansas City.

DeForest Announces Replacement Policy

H. C. Holmes, General Sales Manager, Explains Method by Which Adjustments on Defective Tubes Are Made

A replacement policy which is at once fair to all parties concerned, simple and prompt in its adjustments, is announced at this time for the DeForest Audions by H. C. Holmes, general sales manager of the DeForest Radio Co., Jersey City, N. J.

"While every effort is made in production, inspection and test of DeForest audions to produce only perfect tubes, the possibility of defective tubes occasionally reaching the consumer is fully recognized, and we have therefore endeavored to take care of such a situation by a satisfactory replacement policy. Our dealers are being provided with DeForest audion replacement labels in booklet form, with permanent stub. The customer is asked to return any defective tube to the dealer from whom it was purchased. The dealer fills out both stub and label with the necessary information called for, using his own system of numbering in the spaces provided. The label is affixed to the defective audion, and the defective audions are kept separate from the regular stock. On the first and fifteenth of each month the defective audions are returned to the DeForest distributor, who sees that adjustments are made promptly. The distributor forwards all defective tubes to the DeForest Radio Co., where they are tested not only for the basis of adjustment, but to check up on any possible production, inspection or shipping details that might need improvement."

Weston Profits Increase

A net profit of \$380,430 in the nine months ended September 30 was reported by the Weston Electrical Instrument Corp., Newark, N. J. This compares with \$349,778 in the same period last year.

A new issue of 35,000 shares of no par common stock of City Radio Stores, Inc., priced at \$28.50, was recently offered. The company plans to operate, through subsidiaries, a chain of ten retail radio stores.

Arthur Moss Elected Electrad President

Has Directed Sales and Advertising Since the Formation of Company Some Five Years Ago—Steady Sales Growth

Arthur Moss, treasurer of Electrad, Inc., New York City, in charge of sales and advertising since the company was formed some five years ago, has been elected to the presidency of the company. Electrad, Inc., manufactures a wide range of high-grade radio products, which since the inception of the company has met



Arthur Moss

with a ready reception on the part of radio set makers and the general public.

Under Mr. Moss's management the company's sales have rapidly increased, and the organization is now recognized as one of the leaders of the industry. The accession of Mr. Moss to the presidency is significant as indicating a distinctly progressive policy that points to a greater growth of the business.

Music Slogan Contest Ends

The music slogan contest, sponsored by the Music Industries Chamber of Commerce, closed on December 1 with every indication that it has fulfilled its purpose of stimulating public interest in musical instruments. The contest has been in progress since September 1, and many thousands of descriptive leaflets were distributed to the public. An award of \$1,000 will be made to the person coining the slogan accepted from the thousands which have been submitted to the judges.

Davega to Open New Store

Davega, Inc., operating a chain of music and sports stores, will soon open its fourteenth store and the sixth during the last year, at 166-07 Jamaica avenue, L. I., N. Y. Officials of the company state that sales for October showed an 85 per cent increase over any previous October in the fifty years of the firm's existence, a most satisfactory showing.

Purchases Music Store

George Oschwald has purchased the music business of Charles Olendorf, known as the Olendorf Music Store, Lawrenceville, Ill., and is conducting it under his own name. Mr. Oschwald has been connected with the store as manager for the past seven years.

The Rex Music Shop, 2169 Broadway, Gary, Ind., was recently incorporated with a capital stock of \$10,000 to deal in musical instruments, radio sets and accessories. The incorporators are Don Whitman, Orville Shelton and Mrs. P. M. Shelton.



Headquarters for Needle Equipments for EDISON PHONOGRAPHS

Jewel Needle Equipment
Jewel Needle Equipment
Jewel Needle Equipment
Jewel Needle Equipment
Jewel Needle Equipment

| | | List |
|----------|--------|--------|
| No. 50 | Nickel | \$5.00 |
| No. 45 | Nickel | 6.00 |
| NOM-Y-KA | Nickel | 7.50 |
| CONCERT | Nickel | 8.00 |
| No. 35 | Nickel | 8.50 |

NOM-Y-KA and CONCERT equipments are Universal
—will play all makes of records—

The No. 35 is a specially designed and perfectly balanced equipment for playing the new records made by electrical method of recording . . . no other needle equipment is quite so good in tone quality and it has great volume.

MANUFACTURERS Attention! We have six different models S-shape brass tone arms to fit all phonographs from Portables to the Finest Machines. The prices will interest you . . . write.

JEWEL PHONOPARTS COMPANY

510 No. Dearborn St.

CHICAGO



*L*augh and be merry, remember, better the world
with a song,

Better the world with a blow in the teeth of a wrong.

Laugh, for the time is brief, a thread the length
of a span.

Laugh, and be proud to belong to the old proud
pageant of man.

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

HEINEMAN MOTORS



*L*augh and be merry: remember, in olden time,
God made Heaven and Earth for joy He took in a rhyme,
Made them, and filled them full with the strong red wine
of His mirth,
The splendid joy of the stars: the joy of the earth.

MERRY CHRISTMAS



So we must laugh and drink from the deep blue cup
of the sky,
Join the jubilant song of the great stars sweeping by,
Laugh, and battle, and work, and drink of the wine outpoured
In the dear green earth, the sign of the joy of the Lord.

HAPPY NEW YEAR

OREGON JAZZ BAND



*L*augh and be merry together, like brothers akin,
Guesting awhile in the rooms of a beautiful inn,
Glad till the dancing stops, and the lilt of the
music ends.

Laugh till the game is played; and be you merry,
my friends.

Laugh and Be Merry, by John Masefield

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

OKEH-TRUETONE NEEDLES

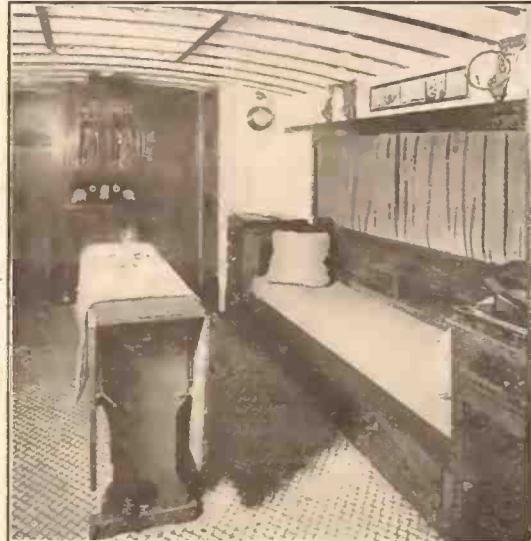
Unusual Stromberg-Carlson Installation Made on Yacht

No. 633 Receiver and Phonograph Equipment Installed on Onaire II, Yacht of Walter Todd—Receiver Is Built Into Wall With Speaker Mounted Face Downward

Inasmuch as a yacht is a home on the water, it is not hard to understand how the radio receiver has enjoyed an ever-increasing popularity as a part of yacht furnishings. Boats that are large enough to erect a good antenna, as a rule, are provided with exceptionally fine entertainment, inasmuch as there are no obstructions to shield the radio waves, and in sailing vessels there is none of the electrical disturbance which often makes reception difficult for the city dweller. The Stromberg-Carlson Co. has made a great number of such marine installations in recent months.

One of the newest is that which has been made in the 68-foot yacht of Walter Todd of Rochester, New York. Mr. Todd is vice-president and general manager of the Todd Co., of Rochester, known the world over as manufacturer of Todd protectographs and safety check paper. The yacht has accommodations for ten people, a crew of three and seven passengers. The Onaire II, as the yacht has been christened, is equipped with a Stromberg-Carlson No. 633 receiver and phonograph equipment from the Stromberg-Carlson No. 744 instrument in order that both radio and record reproduction may be had. Space, of course, is always limited in a yacht, and everything must be made imminable in order that rough weather will not disturb the interior of the cabin. Consequently, the receiving set was built into the wall of the cabin, as shown in the illustration. The loud speaker is mounted with its face downward from the ceiling. The phonograph equipment is built into the other corner of the cabin, the

wire from the magnetic pick-up running beneath the floor to the receiving set to give



Radio-Phono Installation on Todd Yacht records electrical reproduction.

The receiving set is battery-operated, and runs off the yacht's power plant. Being a sailing vessel, there is no motor noise to disturb radio reception, while the yacht is in motion. There are two keys on the radio, one connecting it with the phonograph, and the other cutting in a loud speaker, located on deck. A rather ingenious antenna arrangement has been made. The ordinary horizontal antenna, or one strung from the tops of the mast would be impracticable, inasmuch as sails are raised and lowered, and the wind causes the spars to

sway back and forth. Consequently the aerial wire was run up through the center of the main spar. This spar being hollow for the passage of ropes to the mast head, allows an ideal vertical antenna to be had. There is a thought in this for dealers located near yacht clubs. It is a good market for radio sets.

Satisfactory Television Is Still Far in Future

The fourth of the series of articles on television being issued by the Radio Manufacturers Association deals with conditions in this country and abroad, and states that experts on both continents are agreed that television is a laboratory development for skillful and experienced experimenters. Its possibilities on a small scale have been proven, but television receivers for the home, giving entertainment comparable with even the earliest radio receivers, is so far in the future that no scientist of reputation is willing to admit the probability of such results.

The United States Radio Commission permits experimental television broadcasts under definite limitations, but the British Broadcasting Corp., in control of all broadcasting in the British Isles, refuses to undertake or permit experimental transmission.

Urge Outside Selling

Arthur Freed, vice-president of the Freed Eisemann Radio Corp., recently stated that many dealers have reported increased sales due to intensive direct selling. The company has been urging its dealers to seek business outside the store and the results have been most satisfactory. One of the best plans in increasing sales, many dealers have found, is to check over lists of old customers, owners of battery sets, and then solicit them on the purchase of the attractive new models.

REESONATOR

TRADE-MARK

For Volume, Distance, Sharp Tuning

The Reesonator is not a so-called "Wave Trap," but is rather a "Wave Amplifier." Its purpose is to tune the aerial and the first untuned tube. This tube is generally called the Antenna Coupling Tube and is of an untuned nature. Naturally by the addition of the Reesonator to tune the aerial and this first untuned radio frequency stage to properly balance with each other, at all wave lengths, the all around efficiency of the radio receiver is greatly increased. The Reesonator requires no current to operate; in fact, it decreases battery consumption from 20 to 30 per cent, as less current need be applied to obtain the desired results. This also naturally greatly prolongs the life of the tubes. It does not require tuning for each station which is to be received; only when additional selectivity, power or distance is necessary.

We Guarantee the Reesonator to Perform as Follows:

It Doubles Volume and Power. It Doubles Distance, Increases Selectivity, Saves the Batteries, Insures Distant Daylight Reception and Natural Reproduction. Equivalent to the addition of two extra tubes.



(Pat. Pend.)

Not a Wave Trap, but a Wave Booster

Price \$4.75

Especially designed for Single-Dial Atwater Kent Models, 30-32-35-37-38; Radiol Models, 16-17-18-51; Crosley Bandbox, Dayfan, Apex and similar radios.

Dealers! Ask Your Jobber, or write or wire us for sample and proposition.

Nationally Advertised

Jobbers! Wire or write us for test sample and proposition. For references as to the merits and wonderful salability of the Reesonator we can refer you to some of the most prominent distributors throughout the United States and Canada.

Manufactured and Guaranteed by

F. & H. RADIO LABORATORIES

Dept. 108

FARGO, N. DAK.

Combined!

IN my opinion, this consolidation is one of the most constructive moves that has been made in the radio industry in some time. It is in keeping with the trend in other industries that has proven sound and has been beneficial to the public at large, as well as the trade. This move means more economical management and will reflect itself in additional profits to the dealer and even higher quality goods to the consumer. The identity of both lines will remain unchanged as to policy—the only change will be improvement of product wherever it can be possibly effected by the combined efforts of both organizations.

C. A. EARL, President, Chas. Freshman Co. and
Chairman of Board of Directors of
Freed-Eisemann Radio Corporation.

IT has been a great pleasure for those associated with the management of the Freed-Eisemann Radio Corporation to have been able to play their part in bringing about this consolidation with Freshman. These two lines represent many of the best accomplishments in radio history and the consolidation will make it possible for both organizations to contribute to the improvement of each other so that we may give the trade and the radio buying public even better value for their money than we might have through our individual efforts. I consider this move of distinct value to Freed-Eisemann distributors and dealers.

JOSEPH D. R. FREED, President of Freed-Eisemann Radio Corporation and Vice-President and Director of the Chas. Freshman Co.



Why?

THIS combination of two of the leading radio manufacturers will add materially to the strength of each and will make possible a greater and more comprehensive service to the trade and the consumer.

It will mean great savings in management and production which in turn can be utilized for the development of both lines in many constructive ways that will make possible greater profits for dealers.

The identity of these organizations will remain unchanged as the chief objective of this merger is an even finer quality of product through the unification of management in sales, engineering and production.

Both Freshman and Freed-Eisemann lines will continue to be manufactured and sold as heretofore, and the dealer holding a franchise for either will find it a still more valuable asset during the coming year.

The sales organizations of both divisions will be very glad to answer any inquiries from Distributors or Dealers relating to product and policy. It is our intention to make the Freshman and Freed-Eisemann Dealer Franchises the most valuable in the radio industry. One may still be available in your territory. Write or wire today.

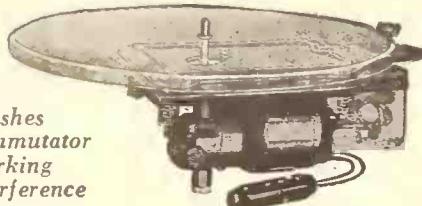
The executive personnel of the consolidation is:

C. A. Earl, President, Chas. Freshman Co. and Chairman of Board of Directors of Freed-Eisemann Radio Corporation. Joseph D. R. Freed, Vice-President and Director of Chas. Freshman Co. and President of the Freed-Eisemann Radio Corporation. Arthur Freed, Vice-President and Director of Chas. Freshman Co. and Vice-President of Freed-Eisemann Radio Corporation. W. J. Keyes, Vice-President and Treasurer, Chas. Freshman Co. and Treasurer, Freed-Eisemann Radio Corporation. Arthur A. Trostler, Vice-President, Freed-Eisemann Radio Corporation. Leo Freed, Vice-President, Freed-Eisemann Corporation. Harry A. Beach, Vice-President, Chas. Freshman Co. George Eltz, Vice President, Chas. Freshman Co.

CHAS. FRESHMAN CO., Inc.
240 West 40th Street • New York, N. Y.



There's a Big Market for this Fast Selling Turntable



No Brushes
No Commutator
No Sparking
No Interference

HERE'S a big market for high-grade electric turntables. The sale of a pick-up paves the way for the sale of an electric turntable. Get this extra business by featuring the Bodine Electric Turntable. No exposed gears. No noise. The rugged induction motor has ample power for all records. The accurate governor maintains constant speed in spite of voltage changes.

Send for latest Bodine bulletin and prices. Do it now!

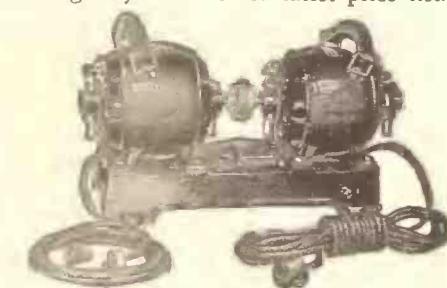
For Radio Manufacturers!

A Bodine Electric Turntable will be submitted to any radio set or cabinet manufacturer for test and trial. Write for sample and prices.

TWO OTHER BODINE UNITS FOR THE RADIO TRADE

Bodine Television Motors

A special motor for driving scanning discs. Speed may be varied 25 p.c. above and below normal. Motors supplied for 18, 20 and 24 inch discs. Motors run on alternating or direct current, interchangeably. Write for latest price list.



Model 1031-R Motor-Generator Set

Built especially for demonstrating A.C. Sets and Phonographs in D.C. districts. Converts 110-115 volt D.C. into 110 volt, 60 cycle A.C. Filter, voltage regulator, etc., included. Just the unit for radio stores, hotels, department stores, etc.

Mail the Coupon Today!

BODINE ELECTRIC CO.
2270 W. Ohio Street, Chicago
Please send us information and prices on items checked below:
 Bodine RC-10 Electric Turntable
 Bodine 1031-R Motor-Generator Set
 Bodine Television Motors

Name

Address City

BODINE

Radio Production for 1927—\$191,848,665

Department of Commerce Census Shows Decrease in Number of Sets Made as Compared With 1925—Gain in Value

A statement by the Department of Commerce shows that radio manufacturers produced radio apparatus and tubes aggregating \$191,848,665 in 1927, an increase of 8.4 per cent over the production of 1925. In 1927 1,928,192 tube-type receiving sets were produced, a decrease of 19.1 per cent from 1925, but an increase in value as the sets were valued at \$94,050,031 as compared with a value of \$93,356,546 for the 2,385,790 receivers produced in 1925.

The complete table of statistics for 1927 and 1925 is herewith presented:

| | 1927 | 1925 |
|----------------------------------|---------------|---------------|
| Aggregate value | \$191,848,665 | \$176,990,334 |
| Radio apparatus: Total value | \$174,802,051 | \$155,819,724 |
| Loud speakers— | | |
| Number | 2,446,264 | 2,844,652 |
| Value | \$18,868,849 | \$18,955,916 |
| Head sets— | | |
| Number | 267,349 | 1,352,422 |
| Value | \$316,726 | \$2,164,529 |
| Receiving sets— | | |
| 4-tube and smaller— | | |
| Number | 30,962 | |
| Value | \$613,715 | |
| 5-tube and larger— | | |
| Number | 1,907,230 | 2,395,790 |
| Value | \$93,436,316 | \$93,356,546 |
| Transmitting set, value | \$2,233,483 | \$1,355,763 |
| Transformers— | | |
| Number | 4,093,160 | 5,295,507 |
| Value | \$5,446,550 | \$7,614,774 |
| Rheostats— | | |
| Number | 2,327,275 | 3,562,543 |
| Value | \$1,420,780 | \$2,018,592 |
| Socket-power devices— | | |
| Number | 1,405,191 | |
| Value | \$23,357,814 | \$30,353,599 |
| Miscellaneous parts, value | \$29,107,818 | \$21,170,610 |
| Radio tubes, value | \$17,046,614 | \$21,170,610 |

Not including combination phonographs and radios, which are classified for census purposes in the "Phonographs" industry.

The total value of all batteries produced in 1927 is given as \$150,451,796 as compared with \$155,247,811 for 1925, a decrease of 3.1 per cent. The figures for 1927 are preliminary and subject to correction.

Finance Company Lists Sets

The General Contract Purchase Corp., New York, has issued a compendium of various types of radio receivers acceptable for accommodation instalment financing. It is announced that new editions of this compendium will be issued whenever there are changes in list prices of radio receivers listed as acceptable. The General Contract Purchase Corp. recently announced details of instalment finance plans available to dealers throughout the country.

The Atwater Kent Abroad

Major W. J. Avery, of the export department of the Atwater Kent Mfg. Co., recently returned from a tour of foreign countries, including France, Spain, Portugal, Italy, Austria, Germany, Belgium, Holland, Switzerland and Czechoslovakia. He stated that the Atwater Kent receiver operated satisfactorily in all climates and under all conditions and is steadily growing in popularity throughout the world because of this excellent performance.

Special Pathé Release

On Monday, November 19, just one week after the S. S. Vestris sent out its SOS call, the Pathé Phonograph & Radio Corp., New York, announced the release of a record "The Sinking of the Vestris," a vocal number with violin and guitar accompaniment by the Carson Robinson Trio.

New Freed-Eisemann Ad. Manager Named

Philip Van Doren Stern Returns to Freed-Eisemann Corp. in Advertising Capacity—Is Planning Big Campaign

The Freed-Eisemann Radio Corp. recently announced the appointment of Philip Van Doren Stern as advertising manager. In his



Philip Van Doren Stern

new association, Mr. Stern finds himself among familiar surroundings, for he was the company's first advertising manager back in the days when broadcasting began. He built up the advertising department and supervised it until 1926 when he left to go abroad. Returning home a year later, he became advertising manager of the Kolster Radio Corp.

In association with Freed-Eisemann's advertising agency, Goresbeck-Hearn, Inc., he is planning an extensive advertising campaign for the company during the next year.

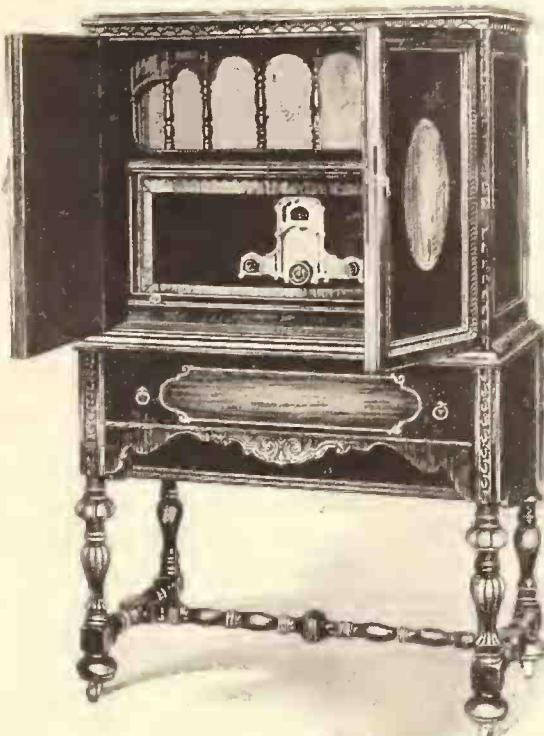
Philco Coupon Ads Bring Good Results

PHILADELPHIA, PA., December 5.—Harry Boyd Brown, merchandising and advertising counselor for the Philadelphia Storage Battery Co., maker of Philco radio products, expressed great satisfaction over the results of the coupon advertising which has been used to assist dealers in selling Philco receivers. In part, Mr. Brown said: "We used the coupon for a number of reasons. The main one, of course, was to secure leads for our jobbers and dealers. Secondly, the coupon method brings immediate results. The effects of the ad can be noted at once. No waiting for future and intangible results, so-called cumulative effects or illusive prestige-building. They further give us the knowledge as to what sort of copy makes the strongest appeal and what publications are the more effective for our purpose."

New Victor Numbering Series

Starting with records listed in the January supplements the Victor Talking Machine Co. will assign a separate block of numbers to foreign-domestic, Irish race and Southern records. To distinguish these numbers from those of domestic records a "V" will appear before the figures. There will be two minor exceptions to the use of "V" on these records. First, an occasional Red Seal record will be issued under the regular domestic numbers without the "V", and second, Portuguese and Spanish-Mexican records will not use the "V," as many of these records are listed in the export catalog.

Announcing America's Finest Distance Receiver



THE sensational distance range of the Federal F-11 is now offered in a beautiful console cabinet with built-in speaker.

This set with full 7-tube performance, operating on antenna and ground, has been proved, beyond question, the greatest distance getter ever offered in the radio industry. Verified reception from 607 stations (14 in Europe, Asia and South America) is the undisputed World's Record held by a New Jersey owner of a Federal Receiver.

For those who insist on distance range—coupled, of course, with the finest selectivity—Federal retailers have no competition.

Prices (without tubes)

| | |
|------------------------------|-------|
| F 43 (for battery operation) | \$295 |
| F 43-60 (60 cycle) | \$370 |
| F 43-25 (25 cycle) | \$395 |

Slightly higher west of Rockies. May also be had with dynamic speaker

FEDERAL RADIO CORPORATION, BUFFALO, N. Y.

OPERATING BROADCAST STATION WGR AT BUFFALO

Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.

Federal *ORTHO-SONIC** Radio

Licensed under patents owned and/or controlled by Radio Corporation of America, and in Canada by Canadian Radio Patents, Ltd.

* Federal's fundamental exclusive development making possible Ortho-sonic reproduction is patented under U.S. Letters Patent No. 1,582,470

FEDERAL RADIO CORPORATION
1738 Elmwood Avenue, Buffalo, New York

Please send me complete details of the Federal proposition.

Name _____

Address _____

City _____



A
Complete List
of
OKEH
ELECTRIC
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.

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

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

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

JAMES K. POLK, INC.
1315 Young St., Dallas, Texas

JAMES K. POLK, INC.
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



Stuart C. Mahanay Now With Kolster

Radio Editor Will Establish a Market Research Division of Kolster Radio Corp.—Is Widely Experienced

Stuart C. Mahanay, radio editor of the Curtis Publishing Co., has increased his field of activity by joining the Kolster Radio Corp. of Newark, N. J., to establish a market research division under the direction of Major Herbert H. Frost, vice-president in charge of merchandising. He has just left New York for an extended survey along the Pacific Coast.

Kolster is one of the first, if not the pioneer radio manufacturer, to establish a department for the purpose of making a national survey of the electric and battery set market. The information gathered by this new division will be of great value not only to the company in estimating production, but to Kolster jobbers and dealers as well.

Past radio experience has ably fitted Mr. Mahanay for the work he has undertaken. He built and operated one of the first amateur radio stations in St. Louis. In 1917 he enlisted in the Signal Corps where he did notable work. When broadcasting came into popularity, Mr. Mahanay, who holds a Government commercial radio operator's license, was active in the establishment and operation of station KSD in St. Louis. In addition to operating and announcing he was for more than two years in charge of the radio department of the St. Louis Post-Dispatch, which position he resigned to become associated with the Curtis Publishing Co. in Philadelphia as radio editor. In this capacity he has carried on extensive research work for the publishing company, which has given him valuable experience to guide him in carrying on his work with Kolster. When the National Association of Radio Writers was formed in Washington at the Hoover Radio Conference in 1925, Mr. Mahanay was elected treasurer, to which office he has been re-elected each succeeding year.

Latest Phonograph and Radio Patents

Phonograph. Robert Y. Barrows, Rutherford, N. J. Patent No. 1,690,267.

Combined Phonograph and Radio Apparatus. Martin Nystrom, Chicago, Ill., assignor to the Brunswick-Balke-Collender Co., same place. Patent No. 1,691,987.

Combined Phonograph and Radio Apparatus. Joseph W. Bishop, Muskegon, Mich., assignor to the Brunswick-Balke-Collender Co., Chicago, Ill. Patent No. 1,692,797.

Power-Supply Unit for Radio Sets. Francis DeWilly, New York, N. Y. Patent No. 1,690,814.

Radio Apparatus. Alfred F. Sanford, Knoxville, Tenn. Patent No. 1,691,413.

Radio Aerial Support. Carl Wicke, New York, N. Y. Patent No. 1,691,864.

Radio Direction and Position Finder. Martin L. Patterson, Bogota, N. J., assignor to the Sperry Gyroscope Co., Brooklyn, N. Y. Patent No. 1,692,051.

Radio Receiving Apparatus. Arthur M. Trogner, Takoma Park, Md., assignor to Wired Radio, Inc., of Delaware. Patent No. 1,692,064.

Radiofrequency Amplifying Circuits. Vladimir J. Polydoroff, Chicago, Ill., assignor to Johnson-Williamson Laboratories, Inc., same place. Patent No. 1,692,763.

Radio Loud Speaker. Frank Mattis, Dayton, Ohio. Patent No. 1,692,994.

The Collway Radio Laboratories, Inc., Newark, N. J., have been incorporated with a capital of 1,000 shares of common stock to manufacture radio parts.

MICA DIAPHRAGMS

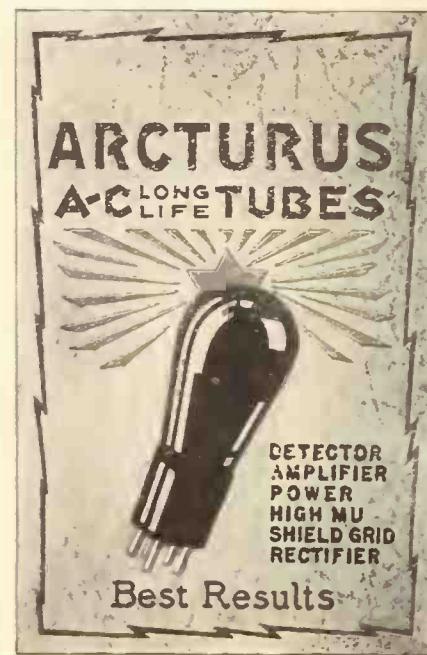
Immediate delivery—all sizes
Send for free samples and prices
All Mica Products

INTERNATIONAL MICA CO.

Phone Baring 535 Philadelphia, Pa. Cable Filasse, Phila.

Arcturus Display Card Issued to Trade

The Arcturus Radio Co., maker of Arcturus AC tubes, has prepared and distributed to its dealers an attractive window and counter dis-



Arcturus Display Card

play card. A flashing border and the name Arcturus are in orange, while the sub-head and the tube are in blue, which are the characteristic colors of Arcturus tubes, and which are used in the Arcturus trade-mark. The tube base is in black, offset by a gold Arcturus star in the background. The display is embossed on a buff card.

Atlas Plywood Produces 2,500,000 Sq. Feet Weekly

Earnings of the Atlas Plywood Co. for the first four months of its fiscal year are \$99,859, or \$1.65 a share on the 60,600 no-par shares. Indications are that results for November and December will bring earnings to around \$3.50 a share for the six months' period. With the acquisition of additional properties last year and recent expansion the Atlas organization now has seven manufacturing plants and eleven assembling plants. The productive capacity of all the factories is 2,500,000 square feet of plywood a week, and the capacity of the combined assembling plant is 750,000 square feet.

African Radio Market

J. W. de Haas, Fada radio export representative, who has just returned from South Africa, found that region excellent as a radio market capable of great expansion. He found money plentiful and free spending prevalent.

The demand is not so much for the low-priced articles but more for the articles of quality at moderate prices. Mr. de Haas spent four months in making radio trade investigations and establishing connections on his trip, during which he traveled over 20,000 miles.

Interesting Address

Manton Davis, general attorney of the Radio Corp. of America, New York City, delivered an interesting address on "Radio—the Latest Electrical Word" before the Industrial Traffic League, at New York City, on November 22.

The Finest Electric Phonograph Reproduction... at lowest cost!



The PACENT Phonovox

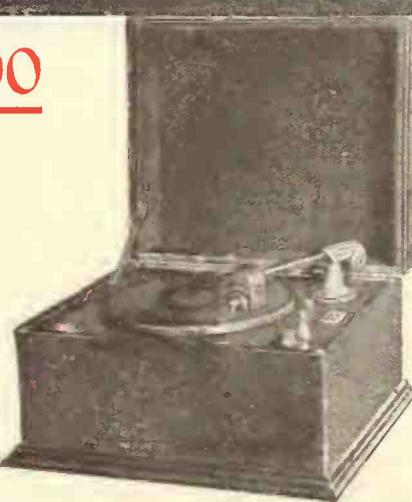
The largest selling pick-up on the market today. Offers a flawlessly beautiful tone. Simply and easily attached. Switches from radio to records without removing a tube. Balanced tone-arm and patented needle holder assures perfect contact between the record and the needle. Uses fibre needle without any loss of volume. Good-looking, sturdily constructed, it will last for years. List price, \$13.50.

Phonovox

PACENT

Electrovox

\$75⁰⁰



The PACENT Electrovox

A complete electric phonograph—when played through a radio—that provides tone quality that is absolutely unsurpassed by machines costing hundreds and hundreds of dollars. Instantly hooks up with the radio and switches from radio to phonograph without removing a tube. Electrically driven by the famous Pacent Phonomotor. Sturdily constructed and neatly installed in a cabinet decorative enough to grace the most beautiful room. List price, \$75.00.

*These Two Items are Building Business
and Profits for Thousands*

NEVER BEFORE in the history of the radio-phonograph industry have two products been more enthusiastically received than the Pacent Phonovox and Pacent Electrovox. Dealers all over the country report constantly increasing sales and are featuring them as ideal leaders to stimulate both the record and the radio business. Here is business that you don't have to struggle for. Merchandise that your customers will almost buy on sight. The market is ready and waiting for you. Don't let somebody else take it away from you. Write today to your jobber for complete information, discounts, prices, etc., or write direct.

Quickly installed—No Service Required

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

Sees Affinity Between Music-Radio Field and Talking Movies

P. A. Powers, Veteran Talking Machine Jobber and Motion Picture Executive, Says Talking Pictures Have Opened Up Lucrative Field for Music Jobbers

[P. A. Powers will be remembered as one of the earliest and largest distributors of talking machines and records. He was closely connected with the Edison and Victor companies in the pioneer days of the industry and at one time operated over forty talking machine and record stores in the Cleveland, Pittsburgh, Buffalo and Rochester territories. He organized and operated the Eclipse Music Co., of Cleveland; distributor of Edison and Victor machines and records; Powers & Henry Co., of Pittsburgh; P. A. Powers Co., of Buffalo, and the Talking Machine Co., of Rochester.—EDITOR'S NOTE.]

That the "talking movie" has established a merchandising affinity between the talking machine, radio and motion picture industries, and opened a new and lucrative field for distributors in the talking machine trade, is pointed to by P. A. "Pat" Powers, veteran talking machine distributor, motion picture magnate, and president of the Powers Cinephone Equipment Corp., of New York, manufacturer of the motion picture sound device, "The Cinephone."

"The talking picture has opened a gap in the merchandising methods of the motion picture industry," says Mr. Powers. "In my opinion," he says, "this gap creates a definite opening for the sales and service forces of the talking machine and radio industries, and I believe that within the next year many of the leading talking machine distributors will be established as important factors in the motion picture business. The film companies all have branches in thirty-two 'key' cities throughout the United States, but their organizations, as a whole, know little about the technical phases of sound devices and are wholly untrained in acoustics. The time of the field forces of the film companies is taken up with the sale of film and an additional force of especially trained men is needed to handle the sale of sound equipment.

"This situation presents an unique opportunity for the well-organized talking machine distributors to expand their activities into a new and potentially rich field. The selling forces of the talking machine distributors are exceptionally well qualified to take on the sales of sound picture equipment, and the service men are technically fitted to handle all necessary service requirements.

"From the sales angle, there is little difference between marketing an especially con-

structed sound device to theatres for public entertainment in reproducing the sound accompaniment of a motion picture and the selling



P. A. "Pat" Powers

of standard talking machines for private home or club use. The talking movie has created an entirely new phase of the motion picture industry. It has opened up a virgin commercial field. This field at the present time is any man's territory, but in my opinion the talking machine distributors are in the best position for its invasion.

"From these facts one naturally draws the conclusion that the distribution of motion picture sound equipment, parts and accessories, and the servicing of the equipment, seems logi-

cally to belong in the province of those men who are familiar with acoustics through the handling of talking machines and radio sets."

Considering Mr. Powers' long and successful experience in both the talking machine field and the motion picture industry his views and opinions are of exceptional interest.

It was "Pat" Powers who introduced Edison's automatic slot machine and started the "Penny Arcade" fad, which proved to be the school for showmanship from which most of the present-day motion picture magnates graduated. Pat himself became, and still is, a motion picture magnate. And once again he is a pioneer. This time in the "talking motion picture" field, which brings together in basic principles his earlier experiences in the field of sound and his later activities in the world of silent drama.

Under the trade name of Powers Cinephone, Mr. Powers has perfected two separate devices. One is a recording machine for synchronizing music, dialogue and sound effects on motion picture film in synchrony with photographic action. This device is used in the studios by motion picture producers. The other machine is a sound reproducer for use in theatres. This reproducer is an interchangeable device which will play all standard forms of talking pictures, whether recorded on the film or on discs.

Kolster Mail Campaign

Five letters, written to appeal to the person who is considering the purchase of a modern radio receiver, are being mailed at three-day intervals to prospects in Canada by authorized Kolster dealers in the Dominion, with the assistance of Canadian Brandes, Ltd., of Toronto, makers of Kolster sets in Canada. Illustrations and descriptions of two of the most popular Kolster models are found on the margins of the letters sent out.

WLW Broadcasts Aid Dealers

Hudson-Ross, Inc., and the Aitken Radio Co., Crosley distributors in Chicago and Detroit, respectively, report that the broadcasts of WLW, the new Crosley 50,000-watt national broadcasting station at Cincinnati, are being taken as a DX standard by dealers in their cities for demonstration purposes. Dealers in Waco, Texas, and in Michigan and Iowa have informed the Cincinnati office that the daytime broadcasts of WLW are so strong that they are used for demonstration purposes and have had the effect of aiding sales.

Pilgrimages to A. K. Plant

More than twelve hundred dealers from Greater New York visited the Atwater Kent manufacturing plant in Philadelphia during the week ending November 24. As it was deemed impractical to entertain all of the Metropolitan dealers at one time, the visitation was split into two squadrons, some six hundred being in Philadelphia, Tuesday, November 20, the balance arriving Thursday, November 22. They were accompanied by the New York Atwater Kent distributors, E. B. Latham & Co., E. J. Edmond Co. and E. A. Wildermuth.

Pilot Parts Catalog

A new radio parts catalog was recently issued by the Pilot Electric Mfg. Co., Inc., Brooklyn, N. Y. This catalog describes and illustrates the complete line of Pilot parts for set building purposes, available to dealers as well as manufacturers.

A petition in bankruptcy was filed against the Bosco Battery Corp., New York City, and Catherine Noyes was appointed receiver. Liabilities are listed at \$20,000 and assets at approximately \$8,500.

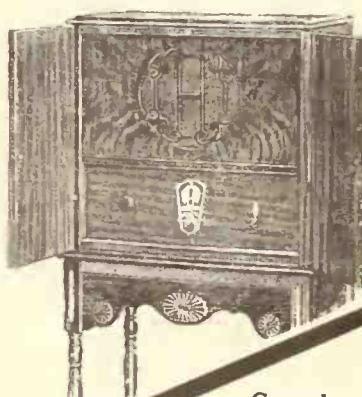
Private Label Radio the Answer!

RADIO retailing is fast approaching standardization. Let us compare. On the one hand, we have "restricted" dealers handling "national brand" sets—at narrow, factory-controlled prices and profits with competition everywhere, with a big radio stock to carry on their inventories.

On the other hand are the independent dealers selling Premier sets with their own private label—at unlimited profits and no competition because of exclusive rights. They have no territory restrictions—no fixed price—no problem of unturned stock.

The wise radio dealers today—the ones who are making most money—select Premier for their private brand.

This is the answer to the present radio sales question and it spells P-R-O-F-I-T-S. Every set you sell advertises for you—and you only.



Console Model

Beautiful walnut finished cabinet equipped with Magnetic or Dynamic Speaker. Size 28"x40"x16" deep. Furnished in 6-tube standard Code No. PC-2820—RAC-6 and 7-tube Push-Pull Code No. PC-2829—RAC-7.

Premier Private Label Radio Receivers are equal in tone, power, looks, distance and selectivity to any sets offered today. No other receivers outperform them, regardless of price, because high price and costly advertising do not make radio quality. That is determined by engineering skill, materials and careful manufacturing. Premier comes in both Table and Console Models—finished standard in 6-tube and 7-tube "Push Pull." Also combination phonograph with electric pick-up.

Write for price and full details. No obligation.

Premier Electric Company

Established 1905—Manufacturers Ever Since

3809 Ravenswood Ave., Chicago, Illinois

1928

Sell Radio Sets for Bus Installations

Dealers Should Find Passenger Buses a Profitable New Market for Radio Receivers—Good Dealer Publicity

New fields for the sale of radio receiving sets are being discovered and developed constantly. Many of these, however, are of a purely local



Note A. K. Set Over Driver's Seat
nature, based on local conditions and as a consequence may be capitalized only by local dealers who are awake to the opportunity.

A glance at the photograph of the Atwater Kent bus installation made by the Robert Simpson Co., Ltd., of Toronto, Canada, for the bus owners will serve to indicate sales opportunities—bus transportation—and opportunities for some very effective and very economical publicity for the dealer making the installation.

The passenger bus business in some sections of the United States is highly competitive—bus line vying with bus line. In other sections it is so regulated that buses do not compete with each other, but almost invariably they do have real competition of one kind or another at the hands of the older established common carriers, the steam roads, electric roads and in some sections even boats.

Business should come in increasing quantities to the bus operator who advertises "Radio as You Ride," "Blank's Big Buses Radio Equipped." And, by the same token, business should come to the dealer whose name plate appears on the installation.

Makes Theatre Tie-ups

The Rothauer Radio Co., Fada dealer of 46 Market street, Newark, N. J., secured much favorable publicity for Fada products and its store by installing a Fada 70 receiver in both the Schubert and Broad street theatres on election night, giving the audiences direct returns. Both the Fada name and the store's name were prominently displayed.

Kolster Employees Dance

The Kolster Welfare Association, composed of employees of the Kolster Radio Corp., held its annual dance at the 113th Regiment Armory, Newark, N. J., on November 24. Music was provided by Vincent Lopez and his orchestra, Sam Lanin and the Ipana Troubadours and Gene Laistner with the Kolster Radio Orchestra. It was a most enjoyable evening.

Demand Lower Freight Rates

Demands and information upon which the radio industry is urging reduced and equitable freight rates have been presented by the Traffic Committee of the Radio Manufacturers' Association to the Joint Classification Committee of the principal railroads.

W. J. Barkley With DeForest Radio Co.

One of Pioneers in Radio Industry Is Appointed Assistant to President—Has Wide Experience in the Field

William J. Barkley, a pioneer in the radio industry, has joined the DeForest Radio Co., of Jersey City, N. J., in the capacity of assistant to the president, according to the announcement of James W. Garside, president of that company. "Mr. Barkley has been actively engaged in radio developments since 1912," stated Mr. Garside, "when he became associated with the Wireless Specialty Apparatus Co. In 1914 he was elected president of the Wireless Specialty Apparatus Co., and continued in that capacity until 1918, when a combination was formed between the United Fruit Co., which controlled the Wireless Specialty Apparatus Co., and the General Electric Co. Mr. Barkley was retained in a consulting capacity after his resignation. Subsequently, he engaged in the production of mica condensers, followed by his entry into the field as a manufacturers' representative, handling various electrical products in the New England territory. I consider myself fortunate in having such a worthy collaborator as Mr. Barkley, and I feel that his many contacts and friends in the radio industry are a decided asset to our company."

Talking Machine Men Appoint Secretary

Announcement of the appointment of Robert J. Kelly as executive vice-president and secretary of the Talking Machine and Radio Men of New York, New Jersey and Connecticut, was made at the regular monthly meeting held at the Cafe Boulevard, New York City, on November 21. Mr. Kelly has had a wide experience as a newspaperman and organizer, and was active on the senatorial campaign committee of Senator-elect Hamilton F. Kean, of New Jersey. Mr. Kelly was introduced to the assembled members by President Irwin Kurtz.

Bond P. Geddes, executive vice-president of the RMA, attended the meeting and asked that dealers solicit the opinions of their customers regarding the reallocation of wave lengths, the opinions to be forwarded to the Federal Radio Commission. Warren F. Scanlan, of Stanley & Patterson, gave a brief and interesting talk on "Service and What It Means to the Dealer." Byron Forster, chairman of the entertainment committee, stated that the annual dinner-dance of the Association would take place in April, 1929. Following its usual custom the Association will not meet in December because of the rush of holiday buying.

Allen-Hough Official Returns From Trip

George Hough, vice-president of the Allen-Hough Mfg. Co., Racine, Wis., has recently returned from an important business trip to the Twin Cities, where he discussed the sale of Allen portables and Phono-Link electric pickups with the Kern O'Neill Co., Minneapolis jobbers. Mr. Hough discovered a great interest in the Northwest in the Allen-Hough developments announced for the first of the year.

In New Home

The United Electric Supply Co., Salt Lake City, Utah, is now occupying its new and larger quarters at 117 West Fourth street. The continued demand for Majestic radio receivers necessitated the move.

Columbia Issues New Race Catalog

Replete With Practical Information for Dealers—An Attractive and Handy Catalog for the Retail Columbia Trade

The new Race catalog issued by the Columbia Phonograph Co. for the coming year is a mine of Race record information. The cover, done attractively in two contrasting colors, features five of Columbia's exclusive Race artists. There is an alphabetical listing of artists on the first page. This is followed by the recordings of individual artists together with their photographs and a short story about each. On the last page appears an index of the selections together with their respective numbers.

James Wallace will open a music-radio shop on Tillson avenue, Hillsboro, Ill.

FINDLAY RADIO CONSOLES

—the greatest single aid in selling sets



CROSLEY

FINDLAY CONSOLES represent a buying market that claims them the greatest companion for the Radio Set.

Distinctively built by masters, FINDLAY METAL RADIO CONSOLES produce sales that are decidedly amazing. They are the keynote sellers in modern radio furniture—they bring attractive profits.

FINDLAY RADIO CONSOLES are endorsed by leading set manufacturers. Consoles are specially designed to harmonize in line and color with the following sets:

| | | |
|----------------|----------------|----------------|
| American Bosch | Federal | Pierce-Airo |
| Apex | Freed-Eisemann | Philco |
| Atwater Kent | Graybar | Radiola |
| Bremer-Tully | Howard | Shamrock |
| Crosley | King | Stewart-Warner |
| Eveready | Kolster | Steinie |
| Fada | | Zenith |

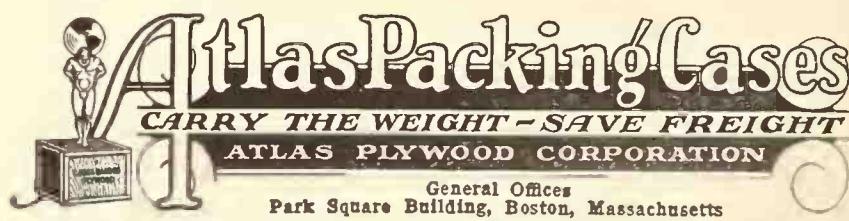
Robert Findlay Mfg. Co., Inc.
BROOKLYN, NEW YORK



Here's a Record!

One of the best-known radio cabinet manufacturers in the country reports that during a period of a few months they shipped 90,000 cabinets in Plywood Cases without a single travel injury. On the strength of that record they adopted ATLAS Plywood SPEEDPACK Cases for their entire output of cabinet furniture—complete suites of case goods.

ATLAS Plywood Packing Cases have been standard with leading phonograph and radio manufacturers for years. Try these superlatively protective containers—if you are not already using them—on your next shipment. They will prevent damage to your cabinets and save you money.



New York Office, 90 West Broadway Chicago Office—649 McCormack Building
Southern Division (formerly Empire Mfg. Company)—Goldsboro, N. C.

General Offices
Park Square Building, Boston, Massachusetts

Chicago Office—649 McCormack Building
Southern Division (formerly Empire Mfg. Company)—Goldsboro, N. C.

A. F. Matthies, manager of the radio department at the Flanner-Hafsoos Music House, Inc., reports that retail radio business has been exceptionally consistent in showing heavy sales, and that the Philco has been an outstanding seller in his department during the pre-holiday season up to this time.

Improved Employment Conditions Help Sales in Milwaukee Area

Retail and Wholesale Radio-Music Firms Report Exceedingly Active Demand for All Types of Instruments—Victor Record Girls' Club Entertain "Bosses"

MILWAUKEE, WIS., December 8.—Retail and wholesale radio and talking machine dealers, in reporting on business for November, and during the pre-holiday season, in almost all cases stated that the demand is exceedingly active.

Improved employment conditions through Wisconsin, reaching a peak in the employment history in Milwaukee, and showing good gains in other key cities of the State, is one cause for the demand, in the opinion of the dealers. Others are the approach of the holiday season, and the work of dealers on early Christmas shopping campaigns.

H. J. Allen, manager of the radio, record and phonograph department at the Brunswick-Balke-Collender branch at Milwaukee, reports that business during the past two months has been very good. "Last month the biggest record business which has been done to date was seen, and November has shown a 25 per cent increase over that record."

The November meeting of the Milwaukee Victor Record Girls' Club arranged a "Bring Your Boss" night, and in addition to the regular constructive program of the club it had as its central theme the selling of the "boss" on the idea of featuring combinations. Each member of the club took up the discussion of some particular recording, and presented and demonstrated it as if to a customer. A discussion of presentations and of the appeal which a record would have to various types of customers followed. The meeting opened with a buffet supper in the Badger Talking Machine Co. display rooms at which the employers of the members of the Club were guests.

The J. B. Bradford Piano Co., at 411 Broadway, has announced plans for an expansion which will give about 3,000 additional square feet of space to the firm. According to Hugh W. Randall, president of the concern, the company has leased the entire second and third floors of the building at 90 East Wisconsin avenue occupied by the William A. Kaun Music Co., and the space vacated by the Baldwin

Piano Co., which is opening in new and larger quarters in the University building on Broadway and Mason street. The new area will be given over to the phonograph and radio departments and merchandising plans include a strong sales drive.

The Wisconsin Radio Trade Association has announced that there is need for many radio service men to fill various positions throughout the State. Those seeking the positions will be given an examination each Tuesday between nine o'clock and twelve noon at 421 Twenty-seventh street in Milwaukee, and those desiring to take the examination are requested to give advance notice to the Association offices in the Kesselman building.

The retail division of the Wisconsin Radio Trade Association has named Lloyd Robertson, president of the McCoy Robertson Radio Co., at Whitefish Bay, a suburb of Milwaukee, chairman of the retail section, succeeding A. J. Wolfe, manager of the radio departments for the Edward Schuster & Co., Inc., stores, who recently tendered his resignation.

Henry M. Steussy, formerly manager of the Kesselman-O'Driscoll Co. store, which has discontinued its business, purchased the phonograph, record and radio departments and has opened up a store which will feature these sections exclusively. The new store, Henry M. Steussy, Inc., is located in the Kesselman Building at the corner of Broadway and Mason street and it has been fitted out in the most modern manner as a music-radio store.

A consistent demand for radios continuing the trend noted during the past few months is reported by G. K. Purdy, manager of the Milwaukee branch of the George C. Beckwith Co., Crosley distributor in Wisconsin.

Vernon Maurer, of the Badger Radio Co., distributor of the Majestic line, commented on the heavy activity which has been seen in radio business. He stated that since July 1 and up to December 1 the Badger Radio Co. has distributed 13,500 Majestics in Wisconsin.

New Electric Sign for Kellogg Dealers

An Attractive Display Reading "Kellogg Radio—For Tone-Conscious People" Is Being Sold to Dealers

The Kellogg Switchboard & Supply Co., Chicago, is supplying to its dealers a new electric sign reading "Kellogg Radio—For Tone-Conscious People." The case of the sign is made of heavy metal, gilded, and the glass background is of dark green with the letters



New Kellogg Electric Sign in red. A yellow border runs partly around the sign. The new Kellogg sign has been sold to a large percentage of Kellogg dealers at an attractive price, part of the cost of the sign being paid out of the regular advertising appropriation. An illustration and description of this sign appeared in the November issue of the "Kelloggram," the interesting and informative house organ of the Kellogg organization.

Consolidated Co. Opens New Radio Department

SALT LAKE CITY, UTAH, December 6.—The Consolidated Music Co. has opened a large radio department which takes up the entire fourth floor of its building on South Main street. H. C. King, with the company for the past twelve years and secretary for some time past, will have charge of the new department. It is one of the best radio departments in the Mountain States territory.

Raytheon Carton Aids Sales

Fred D. Williams, vice-president of the Raytheon Mfg. Co., Cambridge, Mass., reports that sales of the Raytheon BH tube, used in B-eliminators, are most satisfactory. The standard display carton in which these tubes are packed is given a great deal of credit for the success which this type tube is encountering throughout the country.

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.

SONORA extends to you THE SEASON'S GREETINGS



THE SONORA MELODON WITH RADIO

Model A-46. An exquisitely-designed combination instrument embodying the highest perfection of the electrical reproduction of music—either by record or from the air. Choice of richly-covered leather canopies and base cabinets of various designs.

ON this, the eve of the world's greatest holiday, we pause from our work to wish you—one and all—a very merry Christmas . . . and a most prosperous and happy New Year.

THE SONORA MELODON
MELODON WITH RADIO
SONORA PHONOGRAPHS

Sonora
CLEAR AS A BELL
(Acoustic Products Company)

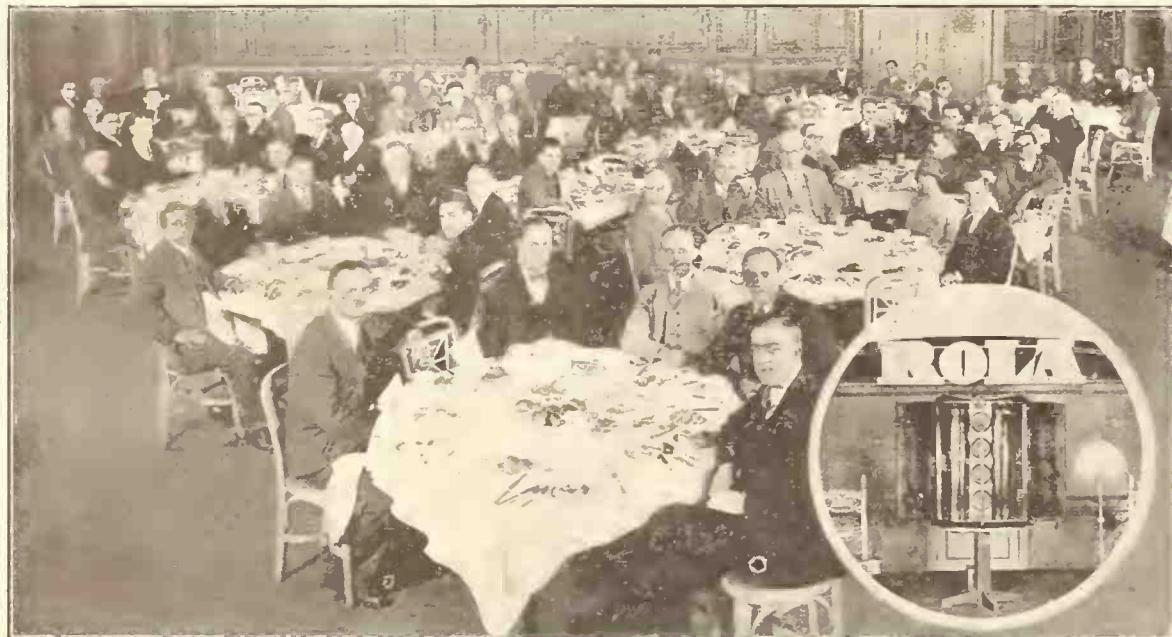
NEW SONORA RADIOS
MELODONIC SPEAKER
SONORA PORTABLES

SONORA PHONOGRAPH CO., INC., SONORA BUILDING, 50 WEST 57th STREET, NEW YORK CITY

Rola Co. Sponsors Cleveland Meeting

Distributors and Dealers Attend Meeting at Which Pre-Production Model of Rola Auditorium Type Reproducer Is Shown

CLEVELAND, O., December 4.—A meeting of distributors and dealers handling Rola radio products made by the Rola Co., of Oakland, Cal., was held at the Hotel Winton, this city,



Distributors and Dealers at Cleveland Rola Meeting—Note Rola Reproducer

on November 6, election day, under the auspices of the Cleveland division of the Rola organization, of which L. Golder is manager. Approximately 100 dealers and jobbers attended and an enthusiastic gathering resulted, the introduction of a pre-production model of the auditorium type Rola reproducer being given a particularly good reception by those present.

Henry S. Tenny, president of the Rola Co., made an address outlining the company's plans for increasing sales in the Cleveland area. The complete line of Rola loud speakers was on display, as were the products of a number of manufacturers who use Rola equipment.

On election night the Cleveland branch made an installation in the Cleveland Auditorium where some 50,000 people had assembled to hear the election returns. The "Rola" furnished practically all the entertainment for the evening at this large gathering.

New Canadian Federal Jobber

Southard Motors, Ltd., 1233-39 Georgia street, Vancouver, B. C., has been appointed a distributor for the Federal Ortho-sonic radio line, it was recently announced. Negotiations for the line were made by A. H. Southard, on a recent visit to Buffalo, N. Y., where he conferred with officials of the Federal Radio Corp.

Leo Freed Married

Leo Freed, vice-president of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., was married on November 27 to Miss Nettie Matz at Louisville, Ky., the home of the bride. Mr. and Mrs. Freed will make their home after January 10 at 12 East Eighty-sixth street, New York City.

The Cable Piano Co., of Waukegan, Ill., recently exhibited a Crosley Gembox radio receiver that went through a severe fire and still works satisfactorily.

Victor Records the Boston Symphony

Victor Experts Install Recording Apparatus in Symphony Hall for a Series of Recordings—Long Contract Closed

During the past month a number of recordings of the Boston Symphony Orchestra under the direction of Serge Koussevitzky have been made by the Victor Talking Machine Co. at

Sees a Big Demand for Radio Accessories

CLEVELAND, O., December 11.—W. B. Nevin, sales manager of the Sterling Mfg. Co., of this city, manufacturer of power units, dynamic speaker products and other important accessories, advanced the opinion recently that there will be during the coming year a larger demand for radio accessories than ever before. Mr. Nevin pointed out that there are three features in the present-day radio market which tend to make the public more or less dissatisfied with their radio receivers unless they are thoroughly modern and up-to-date. These three features as noted by Mr. Nevin are dynamic speakers, electric socket operation and improved power amplification. According to Mr. Nevin's observation, many owners of otherwise satisfactory receivers desire these improvements but refuse to accept any trade-in loss in buying a new set. As a result of this inclination on the part of such set-owners, the demand for accessories is growing steadily and the Sterling factory is now working to capacity to take care of the requirements of this trade.

Lantern Slide Folio for Columbia Dealers

The Columbia Phonograph Co. has just distributed a new lantern slide folder to its dealers. It contains facsimiles of twenty-three slides, each numbered. Every slide is executed in full colors, and carries a photograph of the artist or Columbia product with a space for the dealer's imprint. For the wide-awake dealer, lantern slides have long proven themselves a means to getting "plus" business through the local theatres.

Fine Brunswick Publicity

The Clark Music Co., Brunswick dealer of Syracuse, N. Y., with branch stores in Watertown and Eastwood, the latter a suburb of Syracuse, has popularized the Brunswick Panatope in that section, by installing as part of the permanent equipment of the fine Syracuse broadcasting station WSYR, Hotel Syracuse, a Brunswick Panatope which is used on an average of four times each week, for several hours at a time, to play the latest Brunswick recordings.

Timely Kolster Tie-up

A sheet of news photos, issued while the news was "hot," was sent out by Kolster Radio Corp. to all Kolster dealers and distributors, for posting in their windows, the day after the S. S. American Shipper arrived in New York harbor with survivors from the S. S. Vestris disaster. In addition, the day of the ship's arrival saw three of the officers from the American Shipper taking part in the Kolster Radio Hour, telling the story of the rescue. The American Shipper used a Kolster radio compass in its rescue work.

Seeks Increased Shipments

D. W. May, president of D. W. May, Inc., Crosley distributor for northern New Jersey, made a flying trip to Cincinnati, November 23, in an effort to arrange for increased shipments of Crosley receivers for the Newark territory.

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

"Fitting companion-pieces for our finest receivers"

. . . *Stewart-Warner*

Rare beauty of design—truly fine woods—skilled craftsmanship—remarkably low cost—these qualities which identify Buckeye Console Cabinets, have brought them *exclusive selection* by the Stewart-Warner Speedometer Corp. of Chicago.

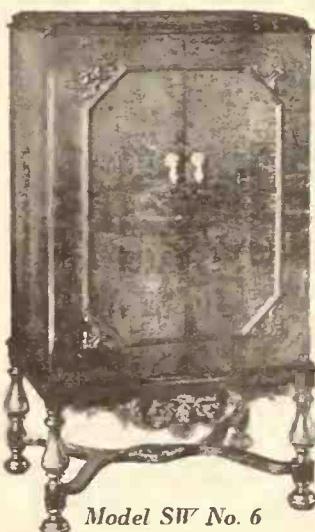
To us, this selection is a high tribute; to Stewart-Warner, a *sales asset of inestimable value*. For the exquisite beauty of Buckeye Consoles makes as definite

an appeal to discriminating buyers as does depth, color, and realistic tone quality of the receiver itself.

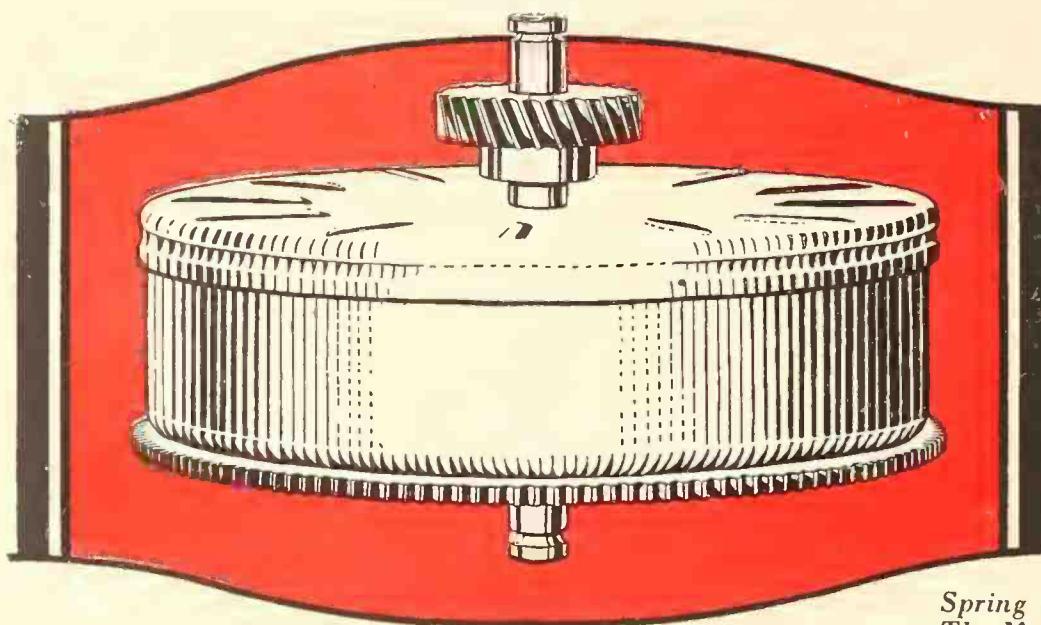
In spite of its superior quality, Buckeye Radio Furniture is remarkably low in price—and wherever used, it is a *distinct* sales asset. Find out how it will help sell *your* receiving sets. Write today for complete information, attractive illustrations, and price lists.

BUCKEYE MANUFACTURING COMPANY SPRINGFIELD, OHIO

National Sales Agent, Studner Bros., Inc., New York City, 67 West 44th Street; Chicago, Illinois, 28 East Jackson Blvd.



Buckeye
RADIO FURNITURE



*Spring assembly of
The Master Flyer Motor*

STEEL . . . in harness

FROM the unheard sigh of a butterfly's wing to the roar of a great city, back of every sound there must be power. For portable phonographs the practical source of power is the spring motor.

Producing correct power for any phonograph is a hard job—much harder than a big clock spring has. On top of pushing its own gear train and governor and the turn table, the phonograph motor's spring has to pull records having every degree of drag, or needle resistance. And the speed *must be uniform*.

The range of drag extends all the way from the mildest indifference to the sternest opposition. This is inseparable from the full enjoyment of phonograph music.

It helps the spring if the reproducer, or sound box, happens to be light. Generally it isn't.

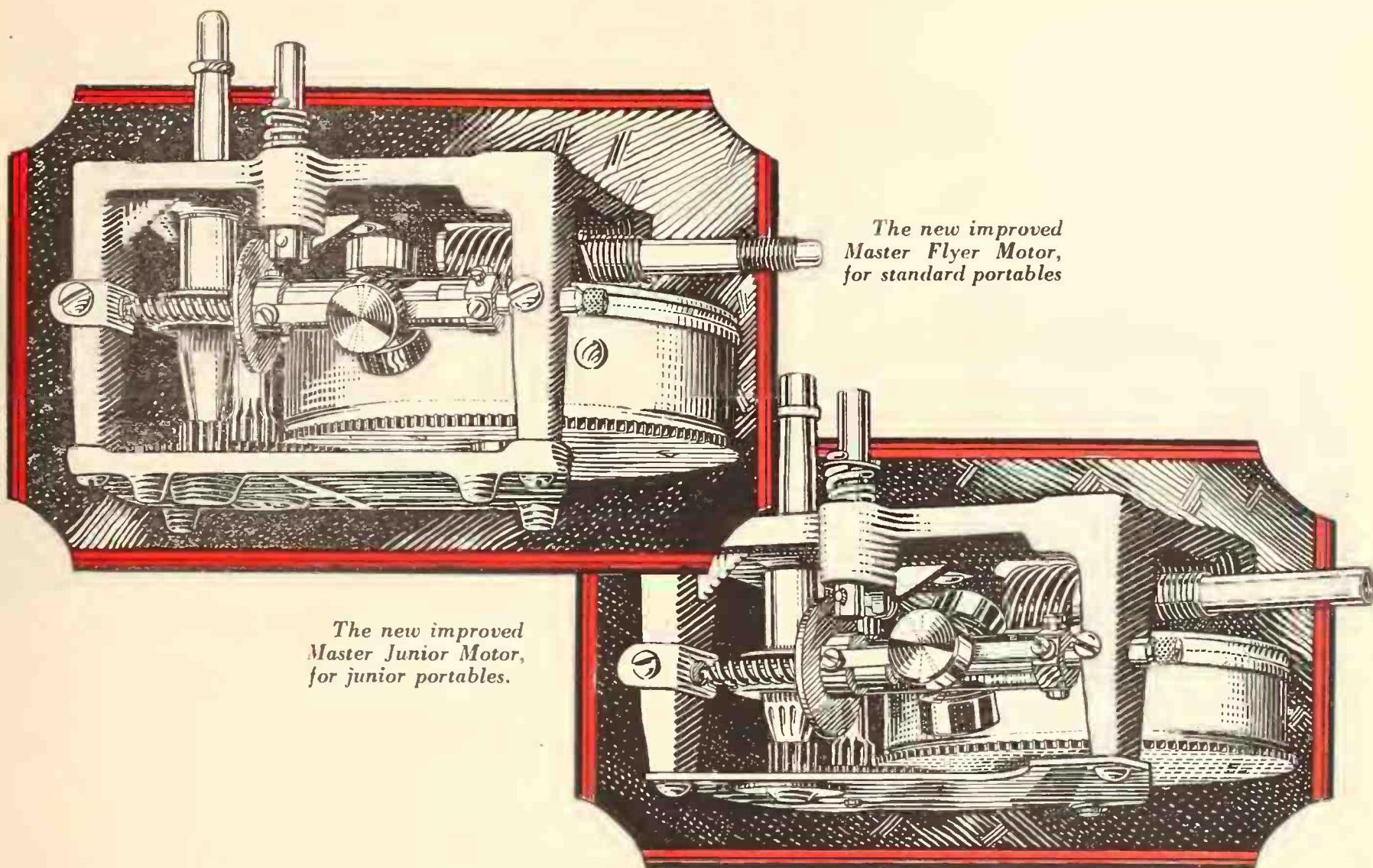
Also, it is an aid if whoever winds the

crank keeps the spring tension medium tight. It seldom is done.

To perform so perfectly, the magically powerful ribbon of steel coiled in the spring barrel of a successful motor must have the equivalent of the fighting spirit, or mettle, of a racehorse. Besides, this splendid energy must be perfectly controlled.

Supplying this control is another hard job. Especially because all coiled springs unwind in "jumps." Remember that at the needle *the speed must be uniform*. Consider the exceptional life, or mettle, required in the spring.

For the best performance of the phonograph there must be perfect co-ordination in the motor. The gear train and governor must serve that high-strung, vital power source, their spring, as the racehorse is served by his finely made harness — even down to the precise weighting of his dainty shoes.



Superior Motors for Portables

LIKE their famous predecessors the Flyer and Junior Motors, the new improved Master Flyer and Master Junior Motors are above all distinguished for highest quality and performance.

Of completely new design, the Master Flyer, for standard portables, plays *three* full 10-inch selections from one winding. Has new silent gear arrangement, new athletic spring, new quick, silent, "little finger"

worm wind, with abundance of knuckle room.

The new Master Junior, of similar design and same quality, plays *two* full 10-inch selections from one winding.

Sell more portables and more records through choosing the best motors, which you can recommend and depend on to give the best service and satisfaction. Specify the Master Flyer and the Master Junior.

"*Built like a fine ship's clock.*"



This trade mark on your motors means the highest value. Motors made and guaranteed by a large and reliable company, manufacturing spring motors uninterruptedly for fifteen years

**The GENERAL
INDUSTRIES CO.**

2812 Taylor Street, Elyria, Ohio

Edward R. Fiske in New CeCo Sales Post

Former Assistant General Sales Manager
Now Represents CeCo Mfg. Co. as Sales
Manager of the Metropolitan Area

Edward R. Fiske, formerly assistant general sales manager of the CeCo Manufacturing Co., Providence, R. I., now represents the company



Edward R. Fiske

as sales manager for the metropolitan territory, with offices at 154 Nassau street.

Mr. Fiske has been connected with the radio industry for the past eleven years, having been connected with the Waage Electric Co., Chicago, manufacturer of "B" eliminators, and before that he was buyer for the radio department of the John Wanamaker department store.

During the war Mr. Fiske was connected with the radio communication division of the United States Navy and graduated from the radio institute at Harvard, which was conducted under the supervision of the United States Navy during the period of hostilities.

President-elect Herbert C. Hoover was entertained on his good-will tour of South America by a Kolster radio receiver installed on the U. S. S. "Maryland," a present of Dr. F. A. Kolster.

How Salesmanship Won "Top" Position

Harry C. Grubbs, Commercial Vice-President of the Victor Co., Demonstrated His Sales Ability to Advantage

An interesting story regarding a Victor Talking Machine Co. official was related in the November 8 issue of Printers' Ink by the "Little Schoolmaster." The story follows: "The far-reaching consequences of making a good sale can never be added into a total. The combination of a good salesman, selling a good product, and making the most of his opportunities, may have a marked effect upon the cause of human destiny for all concerned, as the following incident well illustrates:

"Several years ago a salesman representing the Dalton Adding Machine Co. called on the purchasing agent of the Victor Talking Machine Co. and closed an order for a number of Dalton machines. The Victor purchasing agent was so impressed with the Dalton salesman's demonstration of the service possibilities of his machine and with his intensive and effective sales methods, that he introduced the salesman to his chief. His chief likewise became much interested in the salesman and the way he had made his sale. So much so, indeed, that he took occasion to learn something more of the salesman's abilities and achievements.

"A number of years later the chief of this Victor purchasing agent became the president of the Victor Talking Machine Co.—E. E. Shumaker. On May 1, 1928, Mr. Shumaker appointed Harry C. Grubbs to be commercial vice-president of the Victor Co. And Harry C. Grubbs was the Dalton salesman of Act I. Thus the position which Mr. Grubbs holds to-day is one of the consequences of the impression which his sale of Dalton adding machines made on Mr. Shumaker some years ago."

New Aircraft Radio Set

The Signal Corps of the United States Army has developed a new radio receiver for use with aircraft radio sets that will supersede the receivers now in use. The new receiver is lighter in weight, occupies much less space, is rugged, receives continuous wave signals as well as tone modulated and radio telephone. Successful tests have been made.



Attractive Sparton Radio Display Arranged by Thibaud & Mantz Bros., of Marion, O., at Local Radio Show Recently

Growing Demand for Marathon Record Line

Gratifying response to the new sales plan on Marathon records, recently announced to the trade by the Nutmeg Record Corp., New York, is reported by B. W. Bunker, vice-president and sales manager. The plan provides for the retailing of Marathon records in units of six for one dollar, and full details may be obtained in a new booklet entitled "Concen-trading for Profit."

"The Marathon is a seven-inch record, playing as long and as well as a full-size record," said Mr. Bunker. "It is a quality product throughout and the latest dance and vocal hits are released monthly. Under our new plan of retailing, the dealer can add a profitable line without affecting his business in larger records or tying up expensive floor space. Our dealer helps include a striking display rack in colors, window and showcards, window strips and many other sales promotion features designed to make ready sales, as well as an efficient sales log for stock control and inventory purposes. Dealers can now sell Marathon records six and twelve at a time, 'by the book,' with the assurance that their customers will be satisfied in every respect."

Sterling Mfg. Co. Publishing House Organ

A house organ planned particularly for salesmen and sales executives in the radio field is being published by the Sterling Mfg. Co., Cleveland, O. The publication will be known as "Sterling Radio Salesman." The magazine will feature successful ideas and methods for increasing sales, according to W. B. Nevin, sales manager of the Sterling Mfg. Co. "We are gathering experiences of radio salesmen throughout the country in an effort to make the magazine of real help to everyone in the radio business," he said.

"Jobbers' and dealers' salesmen are out on the firing line of this newest and fastest-growing industry. They are the men who are largely responsible for making the radio industry what it is. We hope that this magazine, which is particularly a salesman's paper, will help them in their work," Mr. Nevin said.

The paper is being mailed gratis to anyone who wants to be put on the "Sterling Radio Salesman" mailing list.

Interesting Radio Talk

Mac Harlan, manager of advertising and sales promotion of the Kellogg Switchboard & Supply Co., Chicago, addressed the Rochester Ad Club on November 5 on "Radio Merchandising and Advertising." Mr. Harlan displayed a keen insight into his company's merchandising problems and the methods used for their solution.

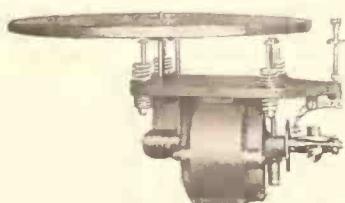
3 real sales builders

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 Adaptors, 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 Phonograph Motor

Includes Turntable and Automatic Switch, as shown here.



Real sales builders that meet the demand for something new—backed by over 30 years experience making motors and electrical appliances. See your jobber today.

SIGNAL ELECTRIC MFG. COMPANY
Manufacturers of Electrical Phonographs, Motors and Appliances
MENOMINEE, MICHIGAN

SIGNAL
MANUFACTURERS
OF ELECTRICAL
PRODUCTS

Features Brunswick in Striking Display

A striking window trim was used by A. F. Byer's Music Store, Brunswick dealers at San Antonio, Tex., to feature Brunswick portables and records, which were attractively displayed amid velour crushers and flower decorations; these blending harmoniously with the leather-



Byer's Fine Brunswick Display

ette cases of the portables. This is part of a campaign sponsored by this company to sell the smaller instruments.

Stromberg-Carlson in President's Palace

Luiz Corcao, the Brazilian representative for the Stromberg-Carlson Co., has recently reported the sale and installation of a No. 744 Stromberg-Carlson combination instrument in the Palacio Guanabara, the palace of the President of Brazil. This instrument, the finest of the Stromberg-Carlson line, contains an all-electric seven-tube radio receiver and an electrically operated phonograph which reproduces, by means of an electro-magnetic pick-up outfit, the recorded music through the audio system of the receiving set and using a cone speaker as in radio reproduction. The installation included five wall type Stromberg-Carlson speakers, which were placed in different parts of the palace.

Chrome Plated Finish for Empire Products

CLEVELAND, O., December 10.—W. J. McNamara, president of the Empire Phono Parts Co., of this city, manufacturer of Empire tone-arms and reproducers, announced recently that these products are now available in chrome plated finish. The company has enlarged its plating department, adding chrome, which is a non-tarnish finish, and is similar to nickel plating. It is stated however that the new finish never tarnishes, retaining its luster permanently. Within the past few weeks, Mr. McNamara has received substantial orders for Empire products in chrome plated finish and, judging from all indications, this new finish will be one of the outstanding features of 1929 activities at the Empire plant.

Pathe Speaker Publicity

The Pathe loud speaker made by the Pathe Phonograph & Radio Corp., New York City, received much favorable publicity following the recent election when several metropolitan newspapers ran pictures of Governor-elect Franklin D. Roosevelt, listening to the returns via the Pathe product.

The Elbee Radio and Electric Co., New York City, was recently incorporated at Albany with a capital stock of \$5,000.

L. M. Clement With Kolster Radio Corp.

The Kolster Radio Corp. recently announced the engagement of Lewis M. Clement, until recently chief engineer of F. A. D. Andrea, Inc., to head the Kolster research laboratories in Newark. Mr. Clement, prior to his connection with Fada Radio, was for many years a radio engineer for the Western Electric Co. and took a leading part in the development of carrier current and wired radio for Western Electric.

Mr. Clement's appointment is part of the expansion program planned by Kolster in connection with the important contracts just consummated with the North American Co. for the manufacture of apparatus for North America's subsidiary, Wired Radio, Inc.

John W. Million, Jr., Joins the Bremer-Tully Mfg. Co.

John W. Million, Jr., well known in radio-engineering circles, has joined the engineering staff of the Bremer-Tully Mfg. Co., Chicago. Mr. Million brings to his new connection a wide experience, having served two years as research engineer with the Bell Telephone Laboratories, working with vacuum tubes and radio receiving sets of all types.

He is a graduate of the University of Michigan and spent one year as assistant to Dr. A. W. Gray of the L. D. Caulk Research Laboratories. Later he served for three years as chief engineer of the King Mfg. Co., Buffalo, N. Y., one of the group of fourteen manufacturers operating under the Hazeltine "Neutrodyne" patents.

Adler Receives Big Orders

The lengthening of the radio season is the overshadowing development of the present year in the opinion of N. P. Bloom, president of the Adler Manufacturing Co., maker of Adler-Royal radio cabinets. Mr. Bloom states that gratifying commitments have been placed by distributors for January, February and March delivery. The stabilization of the industry and the splendid work being done by broadcasters are responsible, in Mr. Bloom's opinion, for radio being no longer regarded as a seasonal business.

Freed-Eisemann Exports

Freed-Eisemann sales officials report an immense jump in their export business. Arthur A. Trostler, vice-president of the sales division, reports three big shipments to Italy; also heavy shipments to other trade centers in Continental Europe. The outlook is steadily brightening.

Visit Crosley Radio Corp.

S. E. Bryson, sales manager, and Frederick Schwartz, general manager of the Robert Findlay Mfg. Co., New York City, were visitors to the Crosley Radio Corp., Cincinnati, O., last month. They attended the Crosley "Family" party held at the Hotel Gibson.

Will A. Watkin Holds Sale

The Will A. Watkin Co., Dallas, Tex., recently held a remodeling sale during the construction of a new store front on the Elm street store. The lines featured included RCA, Atwater Kent and Philco radio receivers and the Brunswick line of Panatropes and combination instruments.

The Galperin Music Co., Charleston, W. Va., handling leading makes of radio as well as Columbia-Kolster and Victrola-Radiola lines, reports a steady development in sales.



Stewart-Warner Sales Co. recommends Arcturus Tubes

"We have sold a large number of Arcturus Tubes," writes the Stewart-Warner Sales Co., Cleveland, Ohio. "They are proving very satisfactory, especially when used in sets operated in localities with high line voltages. We highly recommend them to anyone, particularly those who have been having trouble with the A-C Detector Tubes they have been using."

Stewart-Warner Sales Co., of Cleveland, Kaufmann of Pittsburgh, Walthal of New York—leading retailers all over the country—have discovered that selling Arcturus Tubes is selling tube satisfaction—the first step to increased sales.

This Arcturus Detector Tube which, as Stewart-Warner has discovered, is immune to line surge—is also the fastest acting detector tube in the world. Acts in 7 seconds against 30 to 60 seconds for other tubes.

Recommend Arcturus Tubes for every socket—for quick action, undistorted volume, better all around reception. Arcturus Tubes assure satisfaction—boost tube sales.

Watch for the Arcturus Dealer's "increased sales" plan. Valuable—original—profitable. Investigate the dealer's proposition—write, right now. ARCTURUS RADIO COMPANY, 220 Elizabeth Avenue, Newark, N.J.

ARCTURUS
A-C LONG LIFE TUBES

Peirce-Phelps Hosts to Majestic Dealers

Philadelphia Distributing Firm to Spend \$100,000 for Sales Promotion—Luncheon Meeting Was Well Attended

PHILADELPHIA, PA., December 3.—An expenditure of \$100,000 during the year for sales promotion was announced by J. Trevor Peirce, of Peirce-Phelps, Inc., Majestic distributors at a



Dealers at Dinner Sponsored by Peirce-Phelps, Majestic Distributors

business luncheon recently tendered by Peirce-Phelps to about 200 dealers at the Elks Club. Mr. Peirce presided as toastmaster, and among those at the speakers' table was James Phelps and James Peirce, of the firm; P. C. Richardson, the new sales promotion manager; Milton Barrett, sales representative for the Grigsby-Grunow Co., Chicago, Ill.; Earl O'Brien, Harrisburg branch manager, and D. O. Manseau, who is the Wilkes-Barre branch manager for Peirce-Phelps.

Mr. Peirce in his address pointed out that this appropriation was being placed behind Mr. Richardson in his sales promotion work to lay the foundation for good business for Peirce-Phelps, Inc., and the dealers for years to come. At the present time all merchandise is being sold as fast as it is received, but Peirce-Phelps, Inc., realize the need for a co-ordinated plan of merchandising between the distributor and dealer which will serve as a basis foundation for the future.

The featured speaker was Paul A. Scott, divisional manager of the Maytag Washing Machine Co. During the course of the luncheon

Mr. Peirce read a congratulatory letter from B. J. Grigsby, president of the Grigsby-Grunow Co., and another from Herbert E. Young, general sales manager.

On November 13 a similar dinner was tendered dealers in the Harrisburg territory by the Harrisburg branch. Earl O'Brien, manager of the Harrisburg Peirce-Phelps headquarters, presided and introduced the speakers. Nearly 100 dealers attended. E. D. Cameron, of the Cameron Piano Co., Allentown, Pa., spoke on "How Radio Has Developed Into a Sales Leader for the Music Dealer," and L. M.

Cronson, of C. J. Heppe & Sons, spoke on "Increasing Sales by Instalment Selling."

About 120 dealers in the Wilkes-Barre area attended a similar dinner tendered by the Wilkes-Barre branch on November 14. D. O. Manseau, manager, presided at the dinner and introduced the speakers.

Expanding Sales Force

In an effort to secure more concentrated work among their dealers after the first of the year, the Roycraft Co. of Minneapolis is enlarging its sales force. The first appointments are R. A. Roberts, who will devote his entire time to sales promotion in the field, working direct with the dealer, and M. F. Hegerle, who has been put in charge of the sales promotion department at the home office. Additional salesmen will be added by January 1.

The Claude P. Street Piano Co., Nashville, Tenn., has taken on the Majestic line, distributed by the J. E. Dilworth Co., in that city.

Urges Spare Tubes for the Radio Set

CeCo Mfg. Co. Suggests a Plan That Should Aid Retail Merchants in Building a Large Volume of Tube Sales

The CeCo Mfg. Co., Inc., of Providence, R. I. manufacturer of CeCo tubes, makes the following suggestion on building sales of tubes:

It is just as important to have spare tubes for your radio set as it is to have spare tires for your automobile. The people of to-day want to get there and back, and do not want any interruption of their pleasure or entertainment.

Radio tubes of the better class have reached a high state of perfection, but the fact remains that as long as they do most of the work in a radio set they require replacement occasionally. There is also the possibility of damage to the tube through accident, such as dropping or receiving a sudden jar. Set owners should get one spare tube for every different type in their set as the best insurance against possible annoyance. Remember that a radio tube wears out only through use, and a spare tube will always be as good as a new one for an indefinite period. In purchasing a new set it is always well to have the dealer supply the spare tubes necessary. In case the set owner already has his equipment the dealer will be able to tell him what types of tubes to provide for. There are twenty-five different types of CeCo tubes available at authorized CeCo dealers and there is one for every purpose.

Ayer & Son Ad Tells of Victor Business

Some interesting facts regarding sales of the Victor Talking Machine Co. constituted the advertisement of N. W. Ayer & Son, advertising agents, on the front cover of the November 15 issue of Printers' Ink. A chart showing the trend of Victor sales from 1922 to 1927 was shown, the line making an almost perfect "V." The text matter then followed under the caption "The 'V' of Victory" reading: "The talking machine industry is back. And by 'back' we don't mean in arrears.' Look at the chart above. In 1922 Victor sales were \$41,577,067.23. Next year they tapered off to \$36,951,879.29, and in 1925 they hit bottom at \$20,857,955.76.

"In 1925 the Victor Talking Machine Co. joined hands with N. W. Ayer & Son. The Orthophonic Victrola was introduced and in 1926 the sales curve shot up to \$47,754,221. Business for 1927 was just over forty-seven million dollars. Sales for the first half of 1928 exceed the corresponding period of 1927 by fifty per cent.

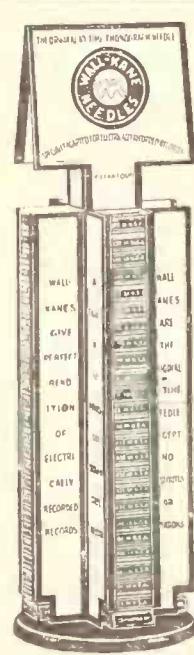
"When an outstanding product is given outstanding advertising, the result is outstanding success."

Hear Speech Via Kellogg

Henry J. Rowerdink, Rochester, N. Y., Kellogg distributor, arranged during the recent presidential campaign for a broadcast of one of Governor Alfred E. Smith's speeches. The speech was picked up by a Kellogg radio receiver and transmitted to the Vitaphone of the Rochester Theatre through a microphone installed in the theatre manager's office.

New Portable Motor

The phonograph division of the United Air Cleaner Co., Chicago, will introduce to the trade a new portable phonograph motor in January, according to F. F. Paul, general sales manager. Details of the construction of this new United Motor will appear in the January issue of The Talking Machine World.



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

A sweeping departure in Dynamic Speaker design that places the out-of-date tag on all other types of Dynamic Speakers

Farrand Announces

an extraordinary advancement—the Farrand INDUCTOR Dynamic Speaker—which completely revolutionizes Dynamic Speaker sales, usage and performance—making Dynamic operation available for every type of radio receiver, at PRICES hitherto unknown.

[In the INDUCTOR Dynamic, Farrand has attained the goal striven for by all speaker manufacturers—a speaker *entirely dynamic in operation* in which all of the following heavy and costly parts are eliminated:

**No FIELD COIL—No IRON COIL HOUSING
No POWER TRANSFORMER—No DRY RECTIFIER**

No CONDENSER

Farrand INDUCTOR *Dynamic Speaker*

FARRAND MANUFACTURING COMPANY, INC., LONG ISLAND CITY, N. Y.

Credits AC Set With Radio Prosperity

Record Production of the Radio Industry Is Due to the Success of the Electric Set, Says Arthur Freed

The great success of the electric set has resulted in the record breaking production of the radio industry, which is indicated by the pros-



Arthur Freed

perty of the wholesale and retail divisions of the industry, according to Arthur Freed, vice-president and secretary of the Freed-Eisemann Radio Corp.

"Demand has been accentuated," he said "by the radio emphasis given to the presidential election and other news events which found their release via radio, but even without these this radio season would have been greatly successful. The electric set has done it."

"Radio now has reached the position that the motor-car reached when it was developed to the point where a driver needed no technical knowledge or adaptability in order to use it enjoyably."

"By eliminating the need for batteries, by making unnecessary an understanding of even the simplest wiring; by making it possible

merely to plug in—that is what has brought radio to a sensational success year. This year's success is comparable in enthusiasm to the early years when novelty furnished the mainspring to the demand. Production facilities are immeasurably greater and precision manufacture and convenience have replaced novelty as mainspring to demand."

Develops Burtex for Loud Speaker Material

The Stevens Manufacturing Corp., New York City, has for years been engaged in developing "Burtex," a material which is said to be vastly superior to paper in the manufacture of cone speakers. Burtex is a thin fabric from which the cones are formed in a single piece under high pressure and then impregnated with a waterproof compound which possesses valuable acoustic properties. A second variety of this material, adaptable to light, non-resonant exponential horns, is also available. This is composed of many layers of fabric impregnated with a compound which is also waterproof but non-resonant. The scientific laboratories which have been studying this material for standardization have succeeded in widening its applications and establishing standard specifications for different types of speakers.

The Stevens Manufacturing Corp. has retained the services of acoustic experts and laboratory facilities which are available for such co-operation as loudspeaker manufacturers may need to enable them to obtain the best results from their products utilizing Burtex material.

Does Big Majestic Business

Leonard Welling, of the well-known wholesale firm, the K. W. Radio Co., New York, Majestic distributor, points with pride to the achievement of C. A. Trueblood, Majestic dealer in Bellmore, L. I., N. Y., a town of only 2,500 population. During the past six months Mr. Trueblood has sold 132 sets in this small town, and this record is made more impressive by the fact that Bellmore is located under the shadows of the WEAF broadcasting station, one of the most powerful stations in America.

Paul A. Dana, a member of the board of the newly formed Radio Corp. of Brazil, who was one of the survivors of the ill-fated "Vestris," left to take up his new duties in Rio de Janeiro on Saturday, November 17.

Ray Thomas, Inc., Now Occupies New Quarters

Southern California Atwater Kent Distributor Moves to New Building—Huge Warehouse Is Feature of New Home

LOS ANGELES, CAL., December 4.—The new home of Ray Thomas, Inc., Atwater Kent distributor, is now occupied by the organization, although the formal opening will not be held until the return of Mr. Thomas, who is on a pleasure trip to South America. The beautiful two-story structure is of Spanish design and designed specially for the adequate handling of radio equipment. It is located at 1224 South Hope street.

In addition to the beautifully appointed offices, sales and demonstration rooms, one of the outstanding features of the Thomas building is the huge warehouse and trucking depart-



Ray Thomas, Inc., Warehouse
ment. The warehouse has a capacity of approximately 20,000 radio receivers. When this was first used the capacity was taxed and in a very short period it has been half emptied. In anticipation of the holiday rush General Manager Smith has made a trip to the Atwater Kent Mfg. Co. plant at Philadelphia to arrange for special shipments.

Book for Radio Fans

F. A. D. Andrea, Inc., maker of Fada Radio, recently issued a book prepared for radio fans explaining in non-technical language the whys and wherefores of antenna and ground connections and giving details as to the different kinds of antenna available and in use.

Announcement was recently made by Fred D. Williams, vice-president of the Raytheon Mfg. Co., of Cambridge, Mass., that the new Raytheon filament-type tubes are being packed in standard packages of 12, 24 and 48 tubes.

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.

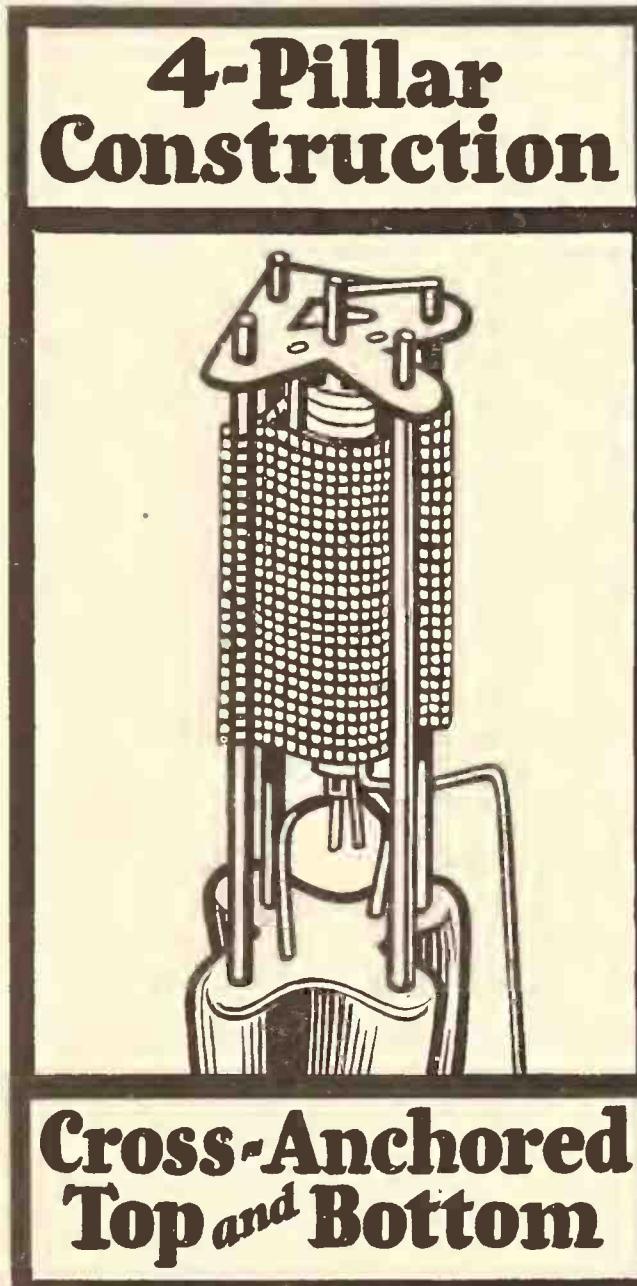


No. 95. Equipment same as No. 50. Beautiful genuine burl walnut finish. Supplied only with electric motor.

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

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

Why Raytheon Tubes are "Healthy" Tubes



The inner structure of Raytheon tubes, pictured above, gives the reason for their sturdy health and long life, and their freedom from microphonic noises.

The elements—filament, grid and plate—are permanently held in their correct relative positions by a unique 4-pillar construction cross-anchored top and bottom.

*This exclusively Raytheon improvement gives eight points
of support instead of the usual two*

RAYTHEON MANUFACTURING CO., Cambridge, Mass.

Raytheon
LONG LIFE RADIO TUBES

Pittsburgh Retail Merchants Expect Extensive Holiday Volume

Victor Program Over Local Station Attracting Much Favorable Attention—Standard T. M. Co. Celebrates Silver Anniversary—Important Meetings

PITTSBURGH, PA., December 8.—One of the outstanding broadcasting programs from station KDKA here is that of the Blue Monday Cheer Program of the Victor Talking Machine Co., which is given every Monday morning. This is an innovation which was launched through the enterprise and thoughtfulness of Wallace Russell, general manager of the Standard Talking Machine Co., Victor distributor. Mr. Russell stated that hundreds of letters from various sections of the country are being received daily.

On Friday afternoon the new Victor record releases for the week are broadcast. This feature is one that results in drawing the attention of machine owners to the new records and is a brisk drawing card for sales.

The Standard Talking Machine Co., Victor distributor, celebrated the silver anniversary of the company last month. An interesting leaflet containing photographs of the officers, sales staff and entire staff of the company together with interior and exterior views of the officers was sent to the trade during the observance of the culmination of twenty-five years of service and progress in the trade.

Radio will be used in the George Ross public school at Lancaster as an aid in teaching music, home economics, and health subjects. Adoption of a modern receiving set as a permanent part of the school equipment was decided on following the successful concert held recently to raise funds for financing the plan.

Majestic radio dealers of central Pennsylvania were entertained at a dinner at the Penn Harris Hotel, Harrisburg, by the Pierce-Phelps Co., wholesale distributor of Philadelphia. More than one hundred dealers were present.

Pittsburgh talking machine dealers are anticipating a marked increase in sales for holiday delivery of talking machines such as the new Orthophonic Victrola, the Brunswick Panatrophe, the new Edison, the Columbia and the new models of the Sonora. A feature of the demand by prospects, it is stated, is the uniform inquiry that is made for high-grade instruments and combinations.

Some 50 saleswomen from this city engaged

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

in the sale of Victor records were guests of the Standard Talking Machine Co. and the W. F. Frederick Piano Co., at a dinner meeting in the auditorium of the Congress of Women's Clubs of western Pennsylvania. The meeting was opened by George W. Rewbridge of the Frederick Co., who welcomed the guests, and he then introduced Wallace Russell, of the Standard Co., who outlined the purpose of the assembly. Miss Davies, of the Victor Talking Machine Co.'s record department was the speaker of the evening.

H. L. Tangert, formerly Victor representative in the Pittsburgh district, has resigned to assume a position with the W. F. Frederick Piano Co., in the wholesale Victor department. He was succeeded as Victor representative by J. L. Robinson.

The Superior Auto Accessories Co., wholesale distributor of Freshman Radio, reports an increased demand for the new AC models. The Royal Credit Clothing Co., at 917 Liberty avenue, Banner Electric Co., 5831 Forbes street, and the West Penn Radio Co., with stores at 309 North F Craig street; 311 South Main street, Pittsburgh, and 34 East Main street, Carnegie, are new local Freshman radio dealers.

A. A. Buehn, of the Esenbe Co., Atwater Kent radio distributor, stated that sales of this line are exceptionally brisk and he anticipates a new sales record to be made for December.

\$125,000,000 Atwater Kent Sales Predicted

"Better Than \$125,000,000 Sales for A-K Dealers" is the caption of a message to Atwater Kent dealers contained in a recent bulletin issued by the Atwater Kent Mfg. Co. The message reads: "Based on present demand and production it is not unreasonable to believe that during the next twelve months Atwater Kent dealers will do a gross business in excess of \$125,000,000 on Atwater Kent sets and accessories. How much of this vast sum will be yours? Outside selling will add to your volume and profits. A consistent telephone campaign will secure scores of live prospects for you. Your service department can secure many valuable leads. The 2,000,000th Atwater Kent radio set was produced October 24, 1928. With your co-operation the 3,000,000th set should be sold before October 24, 1929. How many for you?"

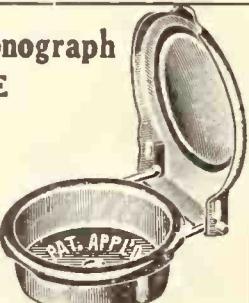
Davega Adds Kolster

Ellery W. Stone, president of the Kolster Radio Corp., has announced the closing of an agreement with the fourteen Davega Stores, Inc., as a recent and important addition to the retail outlets of Kolster merchandise in the New York Metropolitan area.

Livingston & Milhauser, Queens borough, New York City, were recently incorporated at Albany with a capital stock of \$1,000 to deal in musical instruments and radio accessories.

M'f'g. Radio & Phonograph HARDWARE

PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed
Star Mach. & Nov. Co.
Bloomfield, N. J.



ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely. Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

Patent Authority Now on Raytheon Co. Staff

Realizing the importance of patents as a foundation for permanent radio enterprise, the Raytheon Mfg. Co., of Cambridge, Mass., has established a patent and legal department under the supervision of LeRoy Williams. Mr. Williams has been associated with the Cadillac Motor Co., and with the Westinghouse Electric & Mfg. Co., in the capacity of patent counsel. He is a recognized authority on radio patents and litigation, having specialized in the radio patent art during the past few years. Mr. Williams has been elected secretary of the Raytheon organization and also was made a member of the Board of Directors of the company.

Closes Important Deal

Contracts have been closed by which Silver-Marshall, Inc., Chicago, manufacturers of power amplifiers, will supply all equipment of this character for the Orchestraphone and Phototone interests. Negotiations are said to be pending between Silver-Marshall and various other manufacturers of double turntable theatrical phonographs for similar equipment.

Now Quam Radio Prod. Co.

The Quam Radio Products Co. is the new name for the firm formerly known as the Quam Radio Corp., Chicago. The company was recently reorganized so that it might be enabled to increase the scope of its activities, and its range of manufacture. The Quam Radio Products Co. manufactures the Quam line of radio loud speakers and units which are enjoying increasing popularity with the trade.

Insuline Issues Catalog

A new catalog of radio and television products has been issued by the Insuline Corp. of America, New York. The complete line of Insuline apparatus is fully illustrated and described in this catalog, which is available to all manufacturers and dealers.

New Tube Construction

In order to insure proper positioning of tube elements the Raytheon Research Laboratories have developed the four-post construction, with mica spacer at the top, which is claimed to provide maximum rigidity.

Adds Edison Line

The Iversen Phonograph Co., Richmond, Cal., has added the Edison line of radio receivers. Mr. Iversen, pioneer music and radio dealer, has carried the Edison phonograph line for many years, and is enthusiastic over the new products which, he declares, are meeting with consumer approval in his community.

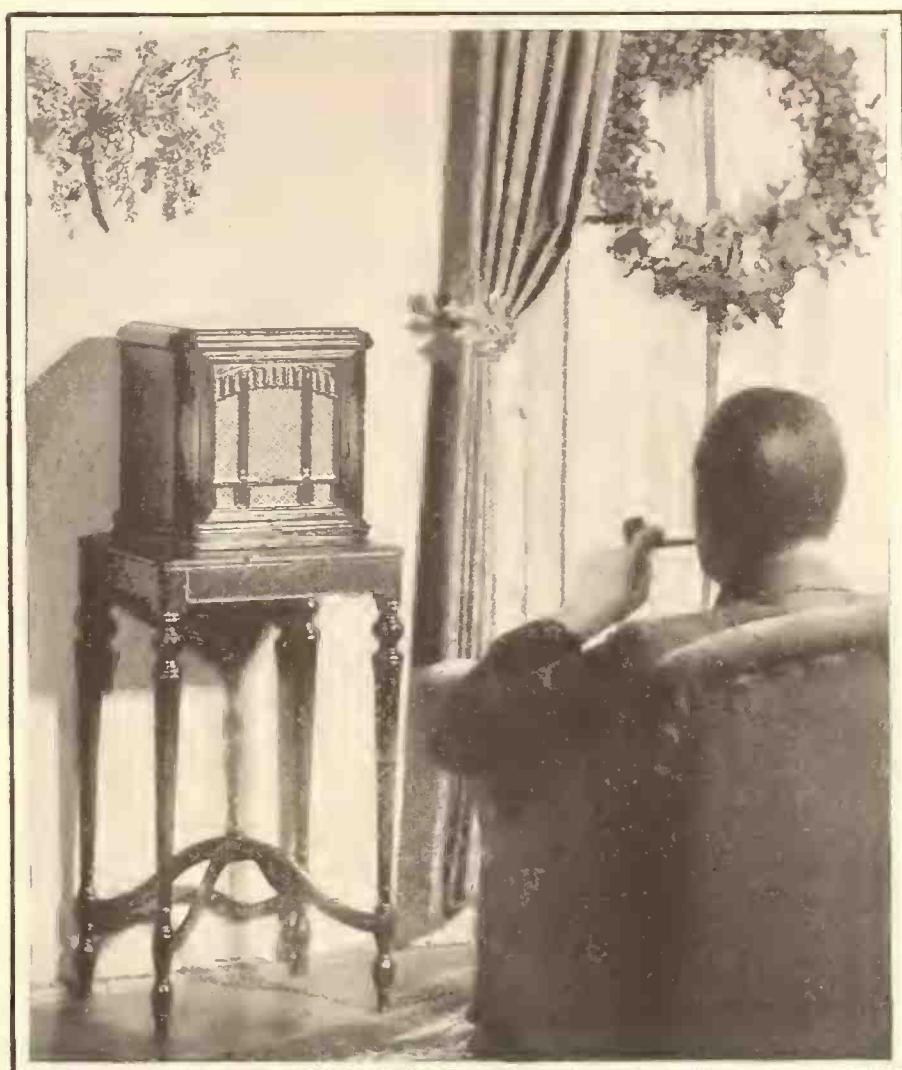
In Bankruptcy

Ernest E. Kidney, Middletown, N. Y., dealer in radio and automobile accessories, recently filed a petition in bankruptcy, listing liabilities of \$13,194 and assets of \$1,351.

**The Jensen
Model 7 Cabinet**

This beautifully designed cabinet harmoniously fits into artistically furnished music and drawing rooms.

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



At the end of this year of Jensen achievement

AS 1928 draws to a close, the Jensen Radio Manufacturing Company extend heartiest season's greetings to all who have taken part in placing Jensen in its respected position throughout the radio industry. 1928 has been a year of outstanding achievement. Jensen has gained acceptance as the leader in the field of dynamic speakers. No small part of this widespread approval can be traced to the great enthusiasm of the trade. Jensen thanks the trade and assures them that for 1929 Jensen will continue to keep far in advance of the industry.

JENSEN RADIO MANUFACTURING COMPANY
338 North Kedzie Avenue, Chicago, Ill.

212 Ninth Street, Oakland, Cal.

jensen
DYNAMIC SPEAKER

JENSEN PATENTS ALLOWED AND PENDING
Licensed under Lektophone and Magnavox Patents

Goldberg Bros., Richmond, Named Freshman Distributor

Will Cover Virginia and North Carolina—B. H. Hoffman Is Sales Manager of New Department—Reports Big Demand for Edison Radios and Combinations

RICHMOND, VA., December 6.—Goldberg Bros. Co. has taken on the Freshman radio line, becoming distributor for it in Virginia and North Carolina. Heretofore this company has restricted itself to the distribution of phonographs which it will continue to handle. It manufactures and distributes the Lyric line, and is exclusive distributor in Southern territory for Artone portable phonographs. It announces the appointment of B. H. Hoffman as sales manager for its radio department.

Harry J. Segal, who operates a music store in the vicinity of Seventeenth and Franklin streets, has opened a branch store at Second and Jackson streets which is handling the Lyric line of phonographs and Pathé records. This store is in charge of Irving Gary.

P. J. Costello, manager of the Richmond branch office of the Edison Distributing Corp., distributor of the Edison line of phonographs, says that the combination machines which the company recently put on the market are going strong and that he is finding it difficult to meet the demand for them. The new individual radio sets are also popular with the trade, particularly in the Virginia territory. He recently

staged a display of the line in a ballroom of the Washington-Duke Hotel at Durham, N. C. Following are some of the new dealers added to his list: Young Motor Co., Smithfield, N. C.; McLean Furniture Co., McLean, N. C.; Gibson Co., Washington, D. C., and the Goldenberg department store, Washington, D. C.

James K. Polk, Inc., has a new instrument on the market called the Panola. It comes in four models retailing from \$95 to \$175. A fifth model, retailing at a higher price than the others, is soon to be announced, according to Charles J. Rey, manager of the Richmond branch office of the company. The company also announces a new line of portables in four models, Playboy, ParlorGrand, Concert and Polk President.

The Graves Co., of Danville, which recently opened a branch store here at 23 West Broad street, is featuring the new Orchestrope.

Manly B. Ramos, associated for some years with the Lee Piano Co., of Lynchburg, has come back home to assist his mother and two brothers, Burgess and Joe, run the music store here which was run for many years by his father, the late Manly B. Ramos.

Lee, service manager of the Sparks-Withington Co., maker of Sparton sets, who spoke on servicing sets, and by Everett Troup, district service man on the Equasonne circuit, its possibilities and advantages.

At the J. W. Greene Co. radio sales continue to outstrip all previous records, according to W. W. Baillie, manager. The shortage of a number of makes has made it necessary for the house to purchase other lines in order to care for the growing demand for electric sets. The new Victor combination, automatic, 9-54 is attracting much attention. Brunswick combinations and radios, also the Sparton line, are displayed in an attractive holiday window in which the instruments are featured as Christmas gifts par excellence.

Geo. S. Minter, manager of the B. S. Porter Sons Co., Findlay, O., general music house, died recently. He was associated with the Porter Co. for more than twenty years.

The United Music Store, Victor, Columbia, Brunswick and Sparton retailer, is employing the testimonial form of selling in windows. That is, according to Harry L. Wasserman, proprietor, machines are shown and along with them cards state that Mr. Soandso chose this instrument for his home. With a Sparton radio set this card ran, "this Sparton combination is used personally by Maurice J. Francill, the radio wizard." The plan is producing many inquiries and selling instruments.

The Whitney-Blaine-Wildermuth Co. is enjoying a large radio trade. The Lyric and Mohawk radio have been added here. A considerable assortment of Victor foreign records is carried here, these include Chinese, Yiddish, Polish, Hungarian and German. Miss Betty Caperon stated "Sonny Boy" is leading the popular discs.

The Ulmer-Shell Radio Shop, New Washington, O., Sparton and Majestic dealer, has experienced a large Fall radio trade and is looking forward to a holiday demand that will outstep any previous season.

Jobbers' Costs Analysis

An analysis of wholesalers' operating costs, recently conducted by the National Carbon Co., Inc., New York, through the co-operation of representative wholesalers in the electrical, hardware, automotive and drug fields, has been printed in pamphlet form for the benefit of the jobbing trade. This report covers the question of operating costs in exhaustive fashion.

Leases Newark Showrooms

McPhilbin-Keator, Inc., Kolster distributor, has leased the showroom at 252 Central avenue, Newark, N. J., to be used as a distributing center and showroom for Kolster radio.

The Jamaica Music Store, Jamaica, L. I., N. Y., was recently incorporated at Albany with a capital stock of \$10,000.

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

Toledo Dealers Report Excellent Outlook for Holiday Business

Radio Sales for November Far Ahead of Last Year—Lion Store Music Rooms Concentrate on Victor Combinations—Columbia-Kolster Combinations Sell Well

TOLEDO, O., December 7.—Radio sales for the past month here were much larger than a year ago and the outlook for a big Christmas demand is very promising.

The Lion Store Music Rooms, according to Wilber Markwood, assistant manager, are concentrating on 7-11 and 7-26 Victor combinations. Outside men are featuring the instruments as Christmas specials. Letters, telephone calls and personal visits are all a part of the regular prospect solicitations.

In the Radio Shoppe volume is far above the 1927 volume for the three quarters of the year. The average value of a set sale this year is

about \$130, whereas last year it was \$150. The electric set is dominating the field.

Flightner Music Co., dealer in Columbia, Kolster, Majestic and Steinite instruments, according to Frank Flightner, proprietor, is closing a much larger volume of radio and combination business than a year ago. The prospects for an excellent Christmas total never were brighter, he added. In order to care for the large number of trade-ins a nearby store has been secured where used sets are displayed.

In the Polish section of the city two Columbia retailers are setting sales records with the new Columbia-Kolster combinations. The Atlas Book & Music Store, on Lagrange street, and H. Moccek, on Junction avenue, are the concerns. Each merchant is employing the rather unusual plan of renting the instruments for weddings, celebrations and events of which the Polish people have many. Often this rental amounts to considerable, for weddings usually last two or three days. Therefore, instead of paying the rental the bride and groom will purchase the instrument and apply the rental as a down payment. The plan has sold many machines, for Polish weddings are numerous, and music plays a leading part in the feast.

The Sparton Radio Service Schools for dealers conducted by the Toledo Radio Co., at convenient points in their territory, were well attended, Chas. H. Womeldorf, president of the company, stated. The school opened at Defiance, O., where the meetings were held in the rooms of the Edison Co. Six service men attended. At Delphos, O., the sessions were conducted in the rooms of the F. Lehman Music Store and fourteen men were present. At Upper Sandusky, O., the meetings were attended by thirteen retailers and were held in the hotel. Twenty-four dealers and service men were present at the Toledo sessions, which were held in the board room of the Toledo Radio Co. All of the meetings were addressed by Kenneth

PIERCE-AIRO

Perfected Electric Operation
For Alternating or Direct Current

Chassis and Cabinet Models

8-Tubes—Self-Contained
Power Supply

Write for prices and discounts
or send for a sample for test

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

A NNOUNCING

Fada's greatest and latest contribution to the industry

The **FADA "72"** *Radio-Phonograph Combination*

NOW! Fada presents an all electric radio and phonograph combination . . . in tonal beauty and performance, without an equal.

Among the outstanding advantages and characteristics of this modern marvel are:

Simplicity of installation and operation.

Extreme sensitivity to signals from distant broadcasting stations.

Exceptional selectivity, without impaired tone quality.

Dependability and freedom from operating troubles.

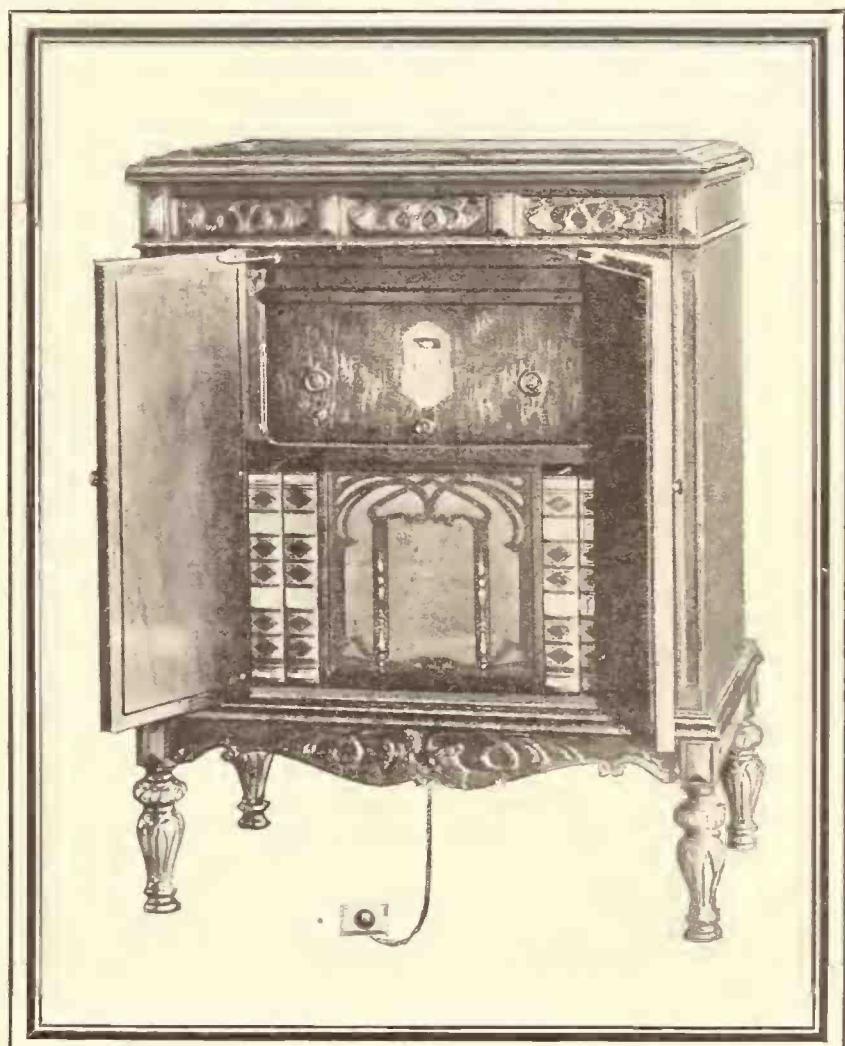
Tone quality of timbre, whether the volume is of a delightful delicacy or sufficient to fill an auditorium.

Loop concealed in swinging front door adjustable for any direction—no antenna necessary.

Fada dealers will find that Fada's entrance into the combination field assures the continuation of the outstanding position they have always held in the radio world.

For information regarding a Fada franchise—write or wire.

F. A. D. ANDREA, INC.
LONG ISLAND CITY, NEW YORK



The cabinet of the Fada "72" reveals a command over artistic and technical resources unsurpassed in the records of woodwork. Embellished with 14 Karat gold plated metal trimmings and beautiful hand carved effects, dignified and classic in execution, it will harmonize with the furnishings of any home.

Specifications:

Hand carved, burl walnut, hinged top.
Height 45", Width 20", Length 35", Weight 230 lbs.

Radio: Illuminated single dial; completely shielded; uses nine vacuum tubes, six of the 227 indirect heater type, two 210 power amplifiers (push pull) and one 281 rectifier.

Phonograph: An especially designed noiseless electric phonograph turn table driven by an induction type motor; automatic stop; electro-magnetic pick-up of improved design; makes use of the radio receiver's push pull amplifier which employs the powerful 210 type tubes.

Speaker: Super-dynamic moving coil type speaker with extra large cone; improved design, no adjustments.

Record Albums: Four artistically hand tooled phonograph record albums add to the exquisiteness of the cabinet.

Coin-Operated Victrolas Open New Sales Market for Dealers

Two New Models of Coin-Operated Instruments Placed on Market—Broadside Sent to Victor Dealers Gives Sales Suggestions and Outlines Big Market for Products

A new field for instrument sales has been opened for dealers by the marketing of two completely equipped coin-operated models of

compartment covered by a glass panel; single lock secures control panel, playing compartment and record compartment; wall boxes to receive coins; concealed switch enabling proprietor to play records without inserting coins, and a new automatic mechanism which plays ten- and twelve-inch records without adjustments.

A number of practical suggestions for selling the new instruments are contained in the broadside which says in part: "In this field you can, in fact, must, choose your prospects with a great deal of care. There are dozens, or perhaps even hundreds, of possible buyers within your easy reach.

"You can quickly determine who they are and which of them really needs one of these marvelous instruments in his business. Study each prospect's problems before approaching him. Then approach your man with conscious assurance and determination that you will make him your customer. Picking your prospects is half the battle in this field. If you choose wisely your effort will be rewarded by sales.

"In presenting the coin-operated Victrola to your prospects remember that you are selling a profit-producing service. Get the buyer enthused over the income he will collect from the instrument. Enthuse him over the increased patronage the instrument will attract. Clinch the sale with the thought that a coin-operated Victrola will pay for itself in a short time, and after that it will continue to earn substantial profits for him. It is the income and profit ideas that sell coin-operated instruments as well as the entertainment value to patrons."

The broadside then states that wall boxes to be placed near tables and other advantageous locations can be obtained from distributors, and these make it easier for patrons to deposit coins. It further urges dealers to give demonstrations of short duration to likely prospects.



New Victor Coin-Operated Orthophonic Victrolas by the Victor Talking Machine Co. They are No. 11-25 Orthophonic Victrola, listed at \$550, and No. 11-50 Electrola, listed at \$950. Shipments on both these instruments are being made to the trade this month.

A broadside recently sent to Victor dealers describes both models, and lists some of the selling arguments which will enable dealers to make the coin-operated instruments a profitable line. Among the features possessed by each model are: beautiful and practical cabinets with durable finishes that will not show finger marks; low list price with the instrument paying for itself in a short time; lighted playing

Among the outlets for the new instruments listed in the broadside are: luncheonettes, restaurants, confectionery stores, cafes, dance halls, clubs, small hotels, pool rooms, wayside stands, barber shops, drug stores, news and cigar stands, community houses, Summer parks, shoe-shine parlors, waiting rooms, beauty parlors, pleasure boats, roadhouses and auto camps.

The Victor Co., in order to lend every possible assistance to dealers, is advertising in the following trade journals: American Restaurant, Restaurant Management, Cafeteria Management, Association Men, Automatic Age, Billboard, Fountain and Candy Topics, Soda Fountain, Drug Topics and Roadside Refreshment Topics.

Attractive Display for Kellogg Dealers

One of Series of Monthly Displays Has Unusual Color Background—Was Designed by O. N. Mecum of Ad. Staff

The Kellogg November window display, a striking addition to the stores of hundreds of Kellogg dealers throughout the country, is furnished as one of the series offered in the special monthly window display service which is a



Kellogg November Window

feature of the advertising program for the dealers of the Kellogg Switchboard & Supply Co.

The background is executed in royal purple, purple, heliotrope, and amber, with this color scheme in the window cards as well. The display was designed by O. N. Mecum, of the advertising staff of the Kellogg Co., which specializes in this type of work for Kellogg dealers. The cards for this display are offered free of charge to all Kellogg franchised dealers who take advantage of the service.

H. S. Brown Elected R-K-O President

Hiram S. Brown was elected president of the Radio-Keith-Orpheum Corp. at a recent meeting of the board of directors of the company. At the same time the United States Leather Co. announced that Mr. Brown had resigned his position as president of that company to take effect January 1, 1929, but that he would remain as a director and member of the executive committee of the company over which he has presided since August, 1924.

David Sarnoff, chairman of the board of the R-K-O Corp. and vice-president and general manager of the Radio Corp. of America, in announcing the election of Mr. Brown said: "The selection of Mr. Brown is the consummation of a step that has been under consideration for the past three weeks. It is the selection of an unusual man for a post requiring exceptional constructive and administrative ability."

Incorporation

McCombers, Syracuse, N. Y., was recently incorporated at Albany to deal in musical instruments and radio accessories with a capital stock of \$10,000.

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 |

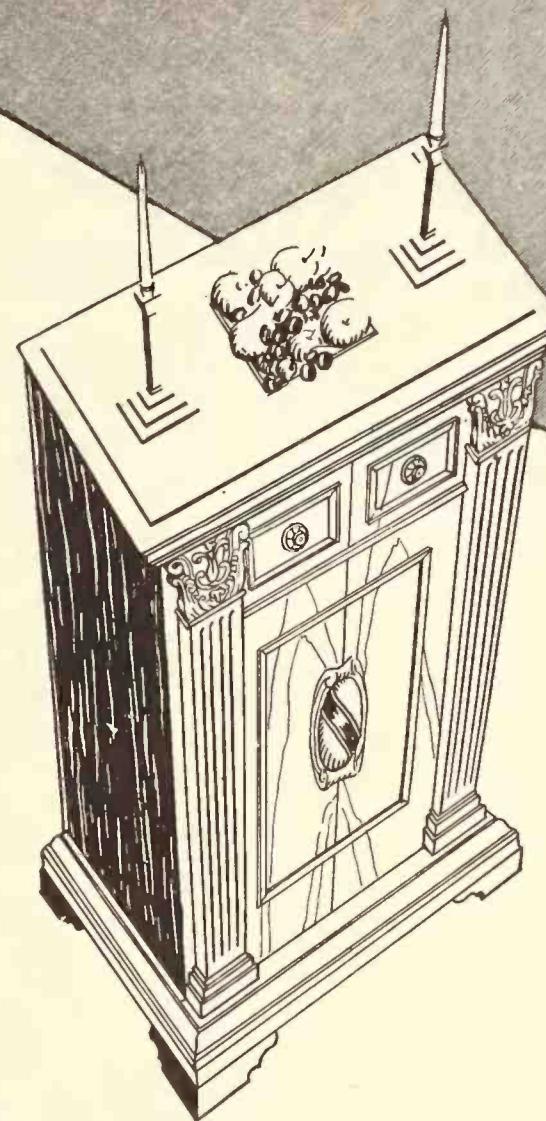
CRATED SINGLY
APPROXIMATE SHIPPING WEIGHT 40 LBS.

SEND FOR CATALOG

H. L. HUBBELL

59 Market Avenue, N. W.

Grand Rapids, Michigan



What of It?

Half a dozen radios are following the trail blazed by Splitdorf with its "250" Tube.

But Splitdorf uses sufficient voltage to make that tube deliver ALL the basses . . . and bring in the high notes with NO bass-caused distortion.

Splitdorf stands out when compared with any other set with NO bass-caused distortion. —a result so striking that every prospect is amazed at the difference.

Maybe that is why Splitdorf dealers are selling as never before—and it's profitable business, too.

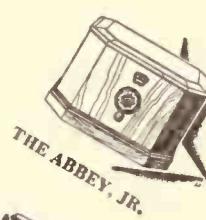
(Most liberal discounts to the trade.)

All models except The Abbey, Jr. equipped for "250" tube and phonograph pick-up.

Prices of 8 models range from \$135 to \$850

SPLITDORF

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



The Trade in BOSTON and NEW ENGLAND

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

New England Dealers Add the Brunswick and Columbia Lines

Record Business Continues in Satisfactory Fashion—Brunswick Combinations in Big Demand—Columbia Artists' Appearances Aid Sales—Schubert Centennial Observed

BOSTON, MASS., December 4.—The holiday rush of business is nearing its height, and while a few concerns report a slackening of business there are others that found November big all through to the end.

New Brunswick Dealers Appointed

The record business at the Brunswick headquarters is reported as being very large, and November was the best month in the company's Boston business. The new 2KRO combination came and went in short order; in other words the entire stock was quickly depleted. Some of the newest representations for the Brunswick are Sprang's Radio Co., Boston; Arvens Music Shop, Roslindale; J. F. Denno Store, Millbury; Marcellus Roper Co., Worcester; Billy Murray's Song Shop, Barre, Vt.; Rivoli Song Shop, New Bedford, and the Music Box, Milford.

Big Atwater Kent Yearly Volume

The J. H. Burke Co. has been experiencing a slight falling off in the demand for Atwater Kent products which the house says is not surprising in view of the enormous demand for goods during September and October, and well into November for that matter. The prime call of course was for goods anticipating the national election, and that demand now satisfied it is to be expected that there is a lull. Nevertheless the earlier insistent demand helped most materially to bring the average up high so that the current year is bound to make a splendid showing, for there is yet the Christmas rush to be supplied.

Record Business Continues Big

The Eastern Talking Machine Co. had a very big November business, and for some time past the record output especially has been extremely large and this is likely to continue right through to the end of the year.

Receives Big Majestic Shipment

The F. D. Pitts Co. has just received a big shipment of Majestic merchandise for which

the local house will find ample use, for dealers are calling for goods lustily from all over New England. The latest shipment has been divided between its local storehouse and those at Portland, Me., lately opened as mentioned last month; and that at New Haven, Conn.

Columbia Artists in Local Theatres

Walter McNally, the Irish baritone, and Columbia artist, has been appearing at the Keith Memorial Theatre this past week, and while here he paid a visit to the Boston wholesale quarters of the Columbia Co. where he was entertained by Manager N. B. Smith. Another local caller was Ted Lewis, who also was appearing at this same theatre, and whose Columbia records are big sellers. A looked-for visitor in a few days is Paul Whiteman, who with his band is to be here for a concert in Symphony Hall, December 9. His records also are splendid sellers. And again speaking of Columbia records there are those of the music in "Blackbirds" which is the attraction at the Tremont Theatre, which local dealers can't supply enough of. A new instrument which Columbia dealers are inspecting with great interest is the Columbia-Kolster combination 980 built in Tudor Gothic style, samples of which are now at the Boston headquarters.

Schubert Centennial Observed

The Schubert anniversary celebration was widely observed under Columbia auspices throughout the New England territory. In twenty-one cities and towns in Greater Boston there were all sorts of observances in schools, public halls and over WBET and WBZ broadcast stations, and in every instance there were both vocal and instrumental numbers used. In this territory the local Columbia quarters had a busy time of it supervising programs.

New Columbia Accounts Opened

New Columbia accounts include: Harry Elbaum, of Dorchester; E. H. Bickford Music Rooms, Franklin, N. H.; C. C. Harvey Co.,

Brockton and Lynn; Codman Square Music Co., Dorchester, and the Rivoli Song Shop, New Bedford. Manager Smith states that business is forging ahead splendidly, and the November business made the best showing of the year thus far. Big holiday demand is assured.

In New Post

F. Gerald Macomber was recently appointed assistant sales manager of the radio distributing firm of Stern & Co., of Boston and Hartford. He has been connected with the company for a number of years.

CeCo Co. Goes on the Air

Dealers throughout the country will be glad to receive the good news that the CeCo Couriers are to be on the air for 52 consecutive weeks. The assurance of this has just been made public by the CeCo Mfg. Co., manufacturer of the CeCo tubes, and the Columbia Broadcasting System. This is the largest broadcasting campaign ever presented to the American public exclusively in behalf of a radio tube, it is claimed. The new contract involves an expenditure of over \$125,000 and will be heard over the air through the 22 stations of the Columbia Broadcasting System which, by the way, reaches approximately 76 per cent of the total number of set owners in the United States.

The CeCo Couriers began their programs on September 17 of this year, it being their first venture in radio broadcasting as an advertising medium. The first contract was of a test nature, the principals deeming it advisable to try out radio as a medium before entering into long-term agreements. The series has met with overwhelming success, soliciting unlimited approval from radio audiences in the form of applause mail, and what is more important, increasing the sale of CeCo Tubes so tremendously that the CeCo Mfg. Co. has been forced to add greatly to its facilities and has, in turn, decided to enter into a long-term broadcasting contract. Programs go on the air at eight-thirty, Eastern Standard time each Monday evening.

The recently organized Mallory Piano Co., Inc., has leased a store in the building at 390 Broadway, Long Island City, where one of the chain of stores planned by the company will be opened.

The Victor Caravan Has Come

And with it a display of the greatest line of instruments in Victor history—every one the greatest value in its class. BUT to be SOLD—they must be shown and demonstrated to the public through the dealer.

Let Ditson Service Take Care of Your Stock Requirements

Oliver Ditson Co.

Boston

Chas. H. Ditson & Co.

New York

All-American Mohawk Corporation LYRIC RADIO



All-American
Mohawk Corporation
**LYRIC Radio has
gained and will
retain leadership:**

- in the exquisite beauty of finish
- in the stately designs
- in the purity of every tone
- in the positive and magic-like control
- in the amazingly fine degree of selectivity
- in fulness of volume
- in extreme excellency of every detail of construction
- in efficiency of every phase of operation

Money Makers for Dealers

GIMCRACKS are fine for youngsters — anything that twists, squeals or buzzes brings shouts of glee from the kiddies — a momentary amusement — that is all that is expected.

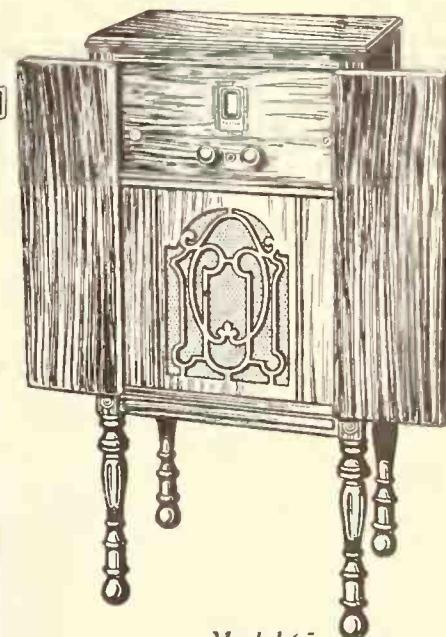
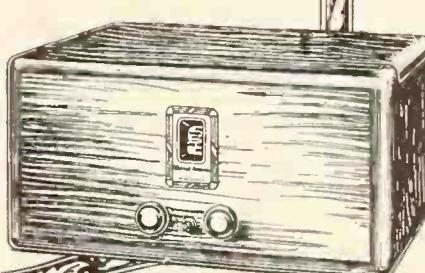
When it comes to selecting a radio for a Christmas gift — and thousands of them will be given this year — that is a different matter. Radio has graduated from the toy class. It's no longer a novelty. With perfection of performance buyers now want assurance of permanency, of continuously satisfactory service.

[Accredited Dealers are invited to write or wire immediately for complete details regarding desirable dealer franchise available in open territories.]

LYRIC Radio will make Christmas merry in thousands of homes. They're money makers for alert dealers because they possess merit the public demands.

There are a few unallotted territories, choice dealer franchises. Write or wire us today for complete particulars.

ALL-AMERICAN MOHAWK CORPORATION
4201 Belmont Ave., Dept. 6-C
Chicago



Model 65

A handsome console finely finished in rich walnut with overlay on front doors. Enclosed cone speaker. Contains a One Dial six tube set. For operation on 110 Volt A.C. 60 Cycle Current. Less tubes, \$137.50.

Model 60

An attractive Walnut Veneer Table Model; hand rubbed piano finish. Illuminated one dial six tube, non-oscillating receiver and self-contained power unit. For 110 volt A.C. operation. Less speaker or tubes, \$92.50.

Production Starts on Four New Berg Models

Berg Auto Trunk & Specialty Co. Speeds Manufacturing to Meet Demand for New Models After Long Preparation

Production has been entered into on the new line of the Berg Artone portable phonographs, made by the Berg A. T. & S. Co., Long Island



Artone Grand

City, N. Y. This new line has been in the process of preparation for many months. Great care has been exercised in the development of every detail and E. R. Manning, treasurer and sales manager of the organization, reports that every model passed the final exacting tests before production was entered into.

The new line consists of four models. The Grand model at \$35 is described as the de luxe model of the line and as a particularly high quality portable. What will probably become the leader of the 1929 line is model 229 at \$25. This model is described as presenting remark-



Artone Model 229

able value, and that in performance it is equal to the \$35 model of last year. The next in line is model No. 529, listed at \$20. The No. 529 plays over two records, has a new horn and is increased in size. It is said it equals



Artone Model 829

1929 one of the most successful years in the history of the Berg organization.



Artone Model 529

the former \$25 model. Model No. 829 at \$15 completes the line. This model has been increased in size and is now produced with a long horn, throw-back arm and padded top. Mr. Manning points out that the 1929 line is

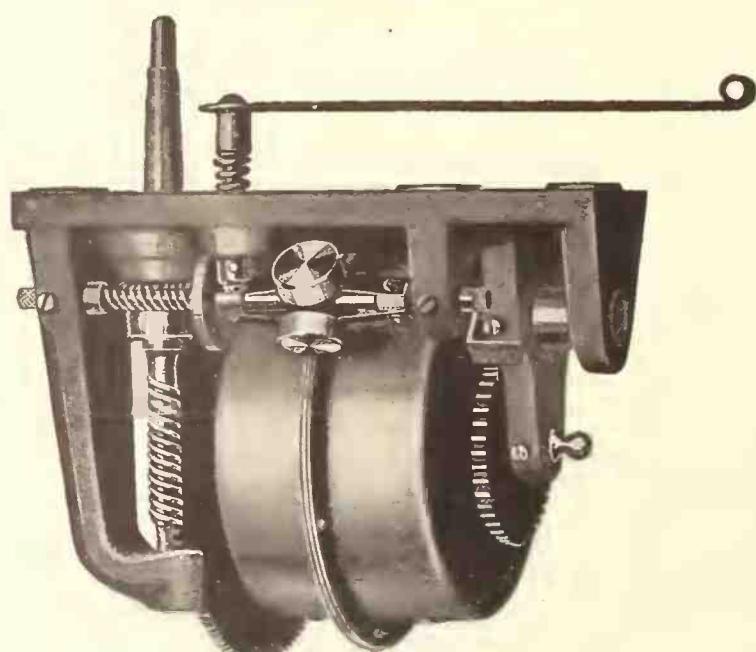
Q R S Co. Offices Are Opened in Los Angeles

LOS ANGELES, CAL., December 4.—P. S. Lasher, Pacific Coast manager of the Q R S Music Co., was visiting in Los Angeles recently, and with the help of Phillip Meisenzahl, Southern California district manager, selected offices for the new Southern California branch at 1607 West Ninth street. Mr. Meisenzahl reports very good business with the new motion picture camera and the establishment of a number of leading music houses and also states that the new electric portables are selling very readily.

The Hillgrove Parts & Service, Inc., has been incorporated in LeGrande, Ill., by George F. Rezek, John E. Rezek and Harry LeBahn, for the purpose of engaging in the manufacture and sale of radios, phonographs, etc.



"Helycon"



Motor No. 102



A Quality Line
of
Motors
Tone-arms and
Reproducers

Write
for Complete
Catalogue



POLLOCK-WELKER, Limited

Kitchener, Ontario, Canada

Cable Address: Polwel, Kitchener Established 1907 Code: A. B. C., 5th Edition, Bentley's



On November 20th
Majestic Production Reached
4017 Receivers for that day...
nearly a half million since May 1

...and yet

Majestic
-E-L-E-C-T-R-I-C-R-A-D-I-O-

is building more fac-
tories . . . for greater
production in 1929.

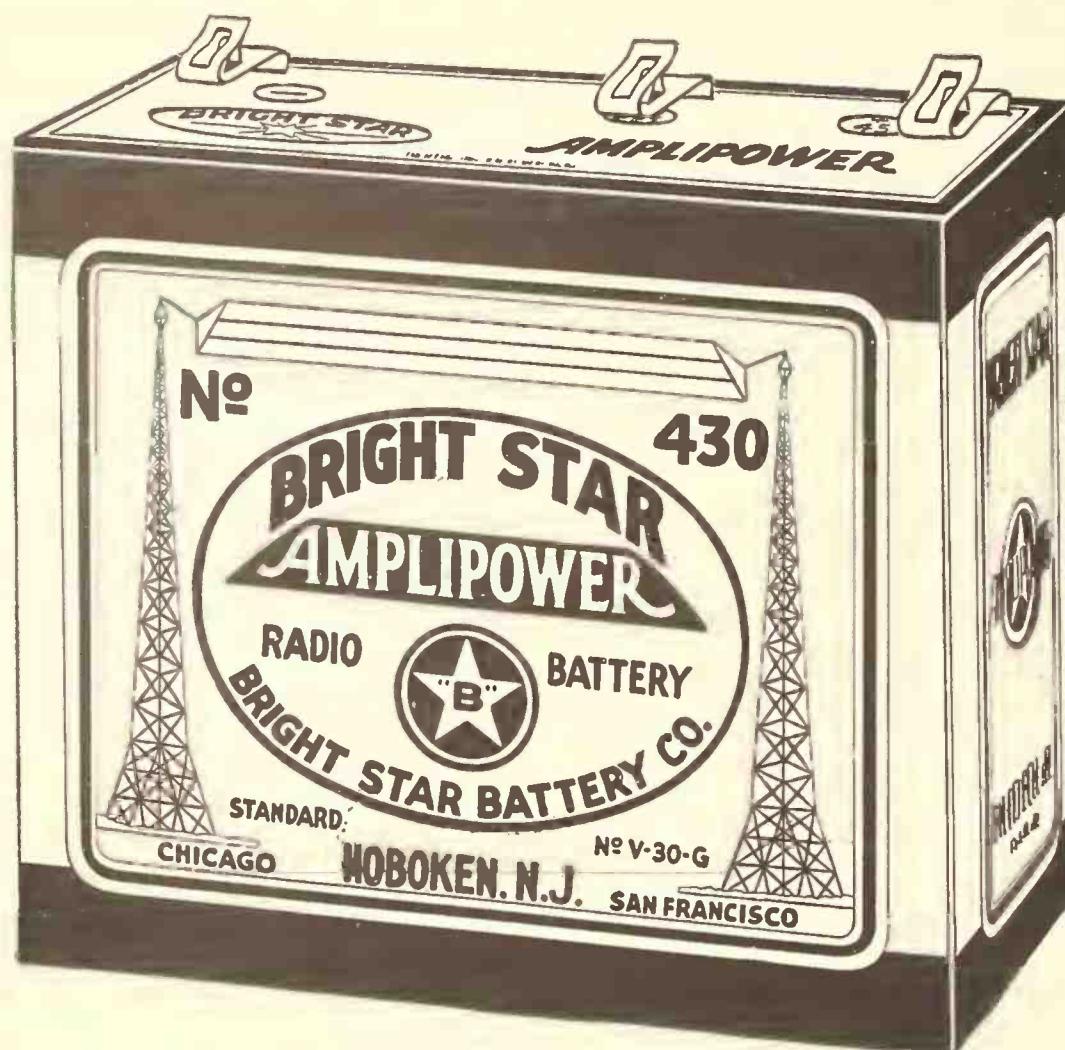
GRIGSBY-GRUNOW COMPANY, 5801 Dickens Ave., Chicago



a PROPHECY . . . and a PROMISE

concerning

BRIGHT STAR AMPLIPOWER



THE PROPHECY: Radio will always need the dry-cell "B" battery. Radio experts agree that for thoroughly satisfactory reception, the ideal "B" current is the pure direct current obtainable only from dry batteries. Radio owners realize this—and large numbers of them are still using their good battery-operated sets.

Television, too, requires the same unvarying direct current which can be obtained only from dry batteries. And after television, what? No man knows, and few can guess—but all agree that for the most delicate, accurate electrical work the dry battery is the ideal source of current.

THE PROMISE: The Bright Star AmpliPower—itsself the perfected development of two decades of experience in battery making—will be still further improved in accord with scientific progress.

AMPLIPOWER IS GUARANTEED TO GIVE SATISFACTORY SERVICE FOR 12 MONTHS FROM DATE OF PURCHASE, WITH ANY TUBES OF STANDARD TYPE.

The Bright Star Battery Co. is the only manufacturer of dry batteries having enough confidence in its product to cover it with a binding 12-month guarantee—and the full resources of this company stand squarely behind the battery and the guarantee.

**BRIGHT STAR BATTERY CO.
HOBOKEN, N. J.**

Chicago

San Francisco

"TWENTY YEARS BUILDING THE QUALITY LINE"

Cincinnati Music-Radio Dealers Said to Violate Anti-Noise Law

Eight Retailers Cited to Appear in Court—If Not Acquitted Cases Will Be Carried to Higher Courts—Chubb-Steinberg Co. Opens New Store—Other Trade News

CINCINNATI, O., December 10.—Holiday buying is well under way and the demand is growing greater day by day, report dealers.

Eight talking machine and radio dealers have been cited to appear in the City Court, the charge being that they have been violating an anti-noise ordinance. Unless there is an acquittal, it is stated, the matter will be carried to a higher court. The first defense is that the ordinance is not valid. If the court holds that the ordinance is valid, then will come up the question of whether music is noise. Then if it is decided that all music is not a noise, to the extent of being a nuisance, up will bob the very perplexing question: Where is the line between the two kinds of music? Another question involved is whether demonstrations could be made in a store, in case any of the sound could penetrate to the street.

The Chubb-Steinberg Co. has opened up another fine store, this being at 905 East McMillan street, Walnut Hills, one of the city's largest residential suburbs.

The Rudolph Wurlitzer Co. celebrated its seventy-third birthday the past month.

Morris Krauss, who operates four stores under the name of "Krauss, the Radio Man," is opening up a fifth place of business at 111 East Fifth street, opposite the post office.

District Judge Smith Hickenlooper has appointed United States Marshal Stanley Borthwick custodian of the assets of Leo J. Becht, dealer in talking machines and small goods, doing business in Wyoming, a prosperous suburb of Cincinnati.

The Miami Music Co. has opened up a store

at 1208 Main street, with M. Levine in charge. This is affiliated with the A. & N. Music Co., dealers in talking machines and records, of which William Apple is the head and which has six other stores in various sections of the city. The new store is most attractive.

The E. M. Abbott Piano Co., which now is specializing on talking machines and records, has finished the work of rearranging and remodeling its store, and as a result it has

siderably more display space than it had before and a much finer establishment.

Ray Lammers, dealer in small goods, has added a radio department, in which he will handle the Zenith, Brunswick and Steinite lines. He plans a vigorous sales drive.

At the local branch of the Brunswick Co. it was reported by H. H. Sellers, manager, that although the peak has not been reached at this writing, the holiday demand is excellent.

"Our new models are moving rapidly, and the demand is increasing steadily as the holiday season gets nearer," said W. H. North, vice-president of the Ohio Talking Machine Co., Victor distributor.

"We are fairly flooded with orders for our different models," said Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co. "And as to records, they are selling in a way that is phenomenal."

Association will aid set owners in gaining the necessary adjustment.

The newly formed organization voted to invite G. T. Lundlee, Ellis Marks and Stewart Upson, of Kimball & Upson, officers of the Sacramento Music & Radio Trades Association, to meet with the local Association at a dinner meeting November 27 to aid the Stockton body in perfecting by-laws and other details.

Those present at the first meeting were R. E. Durk, Sherman, Clay & Co.; J. E. McCarty, Bright Spot Electrical Co.; A. H. Green, Peffer Music Co.; S. Chabin, Montgomery Ward, Stockton; J. W. Reed, Radio Exchange; G. A. Turner, KWG; L. J. Kitt, L. J. Kitt; F. H. Blewett, F. H. Blewett Co.; L. Abrams, Stockton Dry Goods; C. L. Gould, Gould's Radio & Electric Shop; V. J. Derwin, Wilson-Schultz & Co.; G. R. Wishart, Yost-Dohrmann Co.; W. E. Yost, Yost-Dohrmann Co.; L. R. Shipley, John Breuner Co.; O. R. Bowman, Sherman, Clay & Co.; W. K. Lark, Lauxen & Catts.

The Perry Music Co. has opened warerooms in the Pattee Hotel block, Perry, Ia.

Stockton Music-Radio Trades Ass'n Formed

First Move of New Organization Will Be to Secure Better Radio Reception—Trouble Shooter to Be Engaged

STOCKTON, CAL., December 3.—The Stockton Music & Radio Trades Association was organized here recently with some fourteen local firms listed as members. Ray Durk, of Sherman, Clay & Co., was elected president; L. J. Kitt, treasurer, and Geo. Turner, KWG, and A. H. Green, KGDM, publicity committeemen.

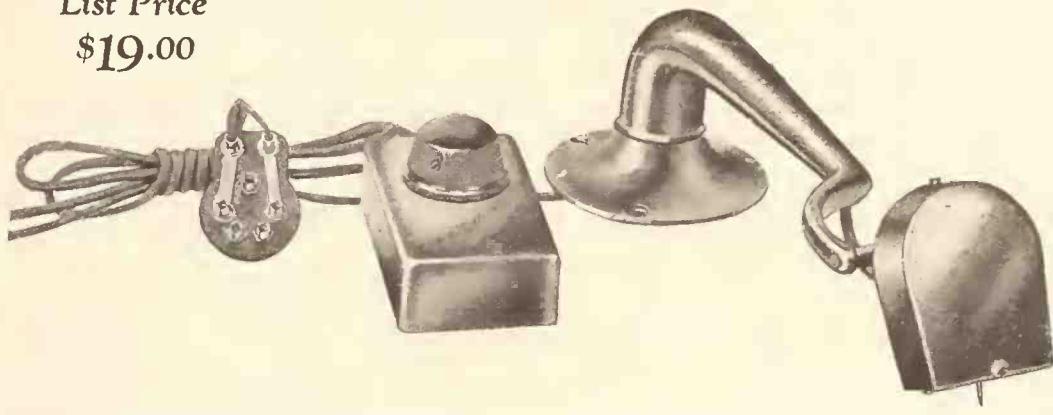
The Association voted as its first step towards comprehensive service to all radio owners in the city the employment of a permanent trouble shooter who will be on hand to answer all calls connected with improper reception.

His chief duty will be to locate electrical interference such as shorted power lines, improper dynamo brushes and the like, and the

Model C-227

List Price

\$19.00



The Buckingham Electric Pick-up

The Buckingham Engineering Staff has made it possible for you to hear and enjoy the world's greatest musical artists with that degree of perfection that heretofore was only possible with the highest priced electric phonographs.

The Buckingham Electric Pick-up is a precision made unit and in performance is second to none. Made of the finest materials, by master craftsmen, under the constant supervision of expert engineers.

Made in
12
Combinations

The Buckingham Electric Pick-up is a quality product backed by a complete guarantee but made on a mass production basis, thus enabling it to be sold at a price competitive with all.

The Buckingham Electric Pick-up is a unit of comparative low impedance, with high voltage out-put and uniform response over a wide range of frequencies, giving a definition that insures accurate, life-like recreation of sound.

The Buckingham Electric Pick-up Is Now Available in a Wide Range of Combinations Making Its Adaptation Very Flexible

JOBBERS and DEALERS
Add This Profit Maker to Your Line

Write or wire for details

BUCKINGHAM RADIO CORPORATION

440 West Superior Street, CHICAGO, ILL.



Model B-227

List Price

\$15.55

Oklahoma Branch for Zenith Radio

Fred R. Rotenberg, Formerly Assistant Sales Manager of Chicago Office, Is in Charge of Important New Branch

The Zenith Radio Corp., Chicago, has established a branch office and warehouse in Oklahoma City for the distribution of Zenith radio



F. R. Rotenberg

receivers for the entire State of Oklahoma, the Panhandle section of Texas and the western section of Arkansas. This factory branch is under the management of Fred R. Rotenberg, former assistant sales manager of the Zenith Chicago office. The Oklahoma branch will be a distributing unit only, equipped and stocked to give prompt and immediate service to all Zenith dealers in that territory.

The New Europe Offers You NEW PROFITS

Come to the Leipzig Trade Fair in March. The latest products of 22 different countries at your fingertips. See over 200 exhibits of musical instruments

TWICE a year 10,000 exhibitors show their newest and most salable merchandise at the Leipzig (Germany) Trade Fair, the world's greatest buying and selling center.

At the spring Fair last year 185,000 buyers from 44 countries attended. Over five hundred million dollars worth of goods changed hands. Over 2,000 American buyers found profit and pleasure.

No matter what your line of business is, you will find it well represented. For Leipzig offers you everything . . . from lavallieres to locomotives . . . from toys to trip-hammers . . . from dusters to dye-stuffs . . . everything.

New Peerless Models Will Be Marketed

Several Portables and New Album to Be Placed on Market in January—Year's Business Shows Increase Over 1927

Several new models of Peerless portables, as well as a new album, will be placed on the market in 1929, according to Phil Ravis, president of the Peerless Album Co., New York.

"These new numbers will be as fine as anything ever placed on the market at or near the price," said Mr. Ravis. "The new line will be announced in the January issue of The Talking Machine World. The new album will be far superior to anything the Peerless organization has ever made, and has many exclusive features that should be popular."

"Business in 1928 was entirely satisfactory, showing a nice increase over 1927, and we close the year with more customers on our books than ever before. The outlook for 1929 is splendid, and orders now on hand will keep the Peerless factory busy for several months. In fact, we anticipate prosperous business conditions during the next four years."

Handling Columbia Line

WILKES-BARRE, PA., December 7.—A complete musical instrument department featuring pianos, radios and talking machines has been opened by the Wilkes-Barre Household Outfitting Co. The new department which was opened recently will be under the management of Sol Drieson, of the firm, and is to occupy the first floor of the furniture house at 306 Lackawanna avenue, Wilkes-Barre. Radios included in the new lines of the Columbia Phonograph Co., Columbia combinations and records will be stocked by the company.

Louis Sterling on a Visit to Japan

Chairman of the Board of Columbia Phonograph Co. Visiting Nipponophone Co.—Will Return to U. S. in January

Louis Sterling, chairman of the board of the Columbia Phonograph Co., and managing director of the Columbia Graphophone Co., Ltd.,



Louis Sterling

left New York with Mrs. Sterling on November 18, en route for Japan. They sailed from San Francisco on November 23.

Mr. and Mrs. Sterling stopped at Honolulu for a brief visit, and arrived at Yokohama on December 10. They will visit the properties of the Nipponophone Co., of Japan, the largest phonograph company of the Orient, which was recently acquired by the Columbia organization. They plan to return in January.



Plan this very minute to attend the General Sample Fair from March 3 to 9. Send the coupon below and let us tell you about special offerings in your particular field, about concessions in travel rates and generous, helpful, free service. Write us immediately, for the time is getting short. Send the coupon today.

LEIPZIG TRADE FAIR

For 700 years—the market place of Europe



LEIPZIG TRADE FAIR, Dept. TM-12
11 West 42d Street, New York City.

Gentlemen: Please send me a copy of the booklet "A Save-Money Trip to the Make-Money Fair" which contains complete information regarding profit possibilities, special travel rates and your free service.

Name

Address

Firm

Business



To Introduce the New Radieux Records

For Your First Order Only, and to acquaint you with
the superb quality of electrically-recorded Radieux
Records, here is our offer—

| | |
|------------------------|---------|
| Any 150 Records @*14½c | \$21.38 |
| Any 50 Records Free | 00.00 |
| 200 | \$21.38 |

Averaging less than 11c each

Satisfaction Guaranteed. If these records do not prove better than any records you have ever purchased, even as high as 20 cents, you may return them at our expense any time within ten days after you receive them, for full credit. Records are absolutely *on trial*. Unless they please you, they will not cost you a cent.

Standard 10 inch Records—Music on Both Sides—Play on Any Phonograph

We manufacture and ship over 40,000 records daily, to music stores, variety stores, etc., all over the country. Shipment is made within twenty-four hours of when order received. Catalogs, posters and window display supplied FREE.

This offer is for a short time only. Mail your order today.

Our regular wholesale prices, to dealers only, are as follows:

Popular Dance and Song Records, 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 14½ 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. 32 Boston, Mass.

Popular Hits

Price to Dealers
F. O. B. Boston

14½C

DANCE

- 1567 { Sally of My Dreams
1566 { Nobody But You
1566 { There's a Rainbow
1566 { 'Round My Shoulder
1563 { In Your Big, Brown Eyes
1565 { High Up on a Hill Top
1564 { Dreamy Moon
1564 { Happy Days and Lonely Nights
1563 { Red Wing
1563 { 'Round Evening Lassies
1562 { If You Want the Rainbow
1562 { Love Is Just a Dream of You
1561 { My Blackbirds Are Bluebirds Now
1560 { I'm a One-Man Gal
1560 { Sonny Boy
1560 { Let Us Waltz Thru the Night
1559 { I Loved You Then As I Love You Now
1559 { Gee But I'm Blue Over You
1558 { Someday, Some-where
1557 { Dream Daddy
1557 { Out of the Dawn Rolling Home
1556 { It Goes Like This—
1556 { That Funny Melody
1555 { Roll 'Em Girls
1555 { King for a Day
1555 { God Made a Wonderful Mother
1554 { I Can't Give You Anything But Love
1554 { Dancing 'Neath Dixie Moon
1553 { Jeannine, I Dream of Lilac Time
1553 { When Golden Rod Is Blooming
1549 { Roses of Yesterday
1549 { Gloaming
1541 { My Angel (Angela Mia)
1541 { Coming Thru the Rye
1540 { Old Man Sunshine
1540 { Sidewalks of New York
1535 { That's My Weakness Now
1535 { That's Gratitude

VOCAL

- 2441 { I Loved You Then as I Love You Now
2440 { Yearning for You
2440 { Forever Tell Me the Old, Old Story
2439 { Blue Grass
2439 { Time Has Come for Me to Change My Man
2438 { Good Little, Bad Little You
2438 { Breathe Those Tender Words Again
2437 { There's a Rainbow 'Round My Shoulder
2437 { When You're Not Here
2434 { Half Way to Heaven
2434 { Hawaiian Honey-moon
2432 { Sonny Boy
2432 { Dancing 'Neath Dixie Moon
2416 { Memories of France
2416 { Through all the Years

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
4118 { I Saw Sweet Nellie Home
4131 { Wreck of Old '97
4131 { Wreck of Titanic
4183 { Just Tell Them You Saw Me
4183 { Curse of Aching Heart
4171 { Red Wng
4171 { By Waters of Minnetonka
4209 { Oh, Dem Golden Slippers
4209 { Kingdom Coming
4202 { Just as the Sun Went Down
4202 { My Darling, Nellie Gray
4169 { Where Silvery Colorado
4169 { Wends Its Way
4169 { Everybody's Mother Was Somebody's Pal
4133 { Jesse James
4133 { The Butcher Boy
4135 { Rovin' Gambler
4135 { Little Log Cabin in Lane
4178 { Boston Burglar
4178 { Cowboy's Lament
4178 { Casey Jones
4174 { Waltz Me Around Again, Willie
4178 { Break News to Mother
4178 { Bird in Glided Cage
4160 { Sweet Hawaiian Kisses
4160 { Blue Hawaiian Moon
4141 { I Wish I Was Single Again
4141 { If You Want to Find Love
4117 { Where River Shannon Flows
4117 { Send Me Rose From Ireland
4090 { In Baggage Coach Ahead Under Some Old Apple Tree
4207 { Blue Bells of Scotland
4207 { Campbells Are Coming
4203 { Medley of Old Songs, No. 1
4203 { Medley of Old Songs, No. 2
4075 { Church in Wildwood
4075 { Voice of Chimes

Famous Old Favorites 12½C

INSTRUMENTAL

- 4190 { Sidewalks of New York
4189 { O'Leahy's Lullaby
4189 { Drowsy Waters
4189 { Herd Girl's Dream
4217 { Irish Washerwoman
4217 { Mrs. McLeod's Reel
4193 { Whistler and His Dog
4193 { Powder Puff
4223 { Gems from Grand Opera, No. 1
4223 { Gems from Grand Opera, No. 2
4161 { Dixie Favorites
4161 { Medley of Southern Airs
4218 { Merry Widow Waltz
4218 { Lullaby from Erin
4068 { Arkansas Traveler
4068 { Turkey in the Straw

Complete Catalog Mailed on Request

The Trade in PHILADELPHIA and LOCALITY

Philadelphia Demand Is for Radio-Phonograph Combinations

Demand for Radio Receivers and Combination Units Indicates Breaking of All Sales Volume Records—Theme Song Records Enjoying Big Sale—Other Trade News

PHILADELPHIA, PA., December 8.—As the merry whirl of holiday buying of radios brings about a new era to the talking machine and music dealers there is assured prosperity for those carrying these lines in the Christmas season. This is to be truly a radio and radio-phonograph combination season, smashing all records, and where dealers have been able to secure sufficient goods to meet the needs of their customers profits will be swelled when the totals of the year are recorded.

Heavy Demand for Records

Recordings of the well-known manufacturers are likewise in great demand although a few distributors report that buying did not begin until late November, so that dealers are likely to be found wanting in those numbers which will prove big sellers as the gift season demands grow. Holiday numbers and theme songs of the leading moving picture dramas are the most sought of records as dealers tie in with the current showings at the local moving picture theatres. Christmas selections are in demand, though not as active as the theme songs or popular artists who appear as local attractions in the amusement field.

Showroom for Victor Automatic

In order to give customers an opportunity for selecting and hearing the newest automatic types of the Victrola, the Philadelphia Victor Distributors, Inc., 234 North Eleventh street, have fitted up a showroom with the complete samples of new machines ready for demonstration, where dealers may bring their patrons to select machines. There are shown the 9-54 at \$1,350, the 10-69 at \$850 and the 10-35 at \$365, on the first-floor showroom fitted with attrac-

tive furnishings showing the effectiveness of the new cabinets for household purposes, as well as entertainment. There now are being shipped for the Christmas season the 9-54, at \$1,350 which is being generously bought for gift purposes, while the other machines will be ready for the dealers in the current mid-month, in time for the dealers to take advantage of the holiday shopping. The Philadelphia Victor Distributors, Inc., record department, under Manager Raymond J. Boldt, is selling many of the theme songs to the trade to tie in with the local movie house attractions. Manager Boldt has prepared a list of theme songs for the dealers and this has been helpful in promoting sales. A special Christmas catalog also has been compiled showing the listings of foreign and domestic Yuletide numbers that are in demand for the coming holidays. There also has been listed an especially attractive assortment of gift records.

New Officers for J. R. Wilson Co.

One of the most important group of retail dealers shops during the late November days was transferred to new management as the reorganization of the J. Ralph Wilson Co. was effected on November 26, when election of officers took place and resulted in the choice of the following: President, L. R. Haas, who will also become active manager of the concern; vice-president and treasurer, A. W. Atkinson, and secretary, L. C. Russell. Mr. Atkinson is a former director of the Victor Talking Machine Co., while Mr. Haas was the former vice-president and treasurer, having been elected to these offices when he joined the firm last May. J. Ralph Wilson, who was president of the com-

pany, has severed his connection with the concern. The business will be continued as J. R. Wilson Co. and will retain the six stores operated in various parts of the city devoted to the sale of the Victor talking machine and radio and musical instruments.

M. L. Stern Re-enters Business

Morton L. Stern, who long has been identified with the talking machine trade of the Quaker City and who is a son of the late president of the original firm from which sprang the Philadelphia Victor Distributors, Inc., Eugene Stern, has again entered the industry as proprietor of the firm bearing his name at 3628 North Broad street. The new Morton L. Stern Co. is featuring the Victor and radios and a line of musical instruments. The head of the firm retired from the trade about two years ago after sale of Mortons, Inc., his old business, at 5528 Germantown avenue, to the J. R. Wilson Co. He formerly was associated with his father in the conduct of a string of retail Victor talking machine houses.

Meeting Sponsored by Girard Co.

More than 150 dealers were present at the pre-holiday demonstration convention which was held by the Girard Phonograph Co., Broad and Wallace streets, Philadelphia, distributor of the Edison phonographs and radios, on November 27 and 28. The introductory convention of the Edison new type phonographs and radios and their combinations, was held at the Mt. Royal Hotel, where Joseph T. Donohue, manager of the Girard Co., presided and greeted the Monumental City dealers and those from other sections of Maryland and where he explained the operation of the new Edison radios and combinations on display with L. H. Collison and R. N. Spender, territory sales representatives of the Edison. The two-day session produced much enthusiasm among the dealers and Christmas stocks were freely purchased after hearing the new Edison models. There was a social side to the Baltimore meetings when the dealers mingled at the luncheons served at the noon hours of the two-day programs.

J. A. Fischer Co. to Move

With the mid-month the headquarters of the J. A. Fischer Co., 730 Market street, which recently merged with the Superior Phono Parts Co., of New York, will be removed to 393 Seventh avenue, New York. The New York address will be the main office of the Fischer Co., which maintains a factory here at the Market street quarters. With the consolidation of the Superior Co. with the local firm and manufacturers of the Val Phonic reproducers and the Valley Forge parts and main springs, last month, the personnel of the companies combined and have been assigned to duties under the Fischer concern. Nat Golden, who, with J. Sukon, of the Superior Co., conducted that business, is now traveling through the Southwest as the Valley Forge representative, while Mr. Sukon is looking after the New England trade. Irvin Epstein, of the Fischer Co., is in the extreme Southwest territory while Ben Krupnick looks after the Southern States and Martin Krupnick after the Middle West.

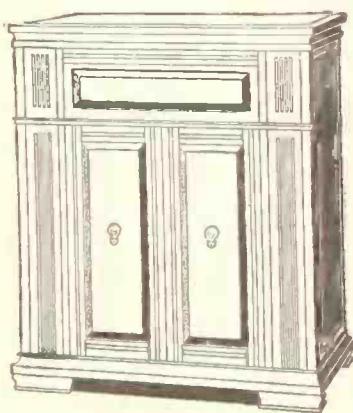
Important Retail Consolidation

With the consolidation of the stores owned by William Dubrow and his sons, and known as Dubrow's Music Stores, into a single large property at 420 South street, the old branch established at 632 South street has been discontinued. The store at 420 South street has been considerably extended by the addition of a large rear property in which will be shown the various lines of radios of the Zenith, RCA, Atwater Kent, Fada, Kolster, Balkite, Majestic,

(Continued on page 78)

VICTOR

Presents the most complete line of musical instruments ever offered



Automatic Orthophonic
Victrola
No. 10-35
List Price \$365.00

Automatic Electrola No. 10-69
List Price \$850.00

Electrola Radiola No. 9-18
List Price \$925.00

Automatic Electrola Radiola
No. 9-54 List Price \$1350.00

These instruments are backed by a powerful advertising campaign in newspapers and magazines.

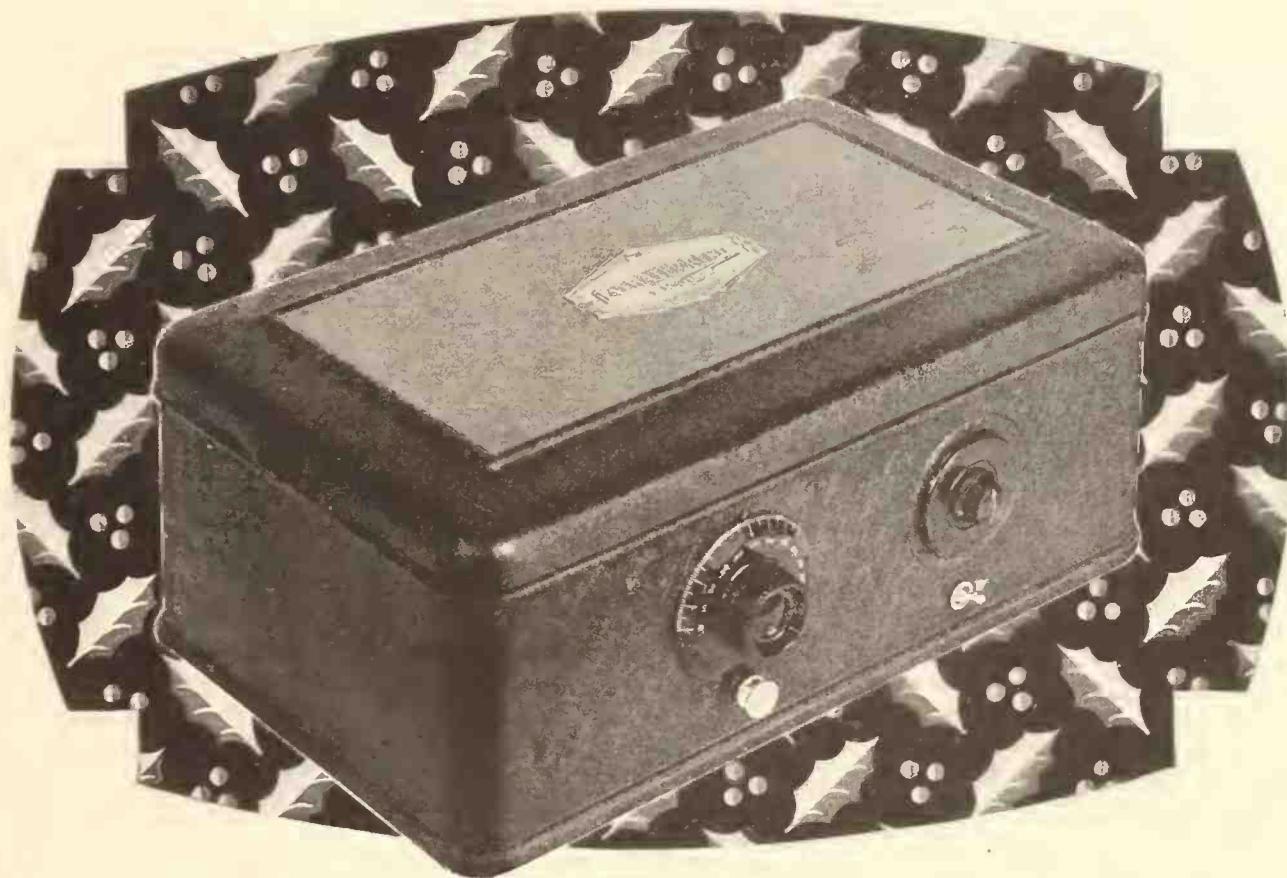
Order now!

"Everything Musical Since 1864"

H.A. WEYMANN & SON, INC.
1108 Chestnut Street—Philadelphia, Pa.

Victor Wholesalers

ATWATER KENT RADIO



MODEL 40 A. C. The best-selling radio in the world. More powerful, more sensitive. FULL-VISION Dial. Requires six A. C. tubes and one rectifying tube. For 110-120 volt, 50-60 cycle alternating current. Without tubes, \$77.

MODEL 41 D. C. FULL-VISION Dial. For 110-120 volt direct current. Requires five D. C. tubes and two power tubes. Without tubes, \$87.

At Christmas and every other time, Atwater Kent is the most *asked for* radio. Isn't selling people what they ask for the most profitable as well as the easiest kind of merchandising?

ATWATER KENT MANUFACTURING COMPANY
4752 Wissahickon Ave. A. Atwater Kent, Pres. Philadelphia, Pa.

On the air—every Sunday night—Atwater Kent Radio Hour—listen in!

Prices slightly higher west of the Rockies



**"RADIO'S
TRUEST VOICE"**

Atwater Kent Radio Speakers in a variety of beautiful finishes. 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 6 A. C. tubes and 1 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 7 A. C. tubes and 1 rectifying tube. For 110-120 volt, 50-60 cycle alternating current. Without tubes, \$106.

MODEL 52 A. C. Combining receiver and speaker in beautiful compact cabinet. FULL-VISION Dial. Uses 6 A. C. tubes and 1 rectifying tube. With automatic line voltage control. Without tubes, \$117.

THE CHRISTMAS GIFT THEY WON'T FORGET

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 76)

Steinite and their combination in talking machines will be permanently displayed. Here also will be an attractively arranged array of the Brunswick and Columbia, with music rolls and records in the up-to-date showroom that just has been completed.

A special mail order division devoted to the sale of foreign language records and rolls has been perfected under direction of Samuel Dubrow, of the company. An intensive campaign in foreign newspapers and other means of mail follow-up has been accomplished, so that a well-conducted sales policy has increased this department. William and Harry Dubrow have been active with their father in developing the enterprising Dubrow Stores.

Record Brunswick Demand

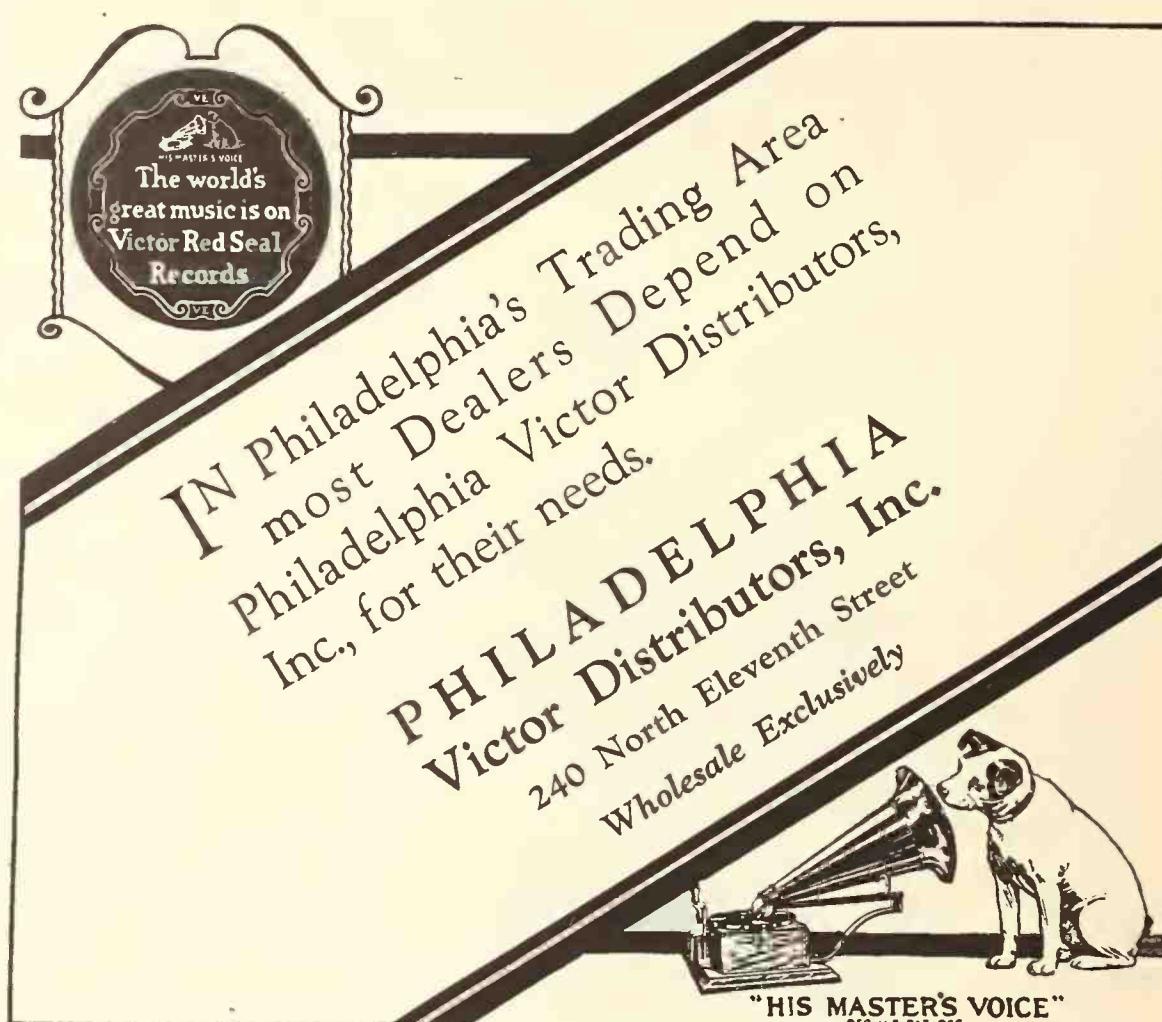
As the sales of the Brunswick-Balke-Collender Co. radios and Panatrophe and combinations expand in the Quaker City field the local offices at 40 North Sixth street report that there is a 100 per cent increase in the current year over the ten months up to November as compared with the same period of 1927. There has been a record-breaking demand for recordings. Within the last forty-five days sales of the Al Jolson record, "The Singing Fool," have been over 100,000. There also has been a lively demand for theme songs of other moving picture shows that bring sales up to record-breaking heights. Lists of these are made up for the dealers with Brunswick numbers in the listings. There also have been introduced a new series of Christmas selections by popular artists. Sales of the Panatrophe and Radiolas and combinations in the Brunswick have been topped for all time in the current year.

New Vocalion Distributor

The Brunswick Co. has appointed a new Philadelphia distributor linked with the recently acquired jobbers, the Atlas Player Roll Co., to take over the distribution of the Vocalion records, which it controls. The headquarters of the Atlas Player Roll Co. are in Newark, N. J., and these manufacturers of the Atlas Rolls have branches operating in New York, Boston and Philadelphia, where the Vocalion will be carried in large quantities. The Philadelphia headquarters are located at 200 South Tenth street.

Carson's Expands

Carson's Music Stores, live-wire South street house, alert to up-to-date methods of business, have been forging ahead with advance ideas of displays. There has been added to the store at



518 South street another store property located in the adjoining building, 516 South street, solely for the purpose of giving broader display space to the line of talking machines and radios carried in the Victor, Zenith, Atwater Kent, Majestic, RCA and Colonial just added, with several records of the well-known makers.

Profited by Schubert Tie-ups

Dealers who were tied in with the big Schubert Week program which the local headquarters of the Columbia Phonograph Co. arranged were able to mark profits for these classic recordings in the Masterpiece group of records. In all the leading houses in the central city section and in prominent neighborhood establishments there were banners, displays and lists of the records of the great master with photos of

Schubert that drew attention to the programs of the Columbia for celebrating the centennial of that composer. Dealers were tied in with renditions on the Viva-tonal before leading musical organizations and amusement houses where high-class music is fostered, and so sales mounted well above the average for these better recordings. There were soaring sales of the Ted Lewis records as that Columbia artist appeared here at the Grand Opera House, Broad and Montgomery avenue, in early December. On the stage of the Opera House there was featured a program on the Viva-tonal 901 of Ted Lewis records in conjunction with the Kolster. Dealers tied in with the appearance of this artist in window features and record exploitation. There has been rapid sales extension on the Columbia since the newer types of radio combinations have been introduced and record sales are mounting with the approaching holidays.

E. S. White Adds Radio

Elmer S. White, who is well known to the trade as the former factory representative of the Sonora Phonograph Co. in the earlier days of that organization, is now conducting an attractive talking machine, radio and music store at 4804 North Broad street. There has been added a radio division with the Atwater Kent and Radiola, besides the Victor combinations and talking machines.

C. W. Bahls Passes Away

Charles W. Bahls, who was connected with the firm of H. A. Weymann & Son, Inc., for the past twenty years, during fifteen of which he occupied the position of sales manager of the wholesale Victor department, died recently.

Big Demand for Majestics

President Thomas W. Barnhill, accompanied by W. Mayberry, sales manager, and H. W. Yeager, sales promotion manager, of the Penn Phonograph Co., 913 Arch street, distributor of the Majestic radios, journeyed to Chicago to attend the first convention of the Majestic radio distributors to be held by the manufacturers in the Windy City at the Hotel Blackstone, from December 10 to 12, inclusive. Sales of the Majestic at the Penn Co. are far in excess of available factory supplies being sent here despite the fact that the shipments

(Continued on page 80)

Distributors for Eastern Penna., Southern New Jersey & New Castle County, Del.



We offer the largest stock of this nationally known radio line in the East, together with a Service, not infallible, but embodying the spirit of helpfulness and cooperation to the limits of our power. Our continuous growth is an unfailing sign that our efforts are helping an increasing host of radio dealers to "Grow With Us."

TRILLING & MONTAGUE

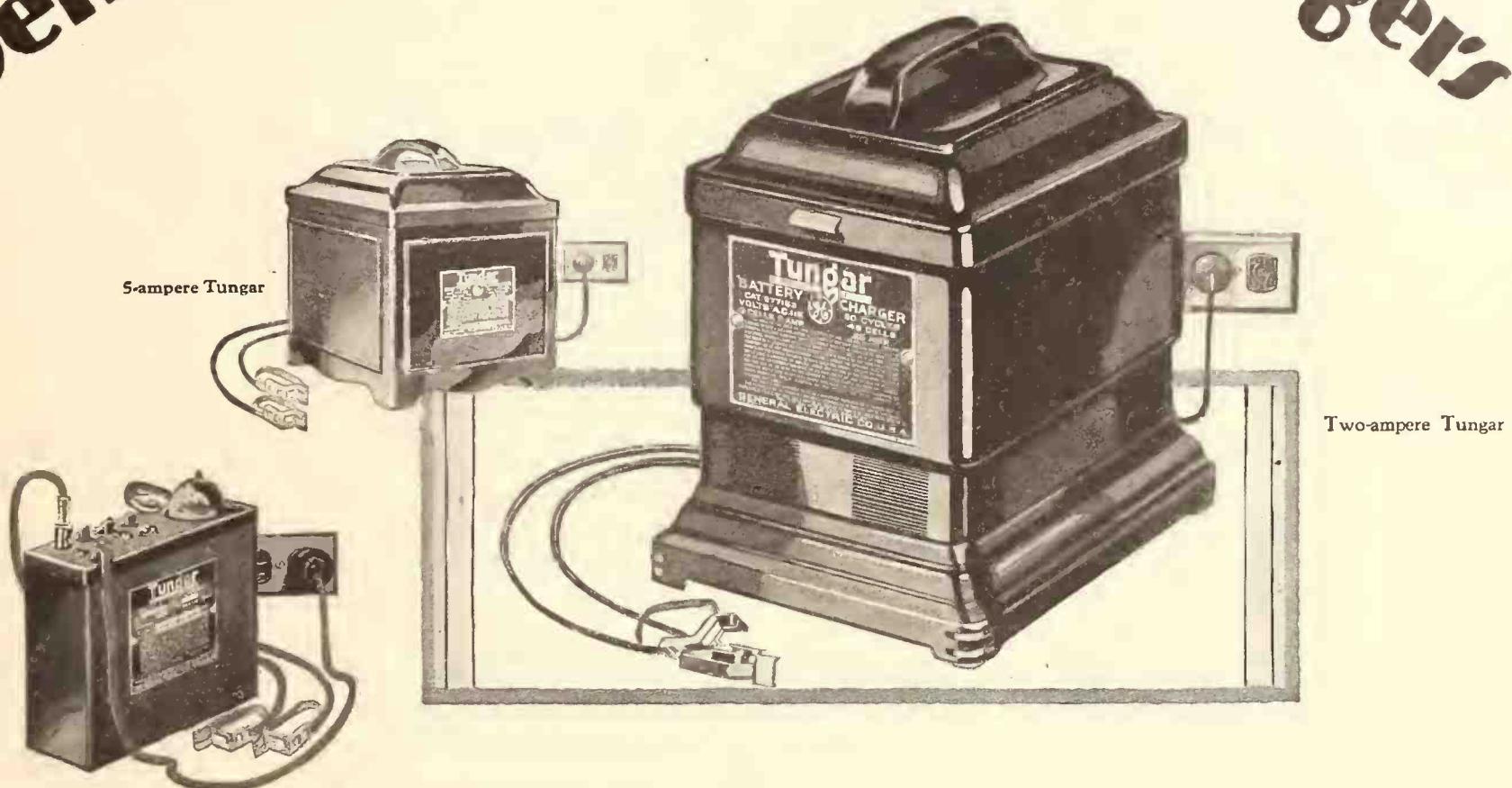
WHOLESALE RADIO MERCHANTISERS

N. W. Cor. 7th and Arch Streets "Grow With Us"

PHILADELPHIA, PA.

Branch Office: 218 Chestnut St., Sunbury, Pa.

General Electric Battery Chargers



PROFIT BUILDERS!

Hundreds of thousands of sets are still battery operated. For them, there's nothing like a General Electric Battery Charger for constant power. If it is permanently connected, throwing a switch at night means fully charged batteries in the morning. Tell your customers this—and sell them a Tungar—the original bulb charger, made and guaranteed by General Electric.

East of the Rockies
2-ampere Tungar—
\$14
5-ampere Tungar—
\$24
Trickle Charger—
\$10



Tungar—a registered trademark—is found only
on the genuine. Look for it on the name plate.

Get complete information
about the

PROFIT
POSSIBILITIES
OF
TUNGARS

by writing
Section TMW-12
Merchandise Department
General Electric Company
Bridgeport, Connecticut

GENERAL ELECTRIC

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 78)

from the manufacturers are exceeding several thousand sets monthly. These several thousand radios represent a small portion of the orders already on file. There will be a pre-holiday assembly of the representatives of the Penn Co. on December 9, when a sales conference will convene under the sales manager, W. Mayberry, and President Barnhill.

Sonora Sales Grow

Mounting sales of the Sonora Phonograph Co., recently acquiring a new Philadelphia distribution headquarters at 2206 Chestnut street, have created a condition where shipments from the factory are not keeping pace with the heavy oversold territory needs. The Sonora Melodon has been in heavy demand both in the straight machines and in the combination types, which have been favorably received since their introduction to this section. The big department stores, such as Wanamaker, Gimbel Bros., and leading music houses have been enjoying an excellent demand for the new styles. Troup Bros., in Harrisburg, Pa., large music dealers, and the Lindy Piano Co. have taken on the Sonora and are well sold up on all available supplies. L. E. Hilduser, district sales manager, announces the appointment of a new Philadelphia representative, H. T. Nolan, who will cover the city and South Jersey and Delaware and who formerly was connected with the Atwater Kent Co. and Victor Talking Machine Co. The Sonora Co. held special demonstration conventions at the William Penn Hotel in Pittsburgh, Pa., where L. E. Hilduser and F. X. Donovan presided, and at the Traylor Hotel, Allentown, and the Sterling Hotel, Wilkes-Barre, where F. J. Hogan, territorial representative, greeted the trade on behalf of the company with District Manager Hilduser, who is well known in that section, where he renewed old acquaintances.

Growing Interest in Movie Cameras

Many radio dealers are stocking the latest moving picture cameras which the Trilling & Montague Co., Seventh and Arch streets, is distributing through its Cam-Rad Distributing Co. branch. There has been acquired the distribution of the Q R S camera, which is under management of Sydney Bacal and his assistant, Philip Schleifer.

Jacob H. Keen in New Home

Jacob H. Keen, who formerly was identified with the Guarantee Talking Machine Supplies Co. and lately engaged in business on his own account at 109 North Tenth street, is now removed to 140 North Eighth street.

W. H. Wendt Promoted

Following the passing of Charles W. Bahl, former manager of the wholesale Victor department of H. A. Weymann & Son, 1108 Chestnut street, during the month, William H. Wendt was appointed his successor. Mr. Wendt is well known to the dealers as the assistant to

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

the late manager and long has been connected with the Weymann Co.

Actively Managing His Business

A. W. Mosley, who purchased the former business of Joseph Heim Co. three years ago, is now actively managing the store at 3800 North Broad street. After having placed the management under a representative since his purchase of the business he now is looking after the interests in person.

Featuring Zenith and Kolster

Trilling & Montague, distributors of the Zenith and Kolster, are disposing of many holiday orders for the new model with automatic power controlled with aerial switch enabling selectivity of stations. This new type of Zenith regulates the stations so that they can be tuned in very sharply and in any volume desired by a lever control. The Zenith Models 35-APX, 35-PX and 39-AX all are on display.

The Kolster, with superdynamic speaker K24, has been displayed as one of the newest holiday offerings and with many sales for gift-giving purposes. Model K-23, with dynamic speaker, operated on 171 output, is another Christmas number that has been favored by the dealers.

Day-Fan Radio Popular

As the Day-Fan is gaining sales through the exploitation of the radio in co-operative advertising and the campaigning of the local distrib-

utors the Franklin Electric Co., 50 North Seventh street, there has been an unprecedented demand which consumes all available factory shipments as soon as they arrive at the warehouses of the company.

Adds Crosley and Amrad Lines

Crosley and Amrad radios have been added to the radio division of the P. A. Starke Piano Co., Twelfth and Chestnut streets, within the month. The complete assortment of both these manufacturers is now being carried by the piano house. There has been a heavy demand for the Crosley and the Amrad for the holiday season and shipments from the factory are sold before they arrive here.

Peirce-Phelps Sponsored Meetings

State dealers in the vicinity of Harrisburg, Pa., and Wilkes-Barre, Pa., representing the anthracite region, gathered at these centers to attend the November conventions and sales conferences held by one of the Philadelphia distributors of the Majestic radios, the firm of Peirce-Phelps, Inc., 224 North Thirteenth street. There were 110 dealers assembled at the Penn-Harris Hotel, Harrisburg, Pa., where Manager A. E. O'Brien presided, with J. T. Peirce and W. G. Peirce, of the company, from the State Capitol branch at 116 South Second street. The meeting at Wilkes-Barre was held

(Continued on page 82)

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.

The Authorized Furniture for All ATWATER KENT Radios

At a Profitable Price for the retailer

To get business, the retailer must offer notable value; to stay in business, he must make a profit.

Red Lion Combination No. 115 provides a combined phonograph-and-radio cabinet with built-in, electrically operated phonograph, for \$135.

The dealer can complete the equipment of this cabinet, with Atwater Kent 40 or 42 Radio, Atwater Kent Speaker, and tubes—and sell it entire at a price both profitable to him and attractive to his trade.

Furthermore, he will be selling a combination that gives sound quality—and hence, satisfaction—to the buyer.



**RED LION
No. 115**

Improved phonograph with integral electric motor already installed; cabinet for Atwater Kent Radio and Speaker.

Price \$135⁰⁰

RED LION CABINET COMPANY . . . RED LION, PA.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 80)

3½ inches diameter
Patented 1923**Velvaloid Record Brush**

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

at the Sterling Hotel, where Manager D. O. Manseau, of the Wilkes-Barre headquarters, 119 North Main street, with the members of the local firm addressed the 155 dealers attending.

A Busy Distributor

Though carload shipments of the All-American Mohawk Lyric radios are coming into local distributors' warehouses with frequent schedule, the jobbers, the Philadelphia Motor Accessories Co., 3129 North Broad street, are not able to fill the urgent needs for orders that are coming daily from dealers. There also has been a mounting holiday demand for the Peerless speakers, also distributed through the firm. The Eveready radios are fast forging to the front ranks of prominent sets.

Raytheon tubes, made by the Raytheon Mfg. Co., Cambridge, Mass., will be distributed in the Philadelphia territory by the Philadelphia Motor Accessories Co.

Eveready radios were broadly exploited during the month when a billboard campaign was inaugurated through the General Outdoor Advertising Co. by the Philadelphia Motor Accessories Co.

Stages Steinite Convention

More than 500 radio dealers from eastern Pennsylvania, South Jersey, Delaware and other territory represented in the Philadelphia section were present when the Fall session of the Steinite convention was held at the Hotel Adelphia on November 22, in conjunction with the manufacturers and the local distributor, the Schimmel Electric Co., 526 Arch street. Among those who participated were representatives of the leading music houses and department stores carrying the Steinite line. In the Rose Room of the hotel were displayed the complete Steinite radios and the Balkite sets with Temple speakers, the trio of trade wares representing the lines' featured by the jobbing house.

Form Radio Distributors' Board of Trade

The radio wholesalers of this city formed the Radio Distributors' Board of Trade at a dinner at the Penn Athletic Club on November 21. The meeting was attended by practically all

the leading firms of the city. The organization was formed to end alleged unfair practices and trade abuses. A. M. Leslie, president of the Radio Board of Trade of New York City, lent his assistance in the formation of the new Association.

Charles Gomprecht, of Trilling & Montague, presided. He was elected temporary chairman and will serve as chairman of the Board of Directors, composed of the following: Harry Gausman, of H. C. Roberts Electrical Supply Co.; Raymond Rosen, of Raymond Rosen Co.; Davis Weiss, of Philadelphia Motor Accessories; August Wilkening, of Wilkening, Inc.; J. V. Kane, of the J. V. Kane Co.; George Dickel, of the Dickel Distributing Co.; Samuel Schimmel, of the Schimmel Electric Supply Co., and Joseph B. Suess, Stewart-Warner Sales Co.

Holiday Service

In order to better serve dealers during the holiday season the Philadelphia Victor Distributors, Inc., are keeping their offices open until 4 p. m. on Saturday afternoons.

The Philadelphia Victor Distributors, Inc., recently sent a letter to dealers urging them to consider using the Fuller Art Poster Service to keep their display windows attractive in appearance. This service was recommended in a recent issue of "The Voice of the Victor."

Sees Big Holiday Demand

T. W. Barnhill, president of the Penn Phonograph Co., Inc., Philadelphia, Pa., Majestic distributor, recently expressed the opinion that the coming holiday season would show an unprecedented demand for receivers, especially those containing the dynamic speaker. The Penn organization exhibited the Majestic products with the co-distributor at the Philadelphia Electrical and Radio Show held at the Commercial Museum last month.

The Fry Music Shop, Vincennes, Ind., has moved from 429 Main street to 409 Main street, that city, where larger quarters are available for the company's line of pianos, phonographs and radios.

S. E. Philpitt & Sons Open a New Store

Formal Opening of Elaborate New Quarters Marked by the Semi-Annual Meeting of the Store Managers

ST. PETERSBURG, FLA., December 6.—S. Ernest Philpitt & Sons recently held the formal opening of their elaborate new music store at 516 Central avenue, this city, designed to reflect the progress that has been made by the company since it established a modest branch store here some six years ago.

The store has a frontage of forty feet and depth of one hundred feet and is equipped with two large show windows for the display of musical instruments. On the right of the main floor as one enters are the display counters and musical instrument cases together with the cashier's office and the record demonstration booths. On the opposite side are two large booths for the demonstration of pianos and radios. Each booth is equipped with ventilating and exhaust fans to insure the comfort of the customers.

A special concert was given in the store to mark the opening, the artists including Miss Marie Hlavety, soprano; Clifford Hicks, baritone; Miss Kent McCord, dancer, and the McCord Twins, ensemble dancers. There were some 500 visitors to the store on the opening day and at least half of them attended the concert, which was an outstanding success.

Mr. Philpitt gives full credit to C. R. Putnam for the laying out of the store and the supervision of the various details connected with its decoration and equipment. Mr. Putnam, who was for a number of years secretary of the National Association of Music Merchants, has been with the Philpitt organization for the past eight years and in charge of the pipe-organ department with headquarters in Tampa.

Mr. Philpitt took advantage of the formal opening to hold in St. Petersburg the semi-annual meeting of the company's store managers which convened at the Hotel Pheil. The sessions were devoted to the discussion of business problems and plans for the future, and those who attended appeared enthusiastic over the prospects.

Pueblo Radio Dealers Work For Better Radio Reception

PUEBLO, CO., December 3.—Continuing their drive to better radio reception conditions in Pueblo, members of the Pueblo Radio Dealers' Association report that many causes of interference have been eliminated.

Through the efforts of a radio specialist, engaged by the Association, the source of interference that has marred reception in many sections of the city has been eliminated. The noise has been located by a test set built for the purpose.

Takes on Kolster Line

Davega, Inc., operating a chain of fourteen metropolitan stores, recently added the Kolster line of radio products and will feature Kolster instruments. The Davega chain represents one of the most important retail radio outlets in the New York territory.

Distributes Orchestrope

The Chalmers Music Co., 62 East Flagler street, Miami, Fla., is distributor of the Orchestrope, the remarkable phonograph made by the Capehart Corp., of Huntington, Ind.

The Mallory Piano Co., Inc., Philadelphia, Pa., has been incorporated with a capital stock of \$150,000 to deal in musical instruments.

GROSLEY 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 ORCHESTROPE



Model 200
Capehart Auxiliary
Dynamic Speaker

Designed and built primarily for hotels, clubs, lodges, restaurants and other businesses needing good music in different rooms or places, all from one source, the CAPEHART AUTOMATIC ORCHESTROPE.



Auditorium Model
Capehart Automatic
Orchestrope

To meet the present need for powerful amplification and reproduction, this new Auditorium Model is recommended for such installations having large areas, such as public auditoriums, dancing academies, outdoor park use, skating rinks and in fact any place where a great amount of volume is desired and exceptional tone quality required.

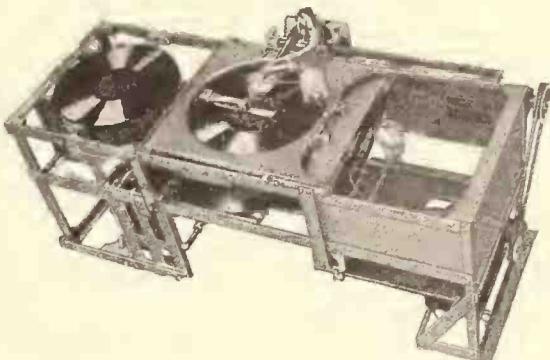


Club Model
Capehart Automatic
Orchestrope

A dignified, beautiful cabinet entirely enclosing the mechanism, for rich surroundings demanding the highest quality of furnishings, such as the better clubs, hotels, lodges, funeral parlors, etc.

The Famous Capehart Record Changing Device

The simplicity—the straight line movement—the ease of operation—the sturdy construction and unfailing operation, continuously and automatically and without attention, have completely changed the entire automatic phonograph industry—and made the CAPEHART AUTOMATIC ORCHESTROPE the undisputed leader in its field.



The simple mechanism of this revolutionary instrument is an achievement that is significant of all the outstanding features of ORCHESTROPE superiority. Though almost human the workings of this machine are as near trouble-proof as any mechanism can be made. The vital parts are scaled to a precision of one-hundredths of an inch. Each working part is mounted on an all-metal chassis that will not permit a misjudgment of a single movement.

To see the instrument in motion is a revelation. The genius, the hours of experimentation, the efforts behind the birth of the ORCHESTROPE have been well rewarded.

A most enthusiastic public is dancing and whirling its leisure time away to the clear and powerful strains of this wonderful instrument. Establishments that cater to the public are winning new customers with this new and ultra-modern means of entertainment.

Model 28F Capehart Automatic Orchestraope

The old reliable—the instrument which has completely changed all previous conceptions of the automatic phonograph. In regular, profitable use all over the country. The only fully automatic phonograph on the market today.



Sold Only
Through Dealers

The Capehart
Orchestraope

CAPEHART AUTOMATIC PHONOGRAPH CORP.
Factory and General Offices Huntington, Indiana

Lack of Merchandise Is Only Complaint of Northwest Dealers

Brunswick Branch Reports Increase for November of 50 Per Cent Over October—Many Victor Dealers Employed Christmas Club Plan With Success

MINNEAPOLIS AND ST. PAUL, December 6.—Many things are contributing to a large volume of business, but Northwest merchants all have the same complaint—not enough goods from the factories to meet the demand.

Brunswick headquarters may well look festive, for the report is that November passed by 50 per cent the month of October, which had bettered the previous year with an increase of 100 per cent.

The Brunswick offices have sent out samples of their Christmas releases in holly paper packages. Among the records are several selections from Gilbert and Sullivan operas, the old favorite hymns and carols by different artists and some "kiddy" records. "Silent Night" as played by Chris Chapman with organ and chimes will be a popular number. A new recording by the Minneapolis Symphony Orchestra is "Roman Carnival" and it is declared the finest yet made by that organization.

Of the Northwest States in this territory Montana has had a particularly fine month with a big increase in all lines. Several new Brunswick accounts have been opened in November, among them the Poplar Piano Co., of Grand Forks, N. Dak.

Over 71 per cent of the Victor dealers, both city and rural, have adopted with enthusiasm the Victor Christmas Club plan. This involves special offers, window displays, circulars, movie trailers and canvassing. Dealers have taken more straight Orthophonic Victors than were sold in the previous three months. Records,

too, are going splendidly, according to C. C. Hicks, sales manager of the Beckwith Co.

R. C. Coleman, in charge of the radio division of the George C. Beckwith Co., says that this year is the first that radio can definitely be said to have arrived at the status of Christmas gift goods. Mr. Coleman believes that it is because the electric receiver has been perfected to such an extent that the public no longer feels any fear of the mechanical hazards of the radio receiving sets and accessories.

Radiotron and Sylvania tubes are oversold. Crosley Showbox and Gem Box are ordered in carload lots but fail to keep up with the demand, which is consistently expanding.

McPhilbin-Keator Opens Newark Branch

McPhilbin-Keator, Inc., metropolitan Kolster distributor, with offices at 68 Thirty-fourth street, Brooklyn, and 17 West Sixtieth street, New York City, opened a branch at 250 Central avenue, Newark, N. J., on December 1. The new branch is carrying its own stock of merchandise, servicing its own accounts and making its own deliveries. A. G. Nordholm, who for the past three years has been Eastern district sales manager for Kolster, is manager of the Newark headquarters.

McPhilbin-Keator, Inc., concentrates its energies on the Kolster line, the only other

The Beckwith Co. opened many new rural radio accounts in November it is reported.

Orders on Sparton and Lyric lines amount to a landslide, is the complaint at the Lucker Sales Co. Protests are not very vigorous, however, as dealers crowd the offices signing up for the next shipment. There is a strong demand for combination instruments, and the Ensemble, which is an automatic phonograph, playing any size record with radio combination, is extremely popular with the trade and public.

The new Newcombe-Hawley magnetic speaker with condition equalizer has made a decided hit with the trade, as has the Utah dynamic speaker.

November was the biggest month of the year at the Foster & Waldo store, and R. O. Foster believes that December will show three times the volume of November.

E. R. Dyer, of the Metropolitan Music Co., states that the books present figures showing that radio sales are double those of last year. There is a good demand for portables and records. The Stromberg-Carlson line is the radio that the Metropolitan Co. features.

items carried being tables and cabinets designed for Kolster receivers; RCA Radiotrons and Eveready batteries.

Federal Ad Drive in Mining District

R. E. Tongue Bros., Inc., Federal Ortho-sonic radio wholesaler in Philadelphia, has begun an intensive advertising campaign for Federal receivers in the Wyoming county, Pennsylvania, district, appealing particularly to miners in that section who are recovering from the depressing effect of the recent coal strike. A radio broadcasting program sent each Tuesday evening from station WBAX, at Wilkes-Barre, designated as Ortho-sonic hour, plays a significant part in Tongue Bros. plans for forceful exploitation of Federal in that section of the State of Pennsylvania.

Freed-Eisemann-Freshman Co. Stock Exchange Plan

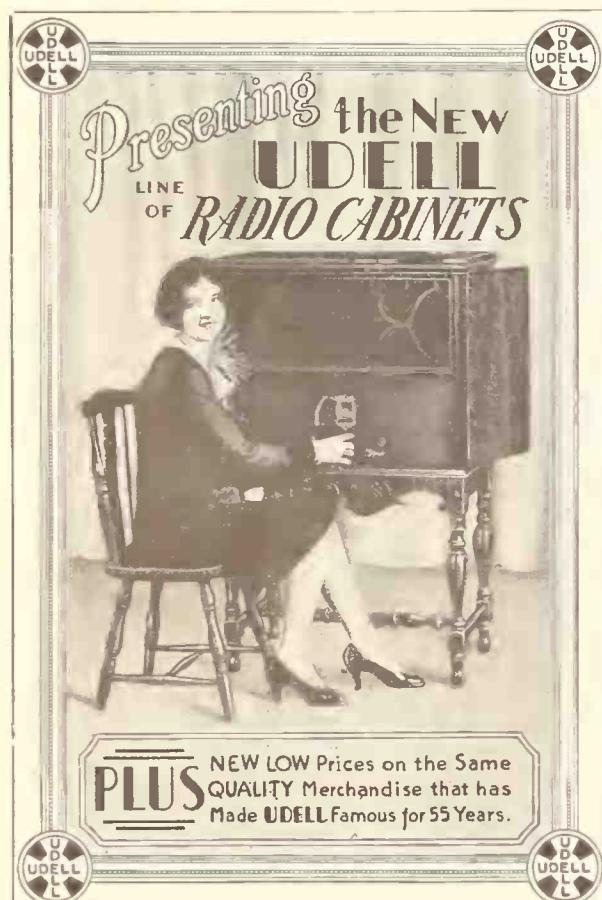
Stockholders of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., have been notified by the Charles Freshman Co., Inc., New York, that they have the privilege of exchanging their shares of stock in the ratio of three shares of Freed-Eisemann for one share of Freshman. It is said that fractional shares are not to be issued, but will be adjusted on the basis of \$9 a share of Freshman stock. This action was taken in accordance with the merger of the Charles Freshman Co., Inc., and Freed-Eisemann Radio Corp., which was ratified by Freshman stockholders on October 31.

Stockholders desiring to exercise the right of exchange must deposit their certificates on or before February 20, 1929, with the Chatham Phenix National Bank & Trust Co., New York, according to the announcement.

Busy With Zenith Meetings

Zenith dealer meetings throughout the East have commanded the attention of Thomas H. Endicott, general sales manager of the Zenith Radio Corp., Chicago, during the past few weeks. Mr. Endicott's recent trip ended with a visit to Buffalo and Erie. At Buffalo, he was guest of honor at a dinner and sales meeting of Zenith dealers of western Pennsylvania, sponsored by the Joseph Strauss Co., Zenith distributor. Following the dinner at Buffalo, Mr. Endicott made a flying trip to Erie where he addressed the Erie dealers at a similar banquet as guest of the Epp Furniture Co., of that city. These meetings were outstanding successes.

YOUR COPY OF THE UDELL CATALOG IS NOW READY



THE UDELL WORKS
28th St., at Barnes Ave. Indianapolis, Ind.

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



Dunham Co. and Lesan Agency Consolidate

Consolidation of the John H. Dunham Co., and the H. E. Lesan Advertising Agency of Illinois, two nationally known advertising and merchandising organizations, was announced late in November. The new corporation is to be known as the Dunham-Lesan Co., and the merger was effective as of December 1. The seventeenth floor of the Tribune Building, Chicago, will house the offices of the firm. The operating officers are John H. Dunham, president; G. E. Ingham, executive vice-president and H. R. Van Gunten, vice-president. The

John H. Dunham Co., widely known in the radio field, has served as advertising counsel to the Fansteel Products Co., Inc., North Chicago, Ill., maker of Balkite radio receivers for several years.

Polymet Increases Capital

Stockholders of the Polymet Mfg. Co., New York City, recently authorized an increase in the company's no par capital stock from 30,000 to 60,000 shares. Of this increase, 15,000 shares are to be issued to stockholders to whom rights will be issued to subscribe for one share of the new stock for each two shares held as of November 23 at \$20 per share.

Toledo Zenith Jobber Reports Big Demand

H. H. Donnelly, vice-president of the Heat & Power Engineering Co., Toledo, O., distributor of Zenith radio receivers, was a recent visitor to the Zenith plant in Chicago. Mr. Donnelly expressed much enthusiasm over the increasing demand for Zenith sets in his territory, his main worry seeming to be the difficulty of securing enough Zenith merchandise to fulfill the present demand and the record holiday business he anticipates. All indications point to a continuation of brisk business after the holidays.

THE NEW MODEL 989 PORTABLE DYNAMIC REPRODUCER

By
NEWCOMBE-HAWLEY

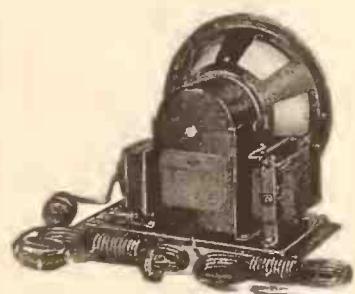
**For A. C. Sets
\$65.00**

**For Battery Sets
\$55.00**

**Chassis only
\$40.00**



A PORTABLE DYNAMIC REPRODUCER AT A POPULAR PRICE



Model 989 is equipped with a full wave Kodel rectifier and rectifier transformer, which permits the unit to be operated with any A. C. set. No storage battery or other source of direct current is required.

THIS new Model 989 Portable Reproducer is so attractively priced that every radio set owner can now enjoy a dynamic speaker.

The cabinet of beautifully grained walnut harmonizes with the most refined appointments.

There is plenty of volume in reserve for those who wish to use this speaker for dancing, and the tone quality is unsurpassed.

Send for latest literature and discounts today!

NEWCOMBE-HAWLEY

Division of United Reproducers Corporation

203 First Avenue
ST. CHARLES, ILL.

Export Dept. 130 W. 42nd St.
NEW YORK CITY, N. Y.

St. Louis Orchestra Records for Brunswick at Local Branch

First Electrical Recordings Ever Made in St. Louis Recorded by Allister Wylie and His Hotel Coronado Orchestra—Kornblum Bros. to Distribute Okeh Records

St. Louis, Mo., December 10.—The first electrical recordings ever made in St. Louis were made on November 29 and 30 by the Brunswick Co., when Allister Wylie and his Hotel Coronado dance orchestra recorded four numbers for the company. The recordings were made at the local branch of the Brunswick Co. and were witnessed by a group of local dealers.

The recordings constituted the highlight of the past month's activity of the local branch of the Brunswick Co., a period that was featured by a marked upturn in business, and with the holiday season now in full swing, officials anticipate that their volume for the year will show an increase of between 70 and 80 per cent.

One of the contributing factors to the heavy volume of the past month was the opening in St. Louis of the "Singing Fool" another of Al Jolson's talking movie triumphs. The local branch of the Brunswick Co. sponsored a four-page newspaper tie-up with the opening of the picture, and in addition conducted a window campaign featuring the record "Sonny Boy."

Three new combinations were formally introduced to the trade by the company during the past week. They included the new 2KRO, \$250 combination; the 3KR8, \$675 instrument, and the 3NC-8, \$700 combination.

The recordings by Wylie and his band coincided with the release by the local Columbia branch of Ed Lowry's new record "My Arms Are Open." The record was a special St. Louis number and contributed materially to the record volume of business recorded by the Columbia branch during the past month. The Columbia Co. also introduced the new 980 combination to the trade, and officials predict that with normal deliveries of this and other instruments, their business for the year will be approximately 30 or 40 per cent ahead of last year.

W. C. Fuhri, vice-president of the Columbia Co., spent several days in St. Louis in conference with the Kornblum Bros. Music Co. which has just been appointed Okeh jobber in this section. The company has taken over the distribution of Okeh records in the territory formerly served by the Artophone Corp.

With combinations moving in fair volume and record business showing a comfortable increase over the previous months of this year and the same period last year, the Koerber-Brenner Co., local Victor distributor, was well on the road to another record year.

C. R. Wagener, sales manager of the Koerber-Brenner Co., has just returned from an extensive trip over virtually the entire territory served by the company, and reports that conditions are good throughout the section.

The Artophone Co. of St. Louis recently released a new radio set that is meeting with hearty approval, officials report. The company also has released a new portable, Model 77, listing at \$30, which is equipped with an air column tone chamber and tone modulator.

Several new members have recently been added to the company's sales force. They include: W. H. Mattingly and H. M. Crowe, who have been added to the Memphis force, and will cover the States of Tennessee and Florida, Alabama and Georgia respectively; R. D. Dobbins, who will work in the eastern Texas division, and H. L. Gruppe, who will cover Arizona and New Mexico, both working out of the Dallas office; and H. Nauman, who will cover the city of St. Louis.

More than 125 dealers of the Kolster sales organization in St. Louis and surrounding territory, attended the monthly Kolster Club session held at the Coronado Hotel last month. Ted Breck, sales manager of the Kolster Corp.,

was present and told the guests of present manufacturing conditions and sales possibilities.

Arthur H. Kaemmerer, who until a year ago was actively identified with the Kaemmerer Music Shops, has opened a radio retail establishment at 2000 South Thirty-ninth street here.

What is believed to be one of the largest single orders ever given, has been sent to the Atwater Kent Co. by the Brown-Hall Supply Co. here, local distributor. The order was for \$1,170,000 and included 19,000 pieces of radio apparatus, speakers and receivers. On the basis of 500 sets to a car this, it was said, will approximate 20 carloads of radios.

One of the outstanding teams in the Municipal Soccer League of this city is the Kolster Radio aggregation. The team is composed of well-known soccer stars, joined under the name of Kolster by Gene Straus, St. Louis Kolster distributor. The Kolster Club is favored to boot its way to the championship.

Jesse French & Sons Enter Radio Field

The Jesse French & Sons Piano Co., New Castle, Ind., entered the radio manufacturing field last month with the introduction of the Jesse French radio receiver employing eight tubes and operating from the electric light socket. The first model marketed is known as the Madrid Console, follows the Spanish style, and is finished in hi-lited lacquer. This AC receiver will be available in a short time in a number of attractive cabinets designed and built in the company's case department.

Washington Station for Sonora Broadcasts

An interesting and varied program was heard over the Columbia Broadcasting System during the Sonora Phonograph Hour on December 6. Among the artists heard during the hour were the Sonora Symphony Orchestra, the Picadors, Sonora Male Trio, Mayfair House Salon Orchestra, Helen Croy and Allan Jones.

Station WMAL, Washington, D. C., recently was added to the list of stations broadcasting the Sonora program in place of the Columbus, O., station which has been dropped until it is cleared.

Final Decision in Tube Suit

Radio tube manufacturers throughout the country were gratified a few weeks ago at a decision handed down by the United States Supreme Court whereby this tribunal declined to review an injunction issued by the Federal District Court in Delaware restraining the Radio Corp. of America from enforcing a patent license agreement with manufacturers of radio receiving sets requiring them to purchase from the Corporation all tubes used in sets manufactured under that agreement. The clause in this agreement referring to the use of tubes is known throughout the trade as "Clause 9." This suit was brought by a number of well-known tube manufacturers, including the De-Forest Radio Co., Sonatron Tube Co., Tele-vocal Corp. and others. The decision of the lower United States Courts held that Clause No. 9 was in violation of the Clayton Act, and the United States Supreme Court upheld the lower court in this contention.

We Want More Than a Salesman

Our expansion program definitely includes the employment of a thoroughly high-grade competent salesman for an important sales position. The remuneration will run large enough to interest the highest type of specialty salesman.

This is a factory connection with a large manufacturer, national in scope, selling direct through distributors and dealers. Our proposition is high-grade, dignified and requires the merchandising type of salesman. The demand for our product is here but does not require that we employ the first man we can secure.

Our business has shown a tremendous national growth in the past year, proving the sales ability of our line. Applicants should be between the ages of 30 and 45, and preferably men who have had experience selling dealers in the music, radio, piano or phonograph fields, with a clean record, able to furnish surety bond and get into the field immediately after special factory training.

Make application by letter, giving full information regarding yourself, together with latest photograph. Also full address with telephone number, when prompt arrangement will be made for interview. Box No. 1672, care Talking Machine World, 420 Lexington Ave., New York, N. Y.

Eva Turner Is Exclusive Columbia Artist

World-Famous Operatic Star Has Sung in European and American Music Centers—With Chicago Opera This Year

Eva Turner, internationally acclaimed prima donna, and exclusive Columbia recording artist, makes her bow this month to America's record audience. Born in Lancashire, England, Miss



Eva Turner

Turner evinced great interest in operatic work at a very early age. Sent to the Royal Academy of Music she quickly grasped the fundamentals, and soon her great ability was recognized.

After completing her training in England, which country witnessed her stage debut, as a member of the Carl Rosa Opera Co., Miss Turner went to Italy, where she gained an enviable reputation as an operatic artist. Among her outstanding successes are roles in "Aida," "Fidelio," "Cavalleri Rusticana" and "Turandot." Miss Turner has scored tremendous successes in Germany, Vienna, Portugal and South America. Her debut in the United States was made with the Chicago Opera Co. this year and she scored instant success.

The Caswell-Runyan Co.

HUNTINGTON, INDIANA

Consoles With Personality

Sold Direct to Jobbers

**FURNISHED WITH INSTALLATION
PANELS FOR ANY STANDARD SET**

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

**Facilities That Guarantee Service
When Service Is Needed**

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

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

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

All Indications Point to a Big Holiday Sale in Cleveland Area

Banks Pay \$6,000,000 to Christmas Club Members—Employment Situation Better Than It Has Been in Years—Schubert Centennial Aided Record Sales—Other News

CLEVELAND, O., December 10.—Every indication points to 1928 being a banner year for radio in this territory. The only complaint heard is that deliveries on some models are too slow. A number of concerns enlarged their departments. Cleveland banks announced that six million dollars would be paid to members of Christmas clubs. Employment conditions are better than they have been for several years past. Schubert's Centennial helped record business and sheet music. A number of sales are reported in combination instruments. Both Cleveland and suburban schools purchased quite a few band instruments during the month.

The William Taylor Sons Co. opened a radio annex in the store formerly occupied by the Wolfe Music Co., on Prospect avenue and the Taylor Arcade.

The Haas Electric Sales Co., 512-518 Huron road, distributor of Kolster Radio, has doubled its business this year. Its territory comprises twenty-two counties and 175 dealers.

W. Burton Pettibone, who was works manager of the Willard Storage Battery Co. for the past twenty years, passed away recently while on a trip South.

The formal opening of the Newman Stern Co.'s "Radio Hall" drew large crowds of peo-

ple, and many beautiful floral pieces were sent by friends in the trade. The opening marked the twentieth year in the radio business of the company which has made steady progress.

Charles Corbett, manager of the radio department of the Starr Piano Co., has resigned and has been succeeded by Hyman Stein. The company is building up an outdoor sales force and securing considerable business in this manner. It has added RCA and Majestic lines.

The Cleveland Distributing Co., Atwater Kent distributor, made a big hit with a special radio section in the Cleveland Sunday Plain Dealer. It was done in color, the first time that such a thing has been done in Cleveland, and attracted a great deal of attention. The company has inaugurated a series of concerts over station WHK four afternoons a week from 2 to 4 o'clock for the purpose of aiding their dealers giving demonstrations.

Lyon & Healy put on a special demonstration week of accordions and piano accordions during the month. Joe Baldi, well-known player and teacher, gave a series of recitals each day and many people were attracted to the store. The company had several special window displays during the month that attracted much attention. One was a Columbia window, showing the process used in making Columbia records and a display of Columbia machines. The other was an attractive display of small goods.

The first announcement to the public of northern Ohio of the new Sonora Melodon was made through a special section in the Sunday Plain Dealer, sponsored by the distributors, H. C. Schultz, Inc., and which many Cleveland dealers tied up with. The new Sonora dealers' organization is already a strong one, and includes many of the most prominent music dealers in the city, such as Lyon & Healy, Euclid Music Co., Goodman Music Co., Maresh Piano Co. and Sterling & Welch. E. N. Quarters, manager of the Cleveland branch of H. C. Schultz, Inc., is enthusiastic over the new line and business generally. The company also distributes the Carryola line of portable phonographs, which is very popular.

Cleveland has a new industry in radio with the opening of a branch plant of the Rola Mfg. Co., at 2570 Superior avenue, and which has a floor space of five thousand feet.

Ray Bechtol, of the Cleveland Distributing Co., Cleveland and Toledo, arrived in Philadelphia recently accompanied by his entire sales force for the express purpose of having the "boys" see at first hand the magnitude of the Atwater Kent properties. Especially interesting was the progress being made on the new A. K. plant, which when completed will make it possible to produce 2,000,000 sets per year.

A four-day radio exposition at the Hotel Winton during the latter part of October was sponsored by H. Lesser & Co., music and radio dealers operating four stores in this city, and it resulted in greatly stimulating the volume of sales for that organization. On the day preceding the opening of the exposition a special twelve-page section devoted exclusively to Lesser news and advertisements was issued by the Cleveland News. The lines handled by the Lesser stores include Victor talking machines and combinations, Majestic, All-American Mohawk, Lyric, Freshman, Philco, Crosley, Steinlite, Sparton, Edison, Federal, President, Kolster, RCA and Atwater Kent radio products. In addition to the wide variety of lines exhibited the RCA Telephoto apparatus and the Kolster compass attracted much attention. Entertainment was furnished during the afternoon and evening of each day by favorite radio artists.

R. E. Clady, general sales manager, states that holding the show at the hotel made it possible to exhibit the receivers in a home atmosphere and attracted the better class buyers, with the result that sales at the show and for some time after it showed a higher average percent figure than preceding the event.

Electric
Pick-up
True
Tone



Dynamic
Speaker
Full Tone
Range

The SEEBURG
Automatic
Phonograph

SELECTIVE
CONTINUOUS
REPEAT

J. P. SEEBURG PIANO CO.

World's Leading Manufacturers of Automatic Musical Instruments
1510 DAYTON ST., Dept. D, CHICAGO, ILL.

To the Radio Trade:

THE Hazeltine Corporation desires to call to the attention of the radio trade the decision rendered November 15, 1928, by Judge Grover M. Moscovitz of the United States District Court for the Eastern District of New York in Brooklyn, in the action brought by the Hazeltine Corporation against E. A. Wildermuth, the Brooklyn distributor of the Atwater Kent Manufacturing Company.

In this decision Judge Moscovitz holds that the radio receivers involved in the action and made by the Atwater Kent Manufacturing Company infringe Hazeltine Patent No. 1,533,858.

As a result of this decision the Hazeltine Corporation is entitled to an injunction against the defendant, E. A. Wildermuth, and an accounting and recovery of profits, and to damages based on the sale by the defendant of all these receivers.

Every distributor and dealer selling radio receivers which are an infringement of the Hazeltine patents is liable to the Hazeltine Corporation for profits and damages sustained because of such infringement. *Such profits and damages are independently recoverable entirely apart from any recovery that may be had from the manufacturer.* It is the penalty provided by the Patent Law for handling and selling infringing apparatus.

The decision of Judge Moscovitz is the fourth such favorable decision by Federal Courts, holding infringement and sustaining the validity of the various Hazeltine patents covering the inventions of Professor L. A. Hazeltine as employed in Neutrodyne radio receiving sets.

Judge Moscovitz in his decision held that the use of an inherent neutralizing capacity to effect neutralization is an infringement of the Hazeltine Patent. In most of the modern Neutrodyne receivers manufactured under license a physical neutralizing condenser is used.

Distributors and Dealers — To be safe from infringement and from liability for profits and damages, be sure the radio sets you handle are manufactured under license and therefore fully protected under the Hazeltine Neutrodyne and Latour patents.

All infringements of these patents will be prosecuted promptly and vigorously by the Hazeltine Corporation.

HAZELTINE CORPORATION
15 EXCHANGE PLACE, JERSEY CITY, N. J.

Roland W. Foster Joins Brunswick Co.

To Act as Song and Talent Scout With Headquarters at New York Brunswick Laboratories—Widely Experienced

Roland W. Foster has been appointed as Brunswick song and talent scout with head-



Roland W. Foster

quarters at the New York laboratories of the Brunswick-Balke-Collender Co. Prior to this connection Mr. Foster was identified with the Mayer Davis Organization, but his experiences as a versatile musician cover a number of years, during which time he played with Harry Richman, Arnold Johnson, Vincent Lopez and was the feature of the original "Kentucky Scoundrels" of Atlantic City. Foster was also on the Keith Circuit in an act.

Increasing Demand for Lyric Receivers

Gustave Frankel, vice-president and general manager of the All-American Mohawk Corp., manufacturer of Lyric radio receivers, left Chicago recently on a hurried trip to New York City, where he conferred with the officials of

several companies which supply raw material for the All-American Mohawk plant.

"Our problem at this time is securing material fast enough to fill the orders for Lyric sets, which are literally pouring in daily," Mr. Frankel declared before starting East. "We had, of course, anticipated a large business this year, but we have been overwhelmed by the success of the new Lyric receiver as indicated by our present inability to keep up with the great demand. We are at present completing plans to increase our production facilities to a great extent, and a definite announcement of the changes and additional facilities will be made about the first of the year."

Zenith Export Shipments Curtailed

To fulfill its tremendous volume of domestic orders, the Zenith Radio Corp., Chicago, recently stopped all export shipments of Zenith radio receivers and will continue to withhold all foreign orders until after the first of the year. Over a quarter of a million dollars' worth of merchandise for foreign distributors has been canceled since the middle of November in preference to domestic orders. In order to cope with the present demand for sets, the Zenith plant has been working on a twenty-four-hour shift production schedule for the past six weeks with anticipations pointing to top-notch production until Spring.

Seedman-Balkite Dealers' Meeting

The initial meeting of the Seedman Balkite Dealers' Association was held on November 23, at the Cafe Boulevard, New York City, and was attended by Balkite dealers from New York City, Brooklyn, Westchester and Long Island. The gathering was sponsored by the G. J. Seedman Co., and prior to the sales meeting a luncheon was served. George Seedman presided and explained the purpose of the Association and the benefits to be derived.

In New Post

M. O. Mattlin, formerly in business in Cleveland and Akron, has returned to Cleveland, and is now connected with the United Music Co., on Kinsman road and East 149th street.

Magnavox Plaque for Distributors

Cast in Aluminum With Barye Lion in Relief—Is Fifteen by Twenty-two Inches—Also Available for Dealers

The Magnavox Co., of Oakland, Cal., manufacturer of Magnavox speakers and tubes, recently prepared and issued to its distributors an aluminum plaque, with a Barye lion in relief, cast in aluminum. The Barye lion is adopted from the Magnavox trade-mark of many years. The plaque is fifteen inches by twenty-two inches in size.

Distributors have been requested to place the plaque in the display room in order to inform



Magnavox Plaque

the radio world of the connection between the distributor and the Magnavox Co. The same plaques are available for Magnavox dealers and can be ordered through the distributors at a net price of \$5.

Special A. K. Section

PITTSBURGH, PA., December 5.—The Esenbe Co., local distributor of Atwater Kent radio products, recently sponsored a special eight-page section in the Pittsburgh Sunday Press. The section was given over to the various models of Atwater Kent receivers and speakers, and the dealers who handle them. Short biographies of the officers of the Esenbe Co. with photographs occupied part of the display, together with pictures showing Atwater Kent sets being used by prominent local personages.

Incorporation

Morris & Beyer, Brooklyn, N. Y., were recently incorporated to deal in radio equipment, talking machines, etc.



EXCELLO PRODUCTS CORP.

EXCELLO Radio Consoles

Meet the most exacting demands for beauty and quality in a pleasing variety of models. Cabinet work of character . . . walnut throughout . . . matched butt walnut veneer doors . . . rich piano finish.

Combination Phono-Radio New "EXCELLO" Console

The very attractive model illustrated, No. R 44, has sliding drawer which accommodates any radio set up to twenty-four inches long. Equipped with phonograph turntable. Electric Phonograph motor, switch and adapter, volume control, electric pick-up with tone-arm and automatic shut-off attachment. Also Cone or Dynamic Speaker.

Nationally Advertised—Sell the Excello—Nationally Preferred

Write for Catalog of Complete Line

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



Dealers and Distributors ask for particulars of Franchise Proposition

The advertisement shown to the right is typical of columns and half-pages (some in colors), which appear in the December issue of twenty-four magazines. Of especial importance is a half-page in four colors in the comic section of "The American Weekly," reaching 6,500,000 families. The last Hohner advertisement in this medium brought over 30,000 inquiries for free Instruction Books.

F - R - E - E
for Your Customers

Twenty-four page, fully illustrated booklets containing full instructions for playing the Harmonica will be supplied to you free for distribution to your trade. These books give added satisfaction to the purchasers—and make them come back later for another, and more expensive, Harmonica. Ask your jobber for a quantity, or (if his supply is exhausted) write us direct.

Here Is the Hohner Christmas Message That Goes Into More Than Twenty Million Homes

What Are You Doing to ? Make It Pay YOU?

DECEMBER is the biggest Harmonica month of all the year — and this December, for dealers who have watched the growth of Harmonica sales, should be the biggest December they've ever experienced.

Practically every family in the nation will find the Christmas advertising of Hohner Harmonicas in their favorite periodical.

To millions of boys and girls, men and women, the outstanding gift values of the Harmonica will make a powerful appeal.

There is no question as to whether Harmonicas will sell big at Christmas. Everybody knows that, from years of experience.

The question is—Who will make the sales and get the profits?

And the answer is—The merchant who lets the public know, by proper display, that his is the store where a real variety of genuine Hohners can be secured.

Here's What You Need

You need, first, a plentiful stock of the numbers which we are illustrating in our Christmas advertising. These are:

| TO RETAIL AT | |
|---|--------|
| Hohner "Marine Band," No. 1896..... | \$.50 |
| Hohner "Up-to-Date" Tremolo, No. 47½..... | 2.25 |
| Hohner "Chromonica," No. 260..... | 2.75 |
| Hohner "Tuckaway," No. 777..... | .75 |
| Hohner "Auto Valve," No. 105..... | 1.00 |
| Hohner "Trumpet Call," No. 220..... | 2.75 |

And remember, it's at Christmas time that the higher priced instruments are eagerly bought by grown-up as gifts to their children and young friends.

Second, you want to ask your jobber about the special window and counter displays which will "spotlight" your Harmonica stock. You get them practically for nothing with popular Harmonica assortments.

M. HOHNER, Inc., Dept. 72, 114 East 16th Street, New York City

Music-Radio Trade in Buffalo Expects Big Holiday Business

Federal Radio Corp.'s Two Plants Working at Full Capacity—New Federal Jobbers Named—Plan Co-operative Campaign on RCA Products—New Stores Opened

BUFFALO, N. Y., December 8.—With bright prospects for a record holiday business the talking machine and radio trades have enjoyed a very fine Autumn.

Federal Radio Corp.'s two Buffalo plants have been working at capacity in an effort to catch up with orders, and while this has not been entirely accomplished Federal dealers will have ample holiday stocks. Federal has added several jobbers to its family recently, giving it increased representation in several territories. These include the W. W. Conde Hardware Co., of Watertown, N. Y.; Dyke Motor Supply Co., Pittsburgh, and the Rock Island Hardware Co., Rock Island, N. Y. A large number of new Federal retailers also have been enrolled in time to participate in the holiday trade.

Victor business for the Christmas season is very promising, according to the local wholesalers, the Buffalo Talking Machine Co. and C. N. Andrews. All retailers look for brisk trade and a very substantial sales volume.

Mr. Andrews reports the dealers greatly pleased with advance showings of Radiola 41. An extensive co-operative advertising campaign is planned in this district as soon as this model is delivered in quantity.

Howard J. Eynon has purchased the controlling interest in the stock of the Pure Carbon Co., of Wellsville, N. Y., manufacturer of radio batteries.

Joe Malott, manager of the Southern territory of the Amrad Corp., is on temporary duty with the H. D. Taylor Co., Buffalo distributor of this line. He will remain here for several weeks aiding in the formulation of plans to obtain wide distribution of Amrad products in this territory and meeting the dealers who are handling the line.

G. A. Ellis, proprietor of a large radio busi-

ness in Bridgeburg, Buffalo's principal Canadian suburb, has purchased a building at Central avenue and Dufferin street in that place and will remodel it for opening as a radio store.

Thomas H. Endicott, general sales manager of the Zenith Radio Corp., was a recent visitor at the Joseph Strauss Co., Buffalo district distributor. He later spoke at a largely attended meeting of Zenith dealers in western New York and northern Pennsylvania, in Erie, Pa., being accompanied to the Pennsylvania city by E. T. Ball, sales manager of the Strauss Co.

The Medo Electric Corp. has just opened a fine branch store at 1234 Jefferson avenue. It features Columbia phonographs and radio combinations as well as a general radio line, including several popular makes. The company's main store is at 18 East Chippewa street, in the downtown section.

Burchard Radio Sales Co. has opened a new radio store at 307 West Third street, Jamestown, featuring the Sparton line.

The remodeled store of the Buffalo Radio-phone Co., at 260 Main street, is attracting much attention. The interior has been refurnished to resemble a broadcasting studio with heavy drapes, fine Oriental rugs and other appropriate furnishings. Atwater Kent, Kolster, Majestic and Peerless sets have prominent place on its shelves and in its displays.

Columbia record sales have been very large during the past month. Columbia's Schubert week was well advertised here and brought heavy sales of the records of this great composer, while the personal appearance for two weeks at the Arcadia ballroom of Charlie Boulanger and His Georgia Melodians, of Columbia and Edison record fame, also helped dealers handling these lines. Columbia franchise holders also report a fine pre-holiday business.

Our Rapidly Growing Dealer Organization Makes Necessary Increasing Our Sales Force

Ever since the first CAPEHART AUTOMATIC ORCHESTROPE was shipped last March, our production has had to be continually increased to keep pace with our rapidly growing DEALER organization.

The CAPEHART one-plan, one-price policy of merchandising exclusively through DEALERS has resulted in the growth of a large DEALER organization stretching from coast to coast.

The demand for the CAPEHART AUTOMATIC ORCHESTROPE is growing, owing to its many exclusive features, chief among which are its marvelous tone qualities and its continuous playing automatic record changing mechanism, which plays 28 records—56 selections—continuously, on both sides, changing and turning the records automatically—and WITHOUT ATTENTION.

We will consider applications to join the CAPEHART sales organization from men who have had experience in the piano or phonograph fields selling dealers and who want to be associated with a successful company—and who can also appreciate earning money far in excess of the ordinary salesman.

Write fully concerning yourself and your selling experience, enclosing photograph. All replies will be confidential.

J. E. BROYLES
General Sales Manager
CAPEHART AUTOMATIC PHONOGRAPH CORP.

Huntington, Indiana, U. S. A.

a number of interesting subjects were discussed. The matter of fair and reasonable trade-in allowances was also debated, and the more general use of the Radio Trade-in Book, as issued by the publishers of that name, was urged by the Association.

Kierulff & Ravenscroft, Crosley distributors in California, in wiring H. Curtiss Abbott, general sales manager, for more Gembox and Showbox receivers, state that Pacific Coast sales have been stimulated by the reports of excellent reception of the new 50,000-watt transmitter of WLW, the Crosley station in Cincinnati, which is featuring fine programs.

Miss Elsa Meiskey Scores in Town Hall Recital

Miss Elsa Meiskey, soprano and recording artist, made her debut in a recital on December 3 at the Town Hall, New York, where she sang in Italian, German, French and English. Miss Meiskey's recital received favorable comment from metropolitan music critics, and an audience of good size was cordially disposed. The following extracts from the New York Times are typical of the way in which the music critics reviewed Miss Meiskey's concert:

"What showed forth and promised pleasantly for the future was the inherent loveliness of the voice and certain phrases that were sculptured with a fine feeling for line and a true emotional expression. Miss Meiskey has vocal capacity and talent. She is a pupil of Mme. Sembrich, and it is evident that this singer has material with which to build and the benefit of distinguished guidance in her studies."

Thomas H. Endicott, general sales manager of the Zenith Radio Corp., Chicago, recently addressed a sales meeting of the Indiana Zenith dealers at the Severn Hotel, Indianapolis.

Fitzgerald Music Co. Adds the Edison Phonograph-Radio Line

New Platt Music Co.'s Stock Issue Oversubscribed in Few Hours—Record Managers Favor Radio Commission Action Regarding Broadcasting of Records—Other News

Los ANGELES, CAL., December 3.—The amended ruling of the Radio Commission in regard to the broadcasting of phonograph records, and, at the same time, the announcement that in future many of these records will be manufactured specially for broadcasting with regular broadcast opening announcements, instead of ordinary phonograph records, has been received with anticipatory favor here. There has been a feeling among record department managers for some time that the broadcasting of ordinary, newly released records has been harmful to their sale. "As soon as a new hit is issued by one, two or more of the phonograph companies," said Miss Johnson, manager of the record departments of Platt Music Co.'s eight stores, "the radio broadcast stations play it, and continue to play it at such frequent intervals, that the average record buyer—who is often a radio listener-in as well—is utterly tired of it before he has had a chance to purchase it at the music store."

Ed. L. Hayes, manager of the phonograph departments of the Fitzgerald Music Co., announced that the Edison line of phonographs and radios has been installed. The Splitdorf radio will, of course, be discontinued, due to the fact that manufacture has been taken over by Thos. A. Edison, Inc.

Otto May, president of the California Victor Distributing Co., arrived in Los Angeles early in the last week of November, spending Thanksgiving Day here. He reports splendid business at both headquarters and anticipated the greatest sales in history for the month of December, he said.

O. K. Smith, well-known phonograph and radio man, has been appointed manager of the radio department of the Broadway store of the Rudolph Wurlitzer Co.

With assets of over four and a quarter-million dollars, including lease contracts of \$1,800,000, and with liabilities of about half a million dollars appearing in the auditors' statement, the Platt Music Co. has offered, through the well-known brokerage house of Alvin H. Frank & Co., additional stock of \$1,000,000, which was oversubscribed in a few hours. The stock, when issued, will appear on the exchange, it is said, at \$27.50 per share.

Following the fashion set by the Radio Trades Association of Southern California, which holds its regular meeting at the Breakfast Club once each month, the Down-Town Radio Dealers' Division met at the City Club, November 18. George H. Nicholson, manager of the phonograph and radio departments of the Birkel Music Co., presided and

Reasons for Name Change to "Lyric"

Gustave Frankel, Vice-President and General Manager of All-American Mohawk Corp. Comments on Line's Name

The All-American Mohawk Corp., Chicago, in keeping with taste for beautiful names, calls its new receiver the "Lyric." The radio set produced by this pioneer company was formerly known as the "Mohawk."

Commenting on the change in name, Gustave Frankel, vice-president and general manager of the All-American Mohawk Corp., pointed out that the new "Lyric" was selected because it exemplifies much of the musical entertainment which is the delight of so many fans. "Changing the name of our receiver does not necessarily imply that we are in favor of changing

the names of the country's broadcasting stations from mere call letters to beautiful names," Mr. Frankel declared. "Such a change would necessarily entail a good deal of trouble and expense and might not be as practical as the present system. But in our own case, although it is taking a substantial advertising appropriation to make the change in name from 'Mohawk' to 'Lyric' known, we feel that in the long run it will add to the dignity and significance of the set."

Lyric receivers manufactured by the All-American Mohawk Corp. include twelve models, both for battery and electric operation, and in 6- and 8-tube models. Besides the table and console models, the company makes a combination radio-phonograph in two models.

The Whitehall Radio Corp., New York City, has been incorporated to deal in radio and musical instruments with a capital of 100 shares of common stock.

Edison in New York to Be Under One Roof

Entire Floor at 261 Fifth Avenue Leased by Edison Interests and Various Separate Divisions Will Be Housed There

With the leasing of the entire sixteenth floor of the building at 261 Fifth avenue, New York, comprising floor space of approximately 16,000 square feet, Thos. A. Edison, Inc., took the first step last month towards consolidating its various activities in New York under one roof. The new quarters will house the radio phonograph division, including the recording studios now located at 79 Fifth avenue, the export division at present at 26 West Broadway, and the Ediphone division at present at 412 Broadway, and the Edison Portland Cement Co. The several divisions will move soon.

SAFER SHIPPING

Jiffycases provide a tough, breakage resisting wall of protection around your product in transit. Breakage and marring practically eliminated.

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.

GOOD LOOKS GOOD WILL

Jiffycases make tidy packs which advertise your progressiveness. They make a hit with the shippee who can use them again.

for quicker—
safer—
tidier—more
economical
packing
use Jiffycases!

ASK FOR FACTS
AND FIGURES
NO OBLIGATION

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.

LESS 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.

LESS STORAGE SPACE

Jiffycases come to you in the shape of light, tough plywood panels which stack in minimum space—releasing added plant-room for production.

TRADE MARK REGISTERED

Jiffycase

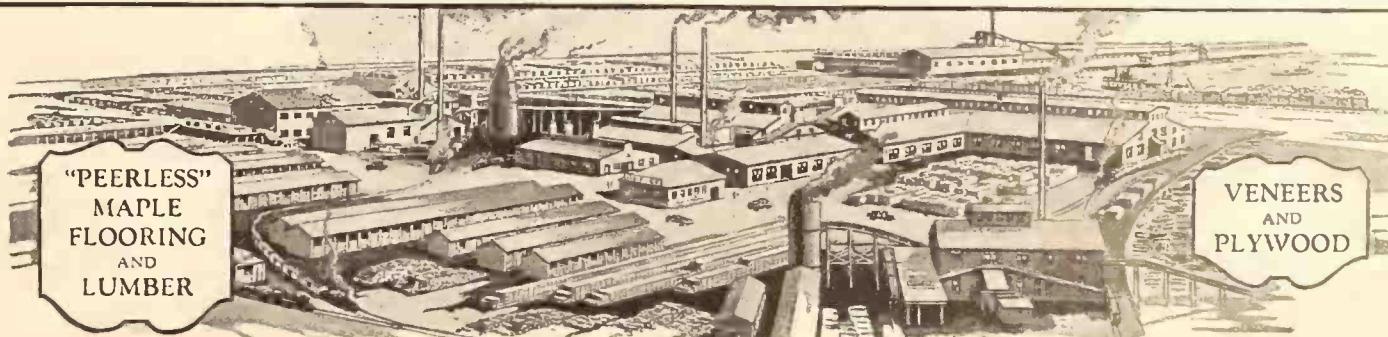
THE SPEEDY SAFE ECONOMICAL PACK FOR FURNITURE, PHONOGRAPHS AND RADIO CABINETS

NEW YORK OFFICE
No. 80 Maiden Lane
Rulofson & Company
Eastern Representatives

BRANCH OFFICES
C. L. Strey,
General Sales Representative
Wabash, Indiana.

CHICAGO OFFICE
Republic Box Company.
903 N. Halsted St.,
Representatives

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH.



A. K. Radio Audition Finals December 16

Ten Finalists From All Sections of United States Will Be Heard Over Wide Network of Broadcasting Stations

The finals of the Second National Radio Audition, sponsored by the Atwater Kent Foundation, will take place during the regular Atwater Kent Hour on Sunday, December 16, and the voices of the contestants will be heard from coast to coast over a network of stations of the National Broadcasting Co. The finalists, each the winner of local, State and district singing competitions, and chosen from approximately 60,000 amateur vocalists, are South, Carmen Rosell, New Orleans, soprano, and Ernest Paul Ferrata, New Orleans, baritone; Far West, Dove Irene Kilgore, Oakland, Cal., coloratura soprano, and Donald Novis, tenor, Pasadena, Cal.; mid-West, Gladys Morrison Ball, Kansas City, Mo., coloratura soprano, and Wilfred A. Engelman, Detroit, Mich., baritone; Northeast, Hazel C. Arth, Washington, D. C., contralto, and Kenneth D. Hines, Buffalo, N. Y., tenor; Southwest, Anna Mae Chandler, Fayetteville, Ark., coloratura soprano, and Patrick Henry Wilson, Jr., Galveston, Tex., baritone.

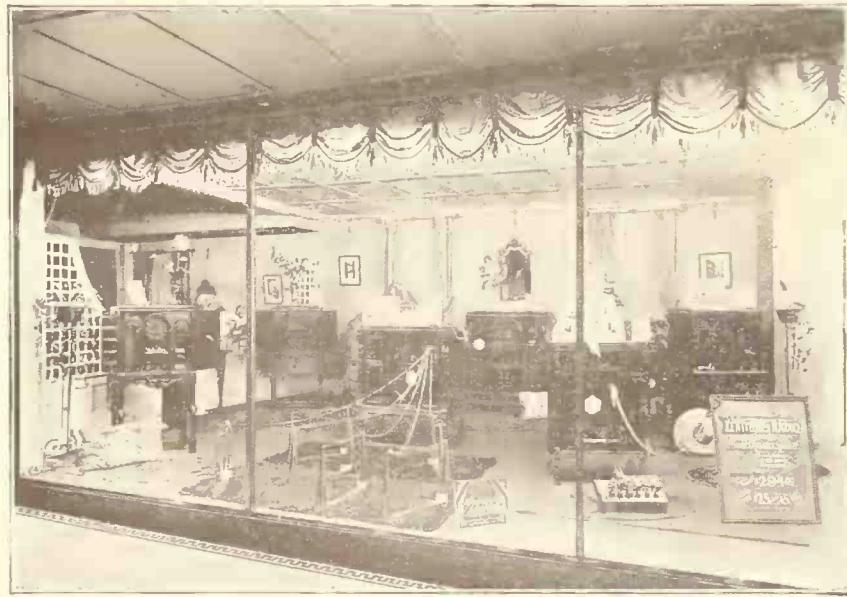
The contestants in the finals will be judged by a board of renowned musical authorities consisting of Mme. Ernestine Schumann-Heink, Mme. Louise Homer, Mrs. Otto Kahn, Mrs. Edgar Stillman Kelley and Edward W. Bok.

The girl and boy adjudged best will each receive \$5,000 cash, a gold decoration and a two-year scholarship at a leading American conservatory. Those placed second will receive \$2,000 and a one-year scholarship; third, \$1,000 and a year's scholarship each; fourth, \$500 each, and fifth, \$250 each.

Attractive Display Features Zenith Sets

Haverty Furniture Co., of Dallas, Tex., Stresses Automatic Tuning and Distance Getting Ability of Zenith Sets

The value of an effective window trim from a merchandising standpoint is readily seen in



Haverty Furniture Co.'s Zenith Window

this attractive display used by the Haverty Furniture Co., Dallas, Tex., for the exclusive showing of Zenith radio receivers. Six different models were displayed with a center display of automatic tuning featured prominently by the use of miniature broadcasting towers designating various stations from coast to coast, connected to the automatic tuning device by means of ribbon streamers. The idea pointed out that coast to coast stations were

Talking Machine Distributors

A long established, well known radio manufacturer is interested in securing a few additional distributors in the music-radio field. This organization has had well established distribution in other channels for a number of years but will add a limited number of talking machine distributors who are well familiar with the particular needs of the music-radio dealer. Address Box 1671, care of The Talking Machine World, 420 Lexington Avenue, New York City.

immediately available at the touch of the buttons once they were set automatically on the tuning device. The Haverty Furniture Co. is a newly appointed Zenith dealer, with a branch store in Houston, served by the C. C. White Co., Dallas, the Zenith distributor for the large southern Texas territory.

Trade News From the Kansas City Territory

Federal Radio Inspection Office Is Opened in Kansas City—Nederman Adds Radio Department—Other News of Trade

KANSAS CITY, Mo., December 10.—The Nederman Music Co. has recently put in a line of radios. It has been carrying the Victor combinations only, but to meet the public demand found it necessary to add the separate receivers. The record trade has been exceedingly good here, scoring a big increase over the sales of the same period last year. The most outstanding demand has been for the records popularized through the movies.

The C. J. Brown Radio & Electric Service, formerly located at Twentieth and Baltimore, has opened a spacious display room at 3605 Broadway. It is handling Kolster, Majestic, Atwater Kent and Sparton radios, and showing a variety of table model speakers.

Four record demonstrating devices have been recently installed in the record department of the Mace-Ryer Co., which reports a very good business in the Columbia and Brunswick records, with all indications for a good holiday season and a busy new year.

Silcott & Weller have opened a store at 3825 Main street as Missouri and Kansas distributors for the Sterling Radio Co. of Chicago.

Kansas City has now a Federal radio inspection office which has been opened in the Federal Building with William J. McDonell, U. S. assistant radio inspector, in charge. This office functions under the direct supervision of the district headquarters at Chicago, which is directed by H. D. Hayes, U. S. supervisor of radio. The entire district which functions under the Chicago office includes twelve and one-half States, and the Kansas City office will be in direct charge of about one-third of this district and will include

Missouri, Kansas, Nebraska, southern Iowa, southern Illinois, southern Indiana and Kentucky. The work of the office includes examination of radio operator applicants and the issuing of licenses, also the inspection of all classes of radio stations. There are approximately seventy-five major broadcasting stations and one thousand amateur stations under Mr. McDonell's direct supervision. A radio test car which will be the equivalent of a port-

able radio laboratory will be assigned to this office early in the new year. At that time an additional inspector will be assigned to this office to assist Mr. McDonell.

Another sub-division office, under the supervision of the Chicago headquarters, has been authorized for Denver, Col., and will be opened some time after July 1, 1929.

The Retail Merchants' Association, of which J. W. Jenkins, of the Jenkins Music Co., is president, is responsible for the Yuletide decorations in the Kansas City shopping district. Ten thousand dollars have been spent, and Christmas greens arch the streets, sheathe the light and trolley poles and furnish heavy garlands of festoons throughout the downtown streets. Colorado spruce is used for the decoration this year and a holiday atmosphere has been accomplished.

Trade Activities in Detroit Territory

DETROIT, Mich., December 8.—Jay Grinnell, sales manager for Grinnell Bros., reports that the talking machine and radio business is the best in the history of the company, and this takes in all of the forty stores throughout Michigan, Ohio and Canada. Grinnell Bros. feature in their retail stores the Victor line, the Freed-Eisemann and Kellogg, and are distributors for the Victor. The company will hold its annual convention of branch managers the second week in January in Detroit.

The radio department installed by the J. L. Hudson Co., on the second floor of the main building, is doing a phenomenal business.

The Detroit Electric Co., distributor for the Majestic line, continues to be oversold and finds it impossible to get enough machines from the factory to meet demands of dealers.

Thomas Devine, Detroit branch manager of Columbia Phonograph Co. reports that the \$285 new Columbia radio receiving set is passing all sales expectations. "Far beyond what we anticipated," he said. "What is worrying us is not sales, but getting enough of them to supply our customers. We are doing everything possible to fill orders as fast as we get them. The \$285 model is proving the most popular, although we also are having a big call for the \$350 model." Record business is exceptionally good and sales on Columbia-Kolster combination outfits are going to break all previous sales records this month."

Revise Radiola 60 Price

The list price of RCA Radiola 60, table model super-heterodyne has been reduced to \$147, less Radiotrons, it has been announced by the Radio Corp. of America, New York. The list price heretofore was \$175, less Radiotrons. It was said that the popularity of this model, resulting in greatly increased production and consequent savings in manufacturing costs, made the reduction possible.

The H. G. Zimmerman Co. recently opened a music-radio store at 1416 Fifth avenue, Moline, Ill. This is one of the finest local stores.



1928 was the year of great radio achievement!

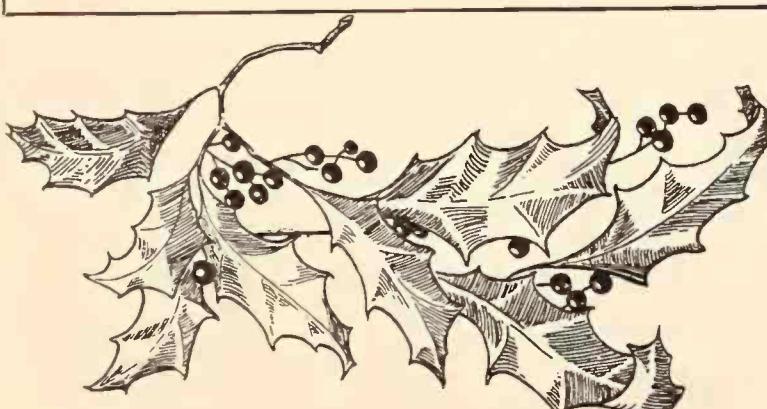
Having rendered a specialized cabinet service to manufacturers, in a field of established competition, we are happy to relate that we will conclude 1928 operations with a remarkable volume of business.

Reputation of our service has acquired national prestige and gives us an opportunity to submit our 1929 plans to a larger clientele.

We are most appreciative of this recognition of our service and it is with great sincerity that we thank the members of the trade who aided us.

We also want to wish these men, their company associates, their wholesalers and their dealers A Very Merry Christmas and A Most Prosperous and Happy New Year.

Quality Factories, Inc.



JOSEPH WOLFF, President
HENRY W. GERARD, Vice Pres.

11 West 42nd Street
(Salmon Tower)

NEW YORK, N. Y.

3,317 Columbia Dealers Tied Up With Schubert Week Observance

Retailers Co-operated With Local Committees, Furnished Viva-tonal Phonographs and Masterworks Albums to Meetings and Distributed Literature About Composer

The Schubert Centennial, observed during the week of November 18 to 25, was a tremendous success, viewed from every angle, and a large percentage of the credit is due to the unceasing efforts of the Columbia Phonograph Co., which sponsored the centennial, conducted

the public conscious of the music of Schubert, and the slogan "Back to Melody" was lived up to during the seven-day period.

The phonograph trade played its part in co-operating with the event, as is evidenced by some interesting figures recently issued by the

Columbia Phonograph Co. The report states that 3,317 Columbia dealers took active part in the observance of the celebration. These dealers tied up with local Schubert committees in arranging suitable programs, furnished Columbia Viva-tonal instruments and Schubert Masterworks albums to halls and meeting places where exercises were being held, used the special Schubert window display and distributed over 250,000 pieces of literature regarding the life and works of Schubert. The accompanying photograph, showing the window display which



Schubert Window at Carnegie Hall Music Shop

a contest for a composition in the spirit of Schubert and organized committees throughout the entire United States in order that the greatness of Schubert and his compositions might be made known to the millions of the country's population. In the October issue of The Talking Machine World details of the wide scope of the centennial observance were given. Summing up after the conclusion of the week's observance, suffice it to say that Schubert Sunday, solemnized in 59,000 churches, Schubert Day in the Schools, Schubert Civic Day and the numerous other musical events which tied up with the anniversary of the death of the great composer were eminently successful in making

occupies the front window of the Carnegie Hall Music Shop, which is located next door to Carnegie Hall, New York City, is typical of the attractive manner in which Columbia dealers presented the recorded music of Schubert to the public. The co-operation of the dealer group is said by Columbia officials to have played a large part in making the observance the success which it was.

It cannot be doubted but that the tremendous sale of Columbia Masterworks albums of Schubert's compositions brought some return to the company for the large sums which it expended in preparing and carrying out the Centennial observance. The manner in which

it was planned and executed brought forth naught but the highest praise. The following extract from an address of Otto H. Kahn, chairman of the International Advisory Body, at a reception at his home, is typical of the comments by leading musicians and educators: "It is but plain justice to state that I know of no instance in which a service of that nature has been performed with larger generosity, broader scope, greater dignity and higher efficiency than the far-sighted conception and the splendid organization and carrying out of the Schubert centennial commemoration by the Columbia Phonograph Co."

Lyric Receivers Are Popular on West Coast

Pacific Coast Distributors Visit Chicago to Speed Shipments—Name Change Has Won Complete Acceptance

William H. Kaemper, San Francisco and northern California manager of Listenwalters & Gough, Inc., distributors, was recently in Chicago, where he visited the All-American Mohawk Corp. general offices and plant. Mr. Kaemper came to Chicago in an effort to speed up shipments of Lyric radio receivers, manufactured by the All-American Mohawk Corp., for which Listenwalters & Gough are the California distributors.

Charles Walter, manager of the Los Angeles and southern California branch of Listenwalters & Gough, was also a Chicago visitor this summer, and he spent considerable time with officials of the All-American Mohawk Corp.

Otto N. Frankfort, vice-president in charge of sales of the All-American Mohawk Corp., is in California at this writing, conferring with officials both in Los Angeles and San Francisco. According to Mr. Frankfort, the new name of the All-American Mohawk Corp.'s receiver has met with remarkable acceptance throughout the West. "Here in California," Mr. Frankfort writes, "it is really amazing how well-known the 'Lyric' is. The old 'Mohawk' is still spoken of, but advertising, publicity, and sales promotion, backed by good distribution, have succeeded in putting the 'Lyric' in the front rank."

Radios Survive Fire Test

Recently passersby in the streets of Des Moines, Ia., noticed smoke issuing from the basement windows of the Herring Block in the downtown business section of that city. By the time the first engines had reached the scene, fire was raging throughout a large portion of the lower floors of the building. Among the business stocks destroyed by the conflagration was that of the Eagle Auto Supply Co., Majestic dealers. When the sets were finally resurrected, they were almost hopelessly battered. Out of curiosity, J. A. Gottstein, president of the Eagle Auto Supply, connected up the sets one after another and found that in spite of fire, water, smoke and the long fall from the balcony to the basement, all of the sets were in perfect mechanical condition.

Record CeCo Production

CeCo Mfg. Co., Providence, R. I., reports that its production of radio tubes in October was 101 per cent greater than in September, or the equivalent of \$1.07 per share of outstanding stock, and it is expected that November will be the best month in the history of the CeCo Mfg. Co., Inc., both as to earnings and production, according to Ernest Kauer, president of the company. In order to take care of this increased business, and with a conservative anticipation of future growth, this company is planning to erect a new plant having a floor space of 50,000 square feet on each floor.

CASE ELECTRIC RADIO

An Outstanding Opportunity
for Dealers

Consider these facts—

- Case ranks with the five largest manufacturers in production this year, proving the quality and popularity of the set.
- Fully licensed by Neutrodyne, Hazeltine, Miessner—combined with our own patents—producing a set that outperforms any on the market.
- Case sets are built and engineered within our own plant, assuring uniform high quality at an unusually low price.
- Beautiful, Well Built Cabinets.
- A price range from \$98 to \$500 (with phonograph attachment) and each model an outstanding value.

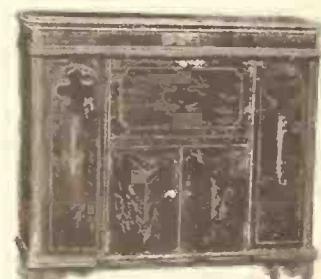
WRITE NOW—for details of the liberal Case franchise and outline of our helpful sales plan for Case Jobbers and Dealers.

CASE ELECTRIC CORP.
Division United States Electric Corp.
MARION, INDIANA

A Case Radio
for Every Purse
from \$98 to \$500



THE COMPACT
A Profit Leader. Eight tubes (including rectifier). Full AC operation; single dial control; artistic wood cabinet. Three tuned stages. Complete \$98 (less tubes).....



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



Rola Cabinet Model Fifteen



A NEW speaker which can take the full power output of any of the standard sets on the market! A magnetic speaker which in tone range and volume closely approximates the results of the average dynamic speaker . . . at a remarkably low price! Here is speaker value never before offered in radio history.

Radio dealers know that this new cabinet speaker Model Fifteen, with Rola quality, at the price, will create a tremendous sensation among radio users. It means quicker turnover, greater volume, more profits for Rola dealers. It means that you can now recommend a popular-priced speaker, knowing that it will give permanent satisfaction.

MODEL FIFTEEN: Extraordinary as it may seem, this new speaker is equipped with the famous Rola Model M Magnetic Armature Unit, the same unit contained in the more expensive Rola Model Twenty. Its performance is therefore identical with the more costly speakers. From the deepest bass to the highest treble it reproduces with perfect accuracy—marvelous realism. The new Model Fifteen is sturdily built of hardwood with attractive walnut finish. Dimensions are: height 10½ inches; width 12 inches; depth 6 inches. This addition of a low priced quality speaker to the Rola line is your opportunity to increase sales in the popular speaker class. *Now Ready for Delivery.*

MANUFACTURERS: The new Rola Model M Magnetic Armature Unit is ideally adapted to built-in consoles and speaker tables. Radio users desiring quality performance at low cost will find that this unit gives results equal to, if not better than, any magnetic speaker made—in fact, results closely approaching the average dynamic speaker. Rola Model M is the same unit as installed in the Rola Models Fifteen and Twenty and is the result of Rola's five years of successful loudspeaker manufacture. It has the Rola full-floating diaphragm and responds to all tones between 100 and 5000 cycles per second in frequency. *Manufacturers: Write for Quantity Prices.*



Rola Model M
List Price \$15

ROLA DYNAMIC AND MAGNETIC SPEAKERS FOR EVERY RADIO INSTALLATION

THE ROLA COMPANY

OAKLAND, CALIFORNIA: 45th and Hollis Streets . CLEVELAND, OHIO: 2570 East Superior Avenue

Real Television Needs a "Spreading" System

Fifth of Series of Articles Sponsored by RMA Says That No Man Can Predict When Method Will Be Found

The fifth of the series of six articles on the status of Television experiments, sponsored by the Radio Manufacturers' Association, deals with the fundamental principle of the art, the succession of lights which when thrown upon the screen of the television receiver forms the picture. In speaking of the necessity of being able to "spread out" the succession of impulses over a surface to create a form the article says:

"The problem of television lies wholly in this spreading out of our signal. It is possible to send a succession of signals fast enough if we may choose the wave length on which to transmit and have no legal limitations on the

speed of transmitting. It is not now possible to spread out this succession of signals over a large surface fast enough for the eye to see the individual dots or fluctuations and recognize a complete image. It can be done on a tiny scale with our scanning disks. Even then it is hard for the receiver disk to be held in exact synchronism with the transmitter disk except by the most skillful operator. We must find some automatic way to hold the two disks together, and then on this tiny scale the present type of experimental television will be commercially feasible in a modest way.

"Real television by which we hope to see fights and ball games awaits a new 'spreading out' method. The transmission is possible. We have the transmitter and the photoelectric microphone. We can probably build a receiver, and we have the silent, flickering lamp to make the signal visible. The thing that must be found is some way to present each portion of the view in rapid sequence before the mike and to take this sequence of impulses on the

receiving end and coil them up to form an image. When that can be done television will have arrived. Someone may conceive of the method to-morrow, or it may not be discovered during the present century. No man can predict when inspiration may visit him."

Majestic Window Display Service Started

North Ward Radio Co., New Jersey Jobber, to Supply Displays Each Month to Dealers at Nominal Cost

As a feature of its service to its dealers, Herbert Fink, president of the North Ward Radio Co., of Newark, N. J., Majestic distributor for northern New Jersey, has announced



North Ward Majestic Window

a window display service at a nominal cost. The first "Window of the Month" is shown in the accompanying photograph. The plan is to carefully plan out a number of suggestions, and when one is finally accepted it is carried out in the windows of the North Ward Radio Co. A photograph is then made and copies are sent to all dealers. Arrangements can then be made by each dealer for the North Ward window display service department to send one of its service men to the store where he will reproduce the window exactly as shown, or with slight variations to suit the individual dealer's requirements.

Sponsored Booth at Baltimore Food Show

BALTIMORE, Md., December 5.—Chas. M. Stieff Co., Inc., of this city, sponsored an attractive booth at the Baltimore Food Show held recently at the Fifth Regiment Armory. Columbia phonographs, Columbia-Kolster radio phonograph combinations and Columbia and Kolster radios made up a display which attracted considerable attention and proved one of the features among the exhibits that attracted approximately 20,000 people. A plan by which printed questionnaires were used was responsible for securing the names and addresses of a large number of interested people and also information relative to ownership of a phonograph or radio. More than 300 names were added to the mailing list. Follow-up resulted in many sales, and the entire list will be used for mailing out literature pertaining to records.

Modern Merchandising Built Success for Udko

M. Udko & Co., Inc., 224 Flatbush avenue, Brooklyn, N. Y., one of the most successful talking machine and radio dealers in this section, has built a large business entirely by utilizing the most modern methods of merchandising. Consistent newspaper advertising and other forms of sales promotion have stepped up business to such an extent that the company is undergoing a constant expansion.



This table can be supplied with any of the following dynamic speakers built-in: RCA, Jensen, Newcombe-Hawley, Peerless, Utah or Temple.

The following magnetic speakers are also available and may be installed in this table, if desired: RCA 100A, Peerless, Amplion, Ansonia, Decatur or Newcombe-Hawley.

Write or wire for samples and full details of our dealer and jobber proposition.

Ideal Radio Cabinet Mfg. Co.
151 West 19th St. Phone Chelsea 5234
New York City

Magnavox Explains Dynamic Principle

The Magnavox Co., Oakland, Cal., recently issued a booklet which explains simply but thoroughly the fundamental principles of operation of the dynamic loud speaker, and gives a concise history of the development of the Magnavox dynamic loud speaker. It points out that while many people regard the dynamic system of speaker construction as something new, it was discovered and put to use by Magnavox engineers as far back as 1911.

Simple descriptive paragraphs and easily comprehended charts show the various stages of the development of the principle so that by careful perusal a layman can grasp the true meaning of the word "dynamic."

Interesting historical sketches are contained telling of how in 1915 when the principle was applied to a phonograph music played was heard for miles. Using the principle on Christmas Eve in 1915, the mayor of San Francisco spoke to an assembly of over 50,000 people. This was the first occasion in history that a public address was made by means of a microphone, amplifier and loud speakers.

These sketches, with a wealth of other interesting information, make the booklet one of real value. It has been distributed to Magnavox dealers and enables them to give a comprehensive and intelligent answer to questions regarding the dynamic principle.

Portland Trade News

PORLAND, ORE., December 3.—The Brunswick dealers held a meeting at the Brunswick headquarters, 125 North Tenth street, on Wednesday evening, November 14, at which time the new Brunswick models were shown and demonstrated for the dealers, and for the dealers to see and inspect the new salesrooms at head-

quarters and to hear a sales talk on the advantages of the Brunswick line.

The Hyatt Music Co., 386 Morrison street, has announced its appointment as Portland representative of the new Edison radio-phonograph combination.

E. J. Seroy, Northwest representative of the Grigsby-Grunow Co., manufacturer of the Majestic radio receivers, was a visitor to Portland the latter part of November to confer with F. E. Davis, manager of the radio department of the Forbes Supply Co., distributor.

Art Gillham, the "Whispering Pianist" and exclusive Columbia recording artist, was the headliner at the Pantages Theatre during the third week of November, and while here dealers tied up with the artist in full-page advertisements in the daily papers.

Orchestra Played at Hotel Exposition

High honor was paid the Capehart Automatic Orchestra during the recent National Hotel Exposition held at the Grand Central Palace, New York City, when the instrument was used to entertain the executives and managers of the United Hotels Co. and American Hotels Corp. at their meeting and dinner attended by managers of all their American and Canadian hotels. The Orchestra furnished music on all four floors of the exposition.

Extra Majestic Dividend

The Grigsby-Grunow Co., Chicago, Ill., manufacturer of Majestic radio receivers, has declared an extra dividend of 25 cents per share on new stock, directors placing the issue on a \$3 annual basis at the same time by declaring a quarterly dividend of 75 cents per share. The new rate is equal to \$12 per share on the old stock which paid \$3.20 annually prior to the four-for-one split.

Complaints Against Dealers Dismissed

CINCINNATI, O., December 5.—In the news letter covering the music-radio trade activities of this city, in this issue, mention was made of the fact that several dealers had been summoned to court as having violated the anti-noise ordinance by playing phonographs or radio receivers in such a manner as to constitute a nuisance. The complaints were dismissed by Judge A. L. Luebbers in Municipal Court on December 5, who held that the anti-noise ordinance is invalid, cannot be enforced and discriminates against music-radio dealers.

Hazeltine License for All-American Mohawk

The Hazeltine Corp., New York City, recently announced the granting of a license to the All-American Mohawk Corp., of Chicago, under the patents on neutrodyne receivers.

Adds Federal Radio Line

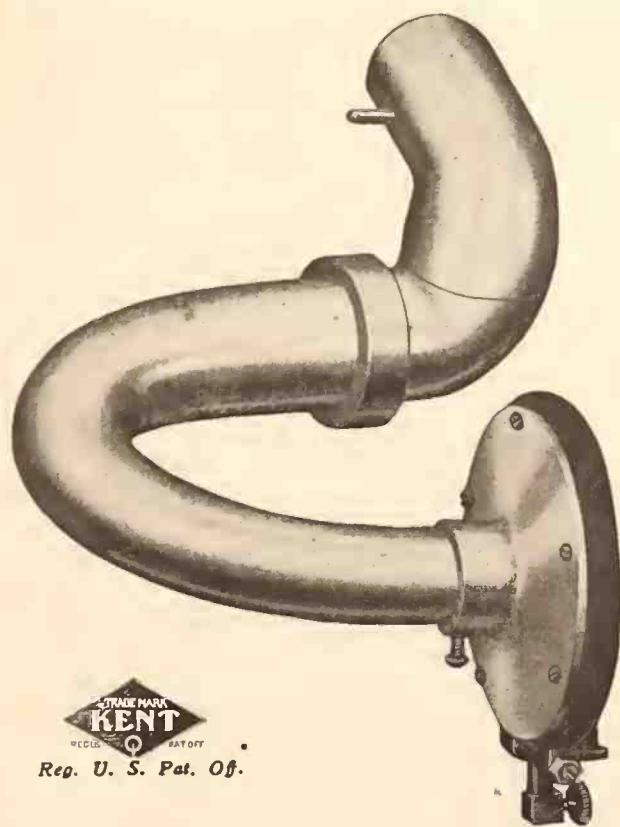
BUFFALO, N. Y., December 10.—Federal Radio Corp. announces that complete lines of its receivers have been placed in the Erion Music Stores in this city. This is regarded as one of the most advantageous retail outlets for radio in the city, as the Erion company has always confined its activities to a few high-grade selected instruments in each of its departments.

Popular Vocalion Records

Vocalion dealers are experiencing at this time a phenomenal business on Vocalion record No. 1216, "It's Tight Like That," by Georgia Tom and Tampa Red, and Vocalion Record No. 1191, "How Long Blues," by Leroy Carr.

STARTLING PRICE REDUCTIONS

ON



The New Improved

KENTONE
REG. PAT. OFFICE.

ATTACHMENT No. 2

With SOUND BOX
FOR PLAYING

LATERAL CUT RECORDS

ON THE

EDISON DISC PHONOGRAPH
WRITE FOR

DETAILED
INFORMATION

Made by

F. C. KENT COMPANY

Manufacturers of TONE ARMS, SOUND BOXES and ATTACHMENTS

IRVINGTON,
N. J., U. S. A.

Thomas A. Edison Acquires Control of Splitdorf Radio Corp.

Entire Facilities of Splitdorf Organization to Be Employed in Conjunction With Edison Plant—Charles Edison Is Chairman of the Board

Thos. A. Edison, Inc., last month acquired a substantial interest in the Splitdorf Radio Corp., and after December 31 the entire facil-

With the change the Splitdorf Radio Corp. acquired a number of new officers. Chas. Edison, president of Thos. A. Edison, Inc., be-



Charles Edison

ties of the Splitdorf Radio Corp. will be employed in conjunction with the plant of Thos. A. Edison, Inc., in the manufacture of Edison machines. At the same time the manufacture of Splitdorf radio apparatus will be discontinued, it is reported.

The move was brought about through the great and steadily increasing demand for Edison radio following its introduction to the public this Fall, and the increased facilities that are thus provided will enable the company to catch up with orders in some measure at least. The manufacturing facilities are of the distinctly modern type, there is provided an excellent research laboratory, and the Edison interests will also find available a number of basic radio patents for the use of which the Splitdorf Corp. holds licenses.



Arthur L. Walsh

comes chairman of the board; while Walter Rautenstrauch and David Ross, formerly president, vice-president and secretary of the Splitdorf Corp., respectively, will continue in those offices. Arthur L. Walsh, vice-president and general manager of the radio-phonograph division of Thos. A. Edison, Inc., becomes vice-president in charge of sales of the Splitdorf Corp., and Ralph H. Allen, also vice-president of Thos. A. Edison, Inc., becomes vice-president in charge of finance and operation for Splitdorf. H. F. Miller, treasurer of Thos. A. Edison, Inc., becomes treasurer, and Henry Lanahan, general counsel for all Edison industries, becomes general counsel for the Splitdorf Radio Corp., which, by the way, retains its separate identity and will profit through the production of Edison radios.

By this new arrangement the finances of the Splitdorf Radio Corp. come under the control of the newly created Finance Committee, consisting of these three members: Charles Edison, president of Thomas A. Edison Industries; Ralph Allen, vice-president in charge of finance and operation of Thomas A. Edison Industries, and Ronald Ross, vice-president of Splitdorf Industries. This committee will act in the same capacity for the Splitdorf Bethlehem Electrical Co.—the parent company of all Splitdorf interests.

Electric-Radio Show Held in Philadelphia

PHILADELPHIA, PA., December 3.—The Electric & Radio Show held at the Commercial Museum during the period of November 17 to 24 under the auspices of the Electric Club of Philadelphia, contained exhibits of the latest models of leading radio manufacturers. This exposition, following closely on the regular annual radio show, had its effect in stimulating sales, according to dealers. In addition to the usual exhibits lecture demonstrations were given each day, as were Televox, the mechanical man, demonstrations, and a pageant, "Overture of 1812," of Tschaikowsky. Musical entertainment was provided by the Auditorium Orthophonic Victrola at intervals during the afternoon and evening of each day.

Included among the exhibitors were Apex Electrical Distributing Co., Atwater Kent Mfg. Co., Bosch Radio, Louis Buehn Co., Cam-Rad Distributing Co., Decorative Lamp & Shade Co., De Forest Radio Co., Federal Radio Corp., Freed-Eisemann Radio Co., General Electric Co., Graybar Electric Co., Jones-Beach Co., Lewis Radio Jobbers, Lyric Radio Agency, Majestic Radio Co., Marti Electric Radio Co., J. H. McCullough & Son, National Carbon Co., Norden-Hauck, Inc., Peirce-Phelps, Inc., Penn Phonograph Co., Philadelphia Electric Co., Pooley Co., Radio Corp. of America, Red Lion Cabinet Co., H. C. Roberts Electrical Supply Co., Samson Electric Co., Stewart-Warner Sales Co., Sylvania Products Co., Tower Mfg. Co., Trilling & Montague and the Victor Talking Machine Co.

David Sarnoff Heads Keith-Albee-Orpheum

David Sarnoff, vice-president and general manager of the Radio Corp. of America, has been elected chairman of the board of directors of the Keith-Albee-Orpheum Corp., the theatre chain and vaudeville subsidiary of the recently formed Radio-Keith-Albee Corp. Mr. Sarnoff was also elected chairman of the board of directors of the Orpheum Circuit, Inc.

Bosch Reports Big Earnings

The American Bosch Magneto Corp., Springfield, Mass., estimates that net profits for the current quarter will reach \$400,000 at least, it was recently reported. The company also reports that it is enjoying the best earnings in its existence and radio business is such that the supply cannot keep abreast of orders. Profits for the first nine months of the year were \$362,921 before taxes.

Udell Works Rushed

INDIANAPOLIS, IND., December 10.—The Udell Works, of this city, manufacturers of radio cabinets, have been operating their plant to full capacity for the past ninety days with the employes working overtime and extra employes on the payroll. The company has already closed a large volume of business for 1929, and will soon introduce new models.



MODERN, indisputably so, but a piece of furniture that will never lose its charm. Its 100% Burl Walnut front and Satinwood overlay topping the doors instantly catches the eye. The sliding doors reveal a French polychrome speaker grille with a dash of color that completes the symposium of beauty.

Its practicability has not been overlooked. Send for a catalog of ASTON designs; they are unmatched for beauty.

Aston Cabinet Manufacturers
1223-1229 W. Lake St. CHICAGO, ILL.

E. J. Delfraisse Dies at Age of Sixty-one

Secretary and Advertising Manager of Q R S Co. Passes on as Result of Complications Due to Operation

Ernest J. Delfraisse, secretary of the Q R S Co., one of the most widely known and popular men in the trade, passed away unexpectedly Wednesday night, November 14, at the Illinois Central Hospital in Chicago, four days after he had successfully undergone an operation for the removal of his appendix.

He was recovering from the operation successfully, and in fact had expected to be removed to his home the following Saturday for recuperation, but on Wednesday night an embolism developed and he died, to the sorrow of a wide circle of business associates and friends.

Mr. Delfraisse was born in 1867 in New Orleans, La., and was first associated with the tuning profession. About twenty-five years ago he came to Chicago to join the Melville Clark Co., which later developed into the Q R S Music Co., now the Q R S Co. During his twenty-five years' association with the company Mr. Delfraisse took an active part in the growth of the organization. At the time of his death and for years prior he was a director, advertising manager and assistant secretary of the company.

He is survived by his widow, Ella McKenna Delfraisse, and two married daughters, Mrs. Robert Beebe and Mrs. Herbert Starr, a sister, Mrs. A. D. King, and a brother, Leon Delfraisse. The funeral services were held on Saturday, November 17, at the home of George H. Starr, 7621 Saginaw avenue, with interment at the cemetery of Holy Sepulchre. The large number of friends attending and the profusion of floral tributes attested the respect in which he was held by all who knew him.

Columbia Wholesalers Report Big Demand

Baltimore Distributor Declares Volume Continues to Grow—New Models Stimulate Trade and Public Interest

Columbia Wholesalers, Inc., Baltimore, Md., report a splendid volume of business for the month of November. The sales of the Columbia-Kolster electric phonographs and Columbia-Kolster radio-phonograph combinations have been particularly heavy throughout the territory. They attribute this in a large part to the fact that dealers are realizing more and more the importance of store-door demonstration. Largely increased record sales also are reported. Heavy sales are being enjoyed on the special Christmas records as well as on the other classifications of music, such as dance, "old time" and blues selections. The Masterworks sets are also enjoying fine sale, especially the Schubert Centennial recordings.

The aggressive Baltimore distributors are constantly keeping the name of "Columbia" before the eyes and ears of the public by tremendous newspaper advertising, Columbia record broadcasting over seven radio stations in their territory, and by most effective tie-ups with appearances of Columbia artists. They are constantly making demonstrations of the Columbia-Kolster electric phonographs and radio-phonograph combinations before every public gathering presenting an opportunity for good publicity and prospects for these machines. This activity represents demonstration before Kiwanis, Rotary and Civitan luncheons as well as bazaars, schools, churches, clubs, theatres, etc. Dealers in this territory report a large number of sales on the Columbia-Kolster radio combinations to schools.

Columbia dealers throughout this territory are highly enthusiastic over the new Columbia product, an addition to which has been made in the No. 980 model Columbia-Kolster radio-phonograph combination, which lists at \$900. This instrument has many newly improved Columbia-Kolster features.

W. Roy McCanne Attends Chicago Telephone Meeting

W. Roy McCanne, president of the Stromberg-Carlson Co., was in Chicago, Friday, December 7, to attend a meeting of the executive committee of the United States Independent Telephone Association. The meeting was held at the Hotel Sherman.

George A. Scoville, vice-president and sales manager of the Stromberg-Carlson Co., and Mrs. Scoville are leaving December 8 for California. They expect to spend the holidays with Mr. Scoville's brother-in-law in Monrovia.

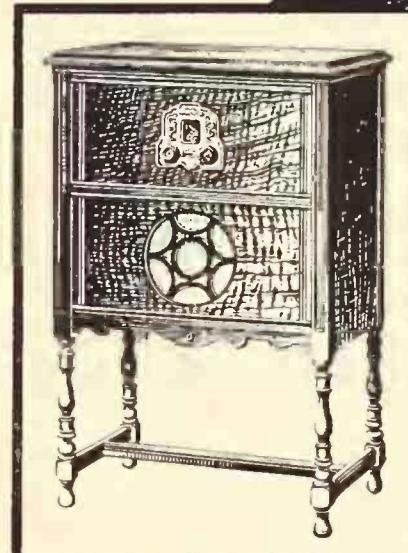
J. W. Garside Heads New Television Firm

J. W. Garside, president of the DeForest Radio Co., Jersey City, N. J., has been elected president of the Jenkins Television Corp., which was recently organized for the purpose of manufacturing and selling the new radio television device of C. Francis Jenkins. The Jenkins apparatus is designed to transmit motion pictures by radio directly into the home.

J. K. Utz Visits East

J. K. Utz, radio sales manager of the Kellogg Switchboard & Supply Co., recently spent several days in New York City visiting the Boley-Oliver Co., metropolitan distributor for Kellogg radio products. While in the East, Mr. Utz visited the Kellogg Co.'s Philadelphia distributor, the Berrodin Auto Supply Co.

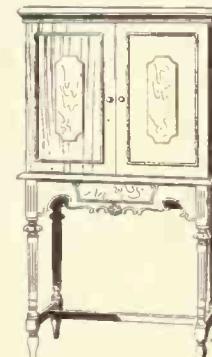
Bush & Lane Radio



\$149.50

LESS TUBES

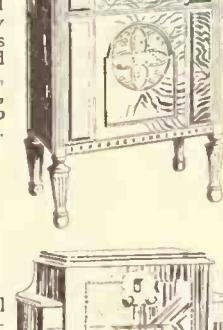
Model 4-B (left)—A rich Walnut Console that houses an 8-tube, one-dial A.C. electric radio and magnetic speaker. An outstanding value—beautiful, selective, popular.



Bush & Lane Model 7-C—A stately all-electric console radio with 8 tubes, single dial, built-in speaker. Doors swing back out of way. Less tubes, \$185.00.



Bush & Lane Model 9-C—A strikingly beautiful radio in its Louis XVI period cabinet. All-electric, single dial, 8 tubes, built-in speaker. No piano is made finer. Less tubes, \$225.00.



Bush & Lane Model 11-C—A perfect expression of modernity in a cabinet of colorful Goncalo Alves veneer. All-electric, 9 tubes, single dial. Decidedly different, but it sells well. Less tubes, \$350.00.

Built Like a Fine Piano

Side by side with concert grands, Bush & Lane Radios pass through the skilled hands of master craftsmen. To these men it is but natural to mate mechanical perfection with exquisite beauty. A resulting excellence gives to Bush & Lane Radio an apparent distinction which is doing more than anything else to place this piano-like radio in the homes of people who really care. Demonstrations never fail to reveal that the outward beauty of choice woods and piano finish is but the spokesman for a higher standard of radio performance.

Within the limits of production, Bush & Lane are seeking and finding the high type of dealers who are prepared to profit by this line of superbly fine radios. A liberal franchise awaits you if you are the type of dealer we want. We suggest that you write and find out.

Bush & Lane Piano Co.

Holland, Michigan

Commander of
the Air



R 60

This beautiful walnut table is designed for use with the Radiola 60 receiver and similar table models.

Price \$20.00



Model 50

Model 50
Open

The sliding doors are of finely grained burled walnut.

The Model 50 is suitable for use with Atwater-Kent Arborphone Stewart Warner Crosley Shamrock Steinite Federal Bremer Tully and many others.

External Dimensions:

| | | |
|--------|-------|-----------|
| Height | | 47 inches |
| Width | | 25 inches |
| Depth | | 15 inches |

Dimensions of Receiver and Speaker Compartment:

| | | |
|--------|--------------------------------|------------|
| Height | | 20 inches |
| Width | | 21½ inches |
| Depth | | 11¾ inches |
| Width | between slide doors when open, | 9¾ inches. |

Price \$52.50

Plymouth Furniture Co.
25 E. Juneau Ave.
Milwaukee, Wis.

Markets Phonograph Recording Machine

New Apparatus Has Been Developed by Joseph E. Rudell, President of the Vitaphonic Products Corp., New York

A new phonograph studio recording machine, electrically operated, and said to be different from any such apparatus now on the market, has been developed by Joseph E. Rudell, president of the Vitaphonic Products Corp., New York, in association with prominent engineers. An important feature of the new machine is its adaptability to the manufacture of twenty-four-inch records for motion picture sound apparatus. It is said that the recording may be synchronized with the motion picture film if desired. The machine is now in production and is on demonstration at the executive offices of the Vitaphonic Products Corp., 43 West Sixteenth street, New York.

"This studio recording machine embodies a number of brand new ideas," said Mr. Rudell. "Nothing like it has ever been produced before. It is electrically operated throughout. Simplicity in operation is one of its main features, and it is a product of many years of engineering experiment. No gears are used. It works from the center to the outside, as well as from the outside to the center, and makes its own finishing spiral. The recording speed ranges from eighty to thirty revolutions per minute. If rigid recorders are used the machine is so constructed that it may be utilized for both shaving and recording. It is built on the unit principle. For shaving purposes the speed can be increased to 200 revolutions per minute by throwing an electric switch. It is of rigid construction with no vibration, and weighs about 300 pounds. A unique feature of the machine is the apparatus provided for synchronization of records for motion picture films, and the fact that it will record a twenty-four-inch record makes it available for motion picture purposes as well as for ordinary phonograph recordings."

District Court Decision in Hazeltine Corp.'s Suit

The United States Eastern District Court in Brooklyn, N. Y., in a decision handed down by Judge Grover M. Moscowitz on November 15, ruled that the patent rights of the Hazeltine Corp. had been infringed by the Atwater Kent Mfg. Co. The nominal defendant was E. A. Wildermuth, Brooklyn distributor for Atwater Kent products, and sixteen charges were listed by the complainant.

This was a suit in equity brought by the Hazeltine Corp. for infringement of their "plate circuit neutralization" patent as employed in neutrodyne radio receiving sets, said to cover a device designed to prevent howling in radio sets. The decision enjoined the Atwater Kent Mfg. Co. from further infringement and ordered an accounting. The Atwater Kent Mfg. Co. has appealed this decision.

W. O. Kimberly With A. K.

W. O. Kimberly has been appointed to the sales promotion staff of the Atwater Kent Mfg. Co., Philadelphia, Pa., to engage in special field work among Atwater Kent dealers.

Antenna Plugs Popular

Socket antenna plugs are gaining in favor and more are being sold to-day than ever before, according to Charles Golenpaul, sales manager of the Clarostat Mfg. Co., Brooklyn, N. Y. The improvement in broadcasting conditions is the chief reason for the increased interest.

Fine Lyric Window Display Featured

Glass Block Store of Duluth Uses Enlargement of Newspaper Advertisement as the Centerpiece of the Display

The accompanying photograph shows an unusual All-American Mohawk Corp. Lyric radio display in the radio department of the Glass Block Store, Duluth, Minn. It is the creation



Eye-Arresting Lyric Radio Display

of Harold A. Grinden, display manager of the store, which is one of the largest in the State. The display is original and unique. The sign in the center represents an enlargement of one of the popular All-American Mohawk Corp. Lyric radio newspaper advertisements and the figures are of wax.

Columbia Wholesalers Extend Territory

BALTIMORE, Md., December 5.—Columbia Wholesalers, Inc., have been awarded the exclusive distribution for the products of the Kolster Radio Corp. in the States of Virginia and North Carolina. The expansion of territory is said to be a result of the excellent representation which the distributing firm has given Kolster in Maryland and adjacent territory. A. M. Calais has been appointed manager for the North Carolina territory and W. H. Lonney will perform a similar function in Virginia.

Size of Cabinets Effects Radio Sales, Survey Shows

A survey recently made by the Graybar Electric Co., New York, reveals that the size of radio cabinets had a greater effect on radio sales this year than ever before. The survey was made at each of seventy-one distributing houses of the Graybar company, and was based on consumer demand covering a period of four months. According to the report, radio cabinets are tending toward more compactness in size with emphasis placed on console types. The small, long, low-type console introduced by Graybar this year has been unusually successful, according to Graybar officials.

Brunswick Dividend

We are pleased to notify you that the directors of this company have authorized a dividend of one and three-quarters per cent payable January 1, 1929, on the outstanding preferred stock, as of record December 20, 1928.

A. N. Dingee Promoted

Albert N. Dingee has been appointed advertising manager of the Electric Storage Battery Co., Philadelphia, Pa.

From our CHICAGO HEADQUARTERS

333 North Michigan Ave.

Telephone State 1266

LEONARD P. CANTY

Unprecedented Demand for Radio Features Mid-Western Market

Slight Slackening of Demand Followed Election But Business Is Expected to Climb to New Heights With Holiday Buying — Records and Pick-ups Selling Well—Other Activities and News of Trade

CHICAGO, ILL., December 10.—The unprecedented demand for radio receiving sets and accessories has continued unabated throughout the Middle West, although there was a slight slackening of orders immediately after the presidential election, a reaction which was not wholly unexpected. However, dealers, manufacturers and distributors were so far behind in the filling of orders that the reaction was of minor consequence. The Christmas buying season has opened, and it is expected that radio and phonograph sales will soar to another high peak by Christmas Eve.

Records have been selling heavily throughout this territory, and the orders which have been received by distributors of the discs clearly indicate that an increasing number of old phonographs are being revived, and the good effect of the radio-phonograph combination instrument is beginning to make itself felt in increased record sales. In addition a tremendous number of electric pick-ups have been sold, another indication of the growing use of the talking machine in the home.

The most serious shortage of merchandise has been noted in the radio tube field, and there is hardly a tube manufacturer who is in a position to supply the unusual demand. With the increased production which many of these manufacturers are planning, and which will be in effect shortly, this shortage promises to be relieved in the near future.

Meeting of Kolster Dealers Club

The third meeting of the Chicago Kolster Dealers Club, sponsored by Waken & Whipple, Inc., Kolster distributors, was held November 15 at the Lake Shore Athletic Club. L. T. Breck, sales manager of the Kolster Radio Corp., New York, spoke on the history of the Kolster Co. A very interesting talk was also given by E. J. Ashton, specialist on merchandising, on the matters of service, proper window displays and others very important to the successful radio dealer.

Opening of Lazar & Son Music Center

The Lazar & Son Music Center held a formal opening of its new home at 1917 Milwaukee avenue on November 24. A huge crowd of music lovers was in attendance to enthuse over one of the most elaborately appointed radio-stores in this city, if not the United States.

Grigsby-Grunow Activities

Grigsby-Grunow Co., Chicago, maker of Majestic radio receivers, will maintain an exhibit at the January Furniture Market, which will be held at the American Furniture Mart, Chicago. A large attendance is expected.

Arthur C. MacMullan was recently appointed assistant advertising manager of the Grigsby-Grunow Co. Mr. MacMullan was formerly an advertising counselor in Chicago, and has been associated in the past with the R. E. Sandmeyer Co., advertising agency of this city.

During the recent convention of the Chicago Chapter of the American Banking Institute 250 bankers inspected the large, modern plants of the Grigsby-Grunow Co.

The exhibit of the Grigsby-Grunow Co.,

which was maintained at the Chicago Radio Show, in October, is now on display in the extensive radio department of Marshall Field

& Co., Chicago's largest department store.

The Chicago Stadium, at Warren Boulevard and Wood street, will open on April 5, 1929, with an exposition, which might be termed a "pageant of progress," since prominent manufacturers in all types of industries will exhibit their products, showing the progress which has been made in manufacturing during the past few years. The exposition will continue until April 14, and it is expected that one million people will pass through the turnstiles of the Stadium. One of the largest display spaces in the Stadium has been contracted for by the

(Continued on page 104)

KIMBALL Phonographs

Measure Value by These Facts

A Name With Prestige

Tone That is Superb

Beauty of Design

Unexcelled Construction

Moderate Prices

Several Styles



Style 275 Walnut

In addition a Financing Plan, Safe and Flexible, not offered elsewhere.

Write or wire for particulars

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Avenue

Kimball Bldg., Chicago

— “The Best in Music Whenever You Want It” —

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

Grigsby-Grunow Co. The Majestic Super Dynamic Speaker, Grigsby-Grunow Co. house organ, made its appearance on December 1. Duane Wanamaker, advertising manager of the Grigsby-Grunow organization, is editor of the publication, which will be known as a "Majestic family paper."

Selected as the "Lyric Girl"

Now the radio manufacturers are conducting their own beauty contests: Miss Beatrice Choitz was chosen by the judges appointed by the All-American Mohawk Corp., Chicago, manufacturer of Lyric radio receivers, in the All-

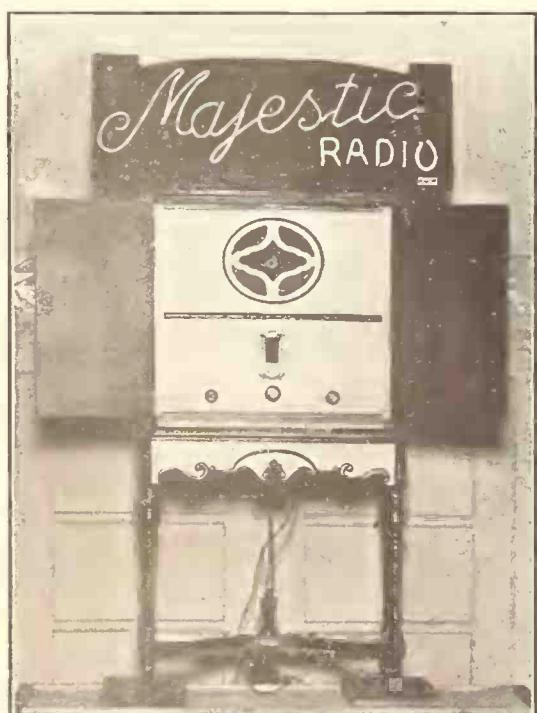


Miss Beatrice Choitz, "The Lyric Girl"

American Mohawk beauty contest held recently at the company's factory and general offices. More than four hundred young ladies enrolled and Miss Choitz was an easy winner. She is shown seated at one of the larger Lyric consoles, manufactured by the All-American Mohawk Corp. According to officials of the company beauty contests to select the "Lyric Girl" will be held annually.

Neon Signs for Majestic Dealers

The Harry Alter Co., Chicago, Majestic distributor, recently made arrangements whereby the dealers served by that company could



Majestic Neon Sign

secure, at an attractive price, one of the popular Neon signs, reading "Majestic Radio," which could be placed in the store window, in the store interior, or at exhibits or displays in which the dealer participated, such as conventions, local radio shows, etc.

The accompanying photograph shows one of

the signs, which are manufactured by the Electro Gas Corp., of Chicago, placed on top of a Majestic console receiver which was on display at Mann's Rainbo Hippodrome, a popular Chicago amusement place.

Instructive Meetings for Salesmen

A most effective series of sales meetings was recently organized by Ray York, of the O. R. Martin Co., 3158 North Clark street. The O. R. Martin Co., one of the largest retail radio operators on the North Side, has long been known for its enterprise. Employing nine outside salesmen in addition to its inside staff, it is amply equipped for a volume of business. Each Monday noon the sales staff is called together for a luncheon and conference. Distributors and factory representatives of the various lines of radio sets handled are invited to be present and address the meetings.

The first of the series was inaugurated Monday, October 29, and was known as the "Sparton Meeting." The speaker was H. E. Richardson, of Young, Lorish & Richardson, local Sparton distributors. Subsequent meetings are to be attended by distributors of other radio lines, thus giving the sales staff a complete understanding of the various products they sell. Mr. York expressed enthusiasm over the results of these meetings, stating that the sales made by his men already indicate a better understanding of the merchandise they sell.

Kolster Set for Restaurant

A sale of a Kolster receiver model K22, ten Newcombe-Hawley magnetic reproducers, a phonograph pick-up and a library of Columbia records was recently made to the Hopper restaurant, this city, by Lloyd's well-known and enterprising music house.

Over 600 dinner guests at the Lake Shore Athletic Club, Chicago, listened to the election returns on a Kolster Model K20 mounted on an S20 table. Every inch of space in the club's large dining-room was filled with members eager for the election returns. A Kolster set is also at the edge of the club's swimming pool. The club is making a membership drive and is giving for first prize a Kolster radio receiver, Model K22.

News Gleanings

The Targ & Dinner Music Co., Chicago, wholesalers, located for many years at 229 West Randolph street, will move on December 26 to a new location at 425 South Wabash avenue, on "Music Row." The firm will have larger quarters and improved facilities for serving its dealer clientele.

Morris Metcalf, vice-president of the American Bosch Magneto Corp., was a recent Chicago visitor, spending some time with C. S. Tay, president of C. S. Tay, Inc., local Bosch distributor.

C. S. Tay, Inc., Chicago, has been appointed a distributor for De Forest Audion radio tubes by the De Forest Radio Co., Jersey City, N. J.

Glick's Music House, 3358 Lawrence avenue, recently completed alterations in the store interior and a considerable amount of additional space is now devoted to radio merchandise.

The Benson Music Shop, 5225 West Chicago avenue recently completed an additional room which is used for demonstrating radio receivers and loud speakers.

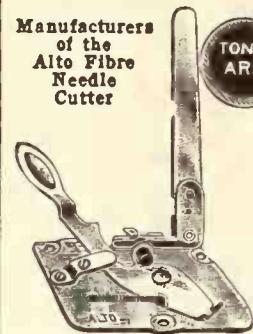
George Snyder, president of the Pittsburgh Radio Co., distributor of Kellogg receivers, spent a day recently at the Kellogg factory in Chicago. It is reported that Mr. Snyder was interested in increasing the allotment of Kellogg receivers to the Pittsburgh territory, for his activities with the Kellogg line have brought orders far surpassing his anticipations.

The Wesco Co., 1022 Wilson avenue, Chicago, recently had an exhibit in its music store of the complete Kolster display as shown at the Chicago Radio Show last month. This display brought into the store huge crowds and the sale of merchandise was greatly increased.

A striking instance of the importance of radio in the American scheme of things was

Accurate! The Alto Automatic Stop For Phonographs

Manufacturers of the Alto Fibre Needle Cutter



TONE ARM

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.

the installation by the Chicago & Northwestern Railway, recently, of Majestic radio receiving sets on all of its principal trains for the purpose of receiving election returns.

Majestic radio receivers seem to be regarded in the light of "ready money" by bandits all over the country, for twenty-five sets were recently stolen in the holdup of a truck on its way to a Chicago distributor and a similar attempt is reported from Sacramento, Cal. A carload of Majestic products consigned to the Kimball-Upson Co., distributor, when shunted to a siding was met by a party of men with a large truck. The party broke the seals of the car, but a pile of power packs becoming disarranged wedged the door tightly so that it was impossible to remove the contents. The party was identified later as being bandits.

On one of the busy corners of the north side of Chicago the Rose Radio Co., 3601 Broadway, is featuring the attractive Kellogg radio win-



How Rose Co. Features Kellogg

dow shown here. The three models displayed are said to be proving popular in the community served by the Rose Radio Co. The background is executed in two shades of red and amber with window cards in colors.

New Federal Distributors

The Federal Radio Corp., Buffalo, N. Y., manufacturer of Federal Orthosonic receivers, has announced the appointment of the Jordan Music House, of Charleston, S. C., as a Federal distributor. The Jordan Co. is one of the oldest music houses in the South. A similar announcement was made regarding the appointment of the Archibald Motor Co., Inc., of Halifax, Nova Scotia, which will represent Federal in that territory.

Graybar Price Revised

The Graybar table model 330 Superheterodyne receiver has been reduced in list price to \$147, less tubes, according to an announcement by the Graybar Electric Co., Inc., New York. The new price was effective on December 1. The list price heretofore was \$175. This announcement follows closely a similar reduction in price on the Graybar console model 320 from \$195 to \$175, less tubes, and Graybar model 310 from \$115 to \$95, less tubes.

Mrs. M. L. Pintner has opened a music store at West Twenty-fifth street and Memphis avenue, Cleveland, O. She was formerly in business with her husband, who passed away several years ago.

Trade Activities in Baltimore Territory

Enthusiastic Support of Schubert Week by the Trade and Public Is Reported by the Columbia Wholesalers, Inc.

BALTIMORE, Md., December 8.—Columbia Wholesalers, Inc., this city, report wide and enthusiastic activities in honor of Schubert throughout their territory, marking a fitting climax to the extensive plans set forth by the Columbia Phonograph Co. in sponsoring the Schubert Centennial, in commemoration of the 100 anniversary of Schubert's death.

Local Schubert committees organized in ten of the leading towns in the territory worked in close co-operation with the National Schubert headquarters and the Baltimore Columbia distributors. These committees comprised the most eminent and prominent men and women in the educational, religious, art, musical, civic, and industrial circles. Schools, churches, libraries, music clubs, radio stations, as well as thousands of individual music lovers, joined as one in these "Schubert Week" observances.

In the schools there were special concerts of Schubert music, during which were read articles in connection with the life and works of Schubert which were sent to music supervisors and teachers by the Columbia Co. A large number of the churches in Washington, Baltimore and Norfolk paid tribute to Schubert by the incorporation of Schubert music in their musical programs on Sunday, and allusions in their sermons to the religious aspect of Schubert's life, and his contribution to church music. This activity was in response to a letter sent out by the Schubert committees to over 600 churches in this territory.

Displays of special Schubert literature throughout the week were arranged at the Enoch Pratt Central Library, and its twenty-seven branches in Baltimore. This was duplicated in Washington at the Public Library and its eight branches. Several book stores also had special displays of the same literature.

"Schubert Week" was officially opened in Baltimore on Sunday, November 18, at a joint recital at the Baltimore Museum of Art, by Emmanuel Wad, pianist, and Maude Albert, contralto, both prominent in Baltimore music circles. Beginning Monday, and continuing each day for the entire week, there were special concerts of Schubert's music at the Preparatory Department of the Peabody Conservatory of Music. On Wednesday, "Schubert Week" was marked by the Maryland Casualty Co., of Baltimore, by having for the employes during the luncheon period a special presentation of the Schubert Centennial Edition of Masterworks, through the medium of a Columbia-Kolster electric phonograph, playing on the stage of the large auditorium, the center of special Columbia-Schubert displays.

On Thursday this presentation of the Schubert Centennial recordings was duplicated at the Kiwanis Club luncheon at the Emerson Hotel. On Friday evening the Charles M. Stieff Co., which has just recently taken on the whole Columbia line, sponsored a Schubert concert made up of the Schubert centennial recordings at Stieff Hall. This concert was attended by 200 persons, a most representative group of Schubert enthusiasts. The new \$900 Columbia-Kolster combination was used for the musical presentation, and an explanatory introduction was given to each selection played. Both the Schubert centennial recordings and the reproduction of the Columbia-Kolster phonograph and radio combination won open praise from a group gathered around the machine afterwards. As a result of this concert the Stieff Piano Co. is not only enjoying fine sales on the Schubert centennial recordings, but has also won a number of prospects for the new 980 model.

Throughout the week, Schubert music pre-



Sell Columbia Records—Now!

Now is the time to sell Columbia New Process Records. Many of your customers have purchased or received phonographs for Christmas. Whether the phonograph is a portable or an electric reproducing instrument—it plays records—and its owner is in the market for records, right now.

Columbia Records offer your customers every type of

music, no matter what their musical tastes may be, from the latest dance and popular vocal records to the Album Masterworks Sets, And they're all recorded electrically on Columbia's smooth, scratchless surface.

If you haven't complete information on every type of Columbia records, write us to-day.



Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.

dominated in radio programs. In addition to the official Schubert broadcast over Stations WRC in Washington, and WCAO in Baltimore, and regular studio Schubert programs, there were also Columbia record programs of Schubert selections broadcast twice during the week over stations WFBR, WCAD, WLBG, WHRF and WPTF, of this territory.

At the Fox Theatre, Washington's finest motion picture house, arrangements were made for a Schubert overture throughout the week and also for the showing of a special film based on the life of Schubert, along with the Schubert music that the showing of this film would necessitate.

Other Schubert centennial activities noted in

this territory were in Hagerstown, Frederick, Durham, Raleigh, Norfolk, Richmond, Lynchburg, Roanoke and Winston-Salem. Schubert Centennial observances included a recital at the Maryland Casualty Auditorium on December 2. Several of the finest singers in Baltimore participated in this recital. On December 16 the Symphony Orchestra, under the direction of Gustav Strube, will have as their second concert of the year a Schubert Centennial performance at the Lyric Theatre.

The Eisenbrandt Radio Co., 216 West Franklin street, has secured the exclusive distributing rights for the Majestic radio line in Delaware, Maryland, District of Columbia, northern Virginia and West Virginia.

Fischer Co. Moves Offices to New York

PHILADELPHIA, Pa., December 6.—The J. A. Fischer Co., of this city, manufacturer of the Duophonic reproducer, Valley Forge mainsprings and talking machine repair materials, has moved its office from Philadelphia to 393 Seventh avenue, New York City. J. A. Fischer, president of the company, in a statement relative to the removal, said: "The principal reason is that we operate our own factory at Murray and Austin streets, Newark, N. J., which is twenty minutes from New York City. That in itself would be the impelling reason to have the office close to the factory. This makes for closer co-operation between the factory officials and the office, and enables us to eliminate our stocks here in Philadelphia and to give much prompter service."

Revised Radiotron Booklet

A new and revised edition of the Radiotron booklet has been prepared by the Radio Corp. of America and is now ready for all RCA authorized dealers. This booklet describes and illustrates the complete Radiotron line, and also contains a broadcast station directory of American and Canadian stations with their wave lengths and frequencies.

Clyde O. Knight has opened a new music store, at 627 St. Joe street, Rapid City, S. D. He was formerly in the music business in Williston, N. D.

Big Edison Demand

The B. W. Smith Co., distributors for Edison, Federal and Lyric radio, Cleveland, O., state their greatest problem is not the selling of merchandise, but in getting delivery of it.



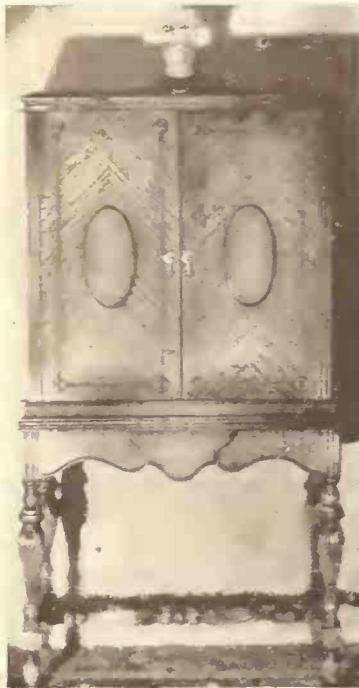
Timely Kolster Dealer Help

the conditions under which Kolster equipment is being used by Commander Byrd.

In colors, the scene shows the S. S. "City of New York" in the ice of the South Polar region and a plane leaving the ice base on an exploring trip. A moving strip of lettering flashes across the sky saying, "On Byrd Antarctic Expedition," and along the base of the scene are the words "Kolster Radio."

The Newest in Radio

Chas. Freshman Co., Inc., New York City. Model No. 17 all electric six-tube tuned radio frequency design receiver embodying the Freshman system of stabilization. Employs three



Freshman Model 17

stages of tuned radio frequency, detector and three stages of improved audio amplification. Housed in a custom-built cabinet of selected walnut with folding doors. Has built-in dynamic speaker. Illuminated single-dial operation with volume control and switch. Is 27½ inches wide, 16 inches deep and 53 inches high. List price, \$250, less tubes.

Insuline Corp. of America, New York City. Resistovolt-Antennavolt automatic voltage controller. Is air-cooled and on an extreme overload of 10 volts per hour remains cool. Is all metal in design with polished nickel



Resistovolt-Antennavolt

ends and lacquered body. This model, in addition to being a voltage controller, houses a tap for the aerial connection to the set which allows the use of the wall plug for aerial purposes without tying up the plug for providing current to the set. The light socket antenna is said to sharpen tuning and reduce static.

Daven Corp., Newark, N. J. Television receiver contained in walnut finished cabinet which is 26 inches high, 26 inches wide and 13 inches



Daven Television Receiver

deep. Is equipped with a sliding visor and a combination disc, making it possible to be used for either 24, 36 or 48-line pictures by simply adjusting the visor and neon lamp. Another feature is the motor control, regulating the speed of the motor which revolves the combination scanning disc. By means of this control it is possible to keep the scanning disc synchronized with the scanning disc at the broadcasting station with little effort. This television receiver is connected to the detector tube (the audio of the radio set not being used) of any standard broadcast or short-wave receiver.



Newcombe-Hawley Reproducer

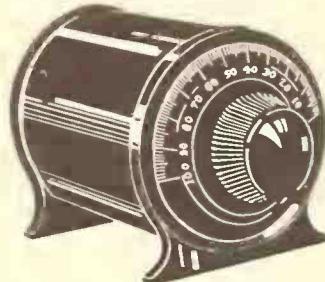
United Reproducers Corp. (Newcombe-Hawley Division), St. Charles, Ill. Table reproducer, Model 81-D, designed to hold the larger all-electric sets and will accommodate any set up to 30 inches in width. Is equipped with a standard Newcombe-Hawley dynamic cone unit which is concealed behind a gold screen in a walnut cabinet.

Model 989 popular priced portable dynamic reproducer is attractive in design and constructed of walnut with



Newcombe-Hawley Reproducer a gold screen covering the cone unit. Is furnished complete with Newcombe-Hawley dynamic cone unit, rectifier transformer, full-wave dry rectifier, input cord, AC connecting cord with switch and plug, fuse block and hum neutralizer. A Model 987, using the same cabinet, is provided for DC operation at 100-200 volts, and a Model 986 is provided for 6-volt battery sets.

F. & H. Radio Laboratories, Fargo, N. D. Reesonator designed to balance the aerial and to tune the first untuned radio frequency stage. The addition of the Reesonator, to tune the aerial and the first untuned antenna coupling tube in exact resonance with the



F. & H. Reesonator

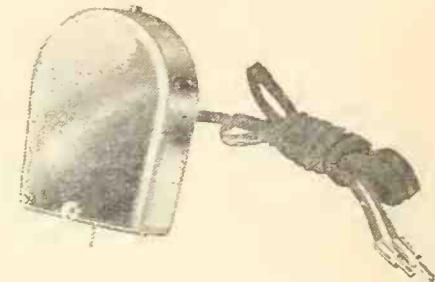
coming signal, is said to increase the volume, power and selectivity to the equivalent of an addition of two extra tubes. It is especially adapted for use in conjunction with certain machines, the most prominent of which are the single-dial Atwater Kent, Radiola and Crosley instruments. Lists at \$4.75.



Valley B Power Unit Model 828

Valley Electric Co., St. Louis, Mo. The B Power Unit, Model 828, designed for all radio receiving sets up to ten tubes. It is finished in Berkshire Green; employs the Raytheon rectifying tube. The essential elements are the oversize transformer, special designed chokes and high-

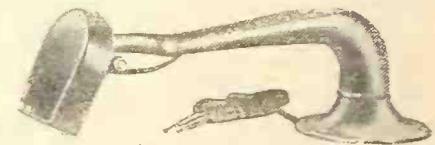
voltage condenser. Convenient terminals are provided for the negative, detector, intermediate, amplifier and power voltages. The Allen-Bradley high resistance control is in the detector circuit and may be adjusted to meet the requirements of every set. This unit has two C battery taps: A 9-volt tap for use with the 112-A power tube, and a 40-volt tap for the 171 power tube. All terminals, voltage taps and controls are mounted under the cover of the unit. It is designed to give 135 to 180 volts of continuous power. Retails at \$35.



Model A Pick-up

Model A, except special mounting bracket is fastened to the back of pick-up, fits all standard mechanical phonograph tone arms. List price, \$10.45.

Model C, electromagnetic phonograph pick-up. Tone arms made of



Model C Pick-up

die-cast brass carefully designed to give correct support to pick-up unit. Bearings carefully machined and smooth operating. Weight of tone arm calculated to insure correct amount of inertia for best reproduction. Pick-up mounted so as to counter-balance part of weight in order to reduce wear on record. List price, \$14.

Model C227, same as Model C, with volume control unit and Model 227



Model C 227 Pick-up

adapter. For use with AC radio receivers. Pick-up finished in statuary bronze. List price, \$19.

Model C201, same as Model C227, but is for DC sets. Uses 201 adapter. List price, \$19.

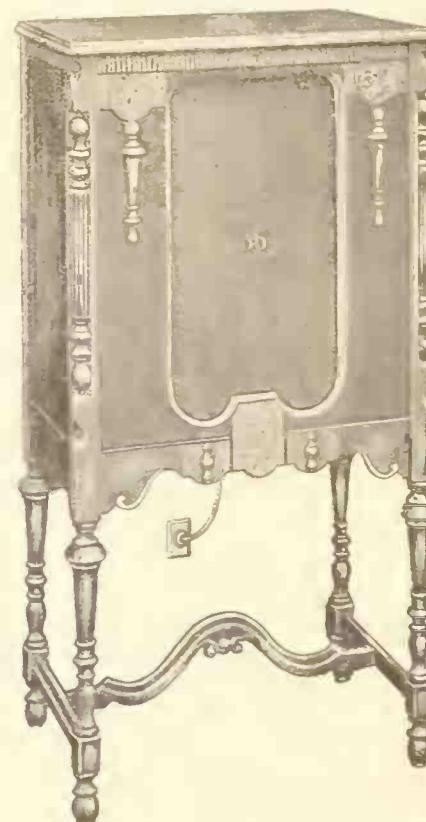
Model B201 consists of Model A (pick-up alone, without tone arm) with volume control unit and 201 adapter (for DC radio receivers). List price, \$15.45.

Model B227 consists of Model A (pick-up alone, without tone arm)



Model B 227 Pick-up

with special volume control unit and 227 adapter (for AC radio receivers). List price, \$15.55.



Gulbransen Model 360

Gulbransen Co., Chicago, Ill. Model No. 360, seven-tube AC receiver, single-dial control, pilot light. Cabinet of American butt walnut with matched satinwood side panels. Sliding doors. Carpathian elm overlays on front and sides of top. Inside of doors is overall grille of fancy design for speaker.



Gulbransen Model 270

Height 44½ inches, width 26 inches, depth 15½ inches. List price with magnetic speaker \$192.50, with dynamic speaker \$222.50. Both prices less tubes.

Model No. 270, AC eight-tube receiver. Single-dial control, pilot light. Cabinet of American butt walnut with Carpathian and Zebra wood overlays. Sliding doors. Inside of doors is overall grille of simple design for speaker. Height 48¾ inches, width 25½, depth 17 inches. List price with magnetic speaker \$245, with dynamic speaker \$280. Both prices quoted less tubes.

Buckingham Radio Corp., Chicago. Model A, pick-up only, manufacturers' type. Furnished with tapped mounting holes in frame and 2 or 3-foot cord. Cord is terminated with standard phone tips. List price, \$10.

Model A-1, pick-up only, same as

Rotary Converter

Janette Mfg. Co., Chicago. Rotary converter, type CF-34-F, designed for the operation of from four to six AC radio receivers simultaneously. Converter transforms DC current to AC current and is used in DC districts of many large cities. Converter is of unusually rugged construction, being made with massive iron frame, large commutator, adjustable brush holders and Timken roller bearings. Develops one KVA AC output. List price, \$206.

DeForest Radio Co., Jersey City, N. J. Five new DeForest audions: DeForest 401-A, general utility tube for radio-frequency, audio-frequency and detector functions. Provided with new oxide-coated filament, said to be capable of enormous emission as usual 5-volt rating and ample emission on filament voltages as low as 3.5. Mica spacer to insure positive character-

The Newest in Radio

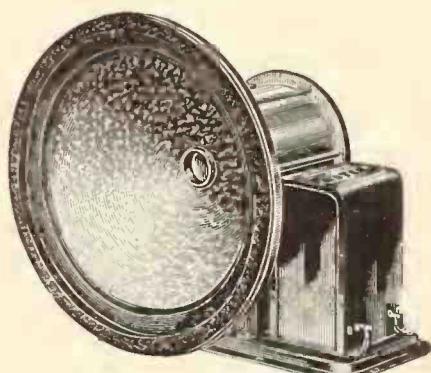
istics and complete elimination of microphonic noises.

DeForest 410, power amplifier for socket-power sets and amplifiers. Is highly evacuated with active getter constantly present to insure a "hard" tube for high-plate voltage and quiet operation. Special filament for maximum emission and long life. Oxide-coated filament.

DeForest 412-A, detector, amplifier and power amplifier. Highly evacuated with active getter to maintain high vacuum. Oxide-coated filament mica spacer.

DeForest 450, a super-power amplifier, highly evacuated with active getter always present. Has special ribbon filament with oxide coating for high emission and long life. Mica spacer.

DeForest 481, a half-wave, heavy-duty rectifier of 110-milliamperes, 425-volt output. Has special DeForest ribbon type filament with heavy oxide coating.



Muter Dynamie Type 4310

Leslie F. Muter Co., Chicago. Muter dynamic speaker unit, type 4310, for use with 110-volt alternating current. Equipped with Westinghouse Rectox dry rectifier unit and special Muter step-down transformer. Manufacturer states normal line voltage fluctuations do not affect speaker operation. All working parts completely



Pathé Gothic Speaker

out electric turntable and in the finishes named, are \$120 and \$125, respectively.

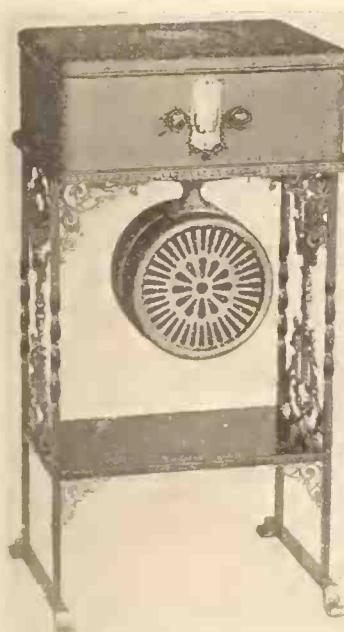
Colonial Radio Corp., Long Island City, N. Y. DC electric receiver (companion to Model 31 AC receiver) containing an antenna coupling stage, two high-gain tuned radio frequency stages, detector and first audio-frequency stages, all utilizing UX-226 or CX-326 tubes; second audio-frequency stage is in the power speaker unit and uses two UX-171A or CX-371A tubes. Set and Cutting dynamic power speaker are housed in console cabinet. Refinements include single-dial tuning, full-vision control panel, antenna compensator, phonograph pick-up jack, all-steel chassis and complete shielding.

Jesse French & Sons, New Castle, Ind., one of the oldest and most prominent manufacturing organizations in the piano industry, recently entered the radio field, introducing three radio receivers. The line includes one table model, the Seville, the Seville console and the Barcelona console. Each model contains the same radio chassis, which is an eight-tube AC receiver, with one rectifier tube. The set employs push-pull amplification and uses two 171-A power tubes. The console and console models are equipped with built-in speakers, and a purchaser may have the choice of a Rola magnetic loud speaker or a Utah dynamic speaker. The cabinets are of figured

walnut, finished with four coats of hand-rubbed lacquer. Each receiver is equipped with phonograph jacks which allow it to be used for the electrical reproduction of phonograph records.

Radiart Laboratories, Inc., Cleveland, O. Adjustable step-down transformer with which the AC receivers and eliminators manufactured in the United States are made applicable for use in all the foreign markets. Is equipped with a special four-point switch which is connected to the tapped primary winding. It is thoroughly insulated from the transformer and positive in action. The switch is readily accessible and full instructions are given on the nameplate that is on each transformer. Two models are required to cover the range of 130 to 250 volts. One is wound to convert either 130, 150, 170 or 190 volts to 110 volts; the other to convert either 200, 220, 240 or 250 volts to 110 volts. Each transformer is supplied on the primary side with eight feet of cord and connecting plug for connecting to the power supply line. The 110-volt secondary side is equipped with two feet of cord and special receptacle so that the connecting cord to the appliance can be readily plugged into this receptacle just as if it were a standard wall receptacle. The transformers are totally enclosed and the windings are impregnated to protect them against moisture. Bushings protect the cord entering the enclosing container, and all leads are enclosed.

Crosley Radio Corp., Cincinnati, O. Dynacone adapter plug that makes possible the use of the Dynacone power speaker with sets other than those of Crosley manufacture is placed in the last tube socket and the tube is placed in the plug. The regular output terminals for the loud speaker are shorted and the type E Dynacone plugged into two pin jacks provided on the adapter. By this means the output condenser and choke or the output transformer are eliminated from, and the Dynacone put directly in, the output circuit of the last tube. Thus it gets the DC current to take care of energizing the electro-magnet in the speaker as well as the regular pulsating current which actuates the speaker itself. By use of the Dynacone adapter plug it is possible to use this power speaker with all sets equipped with 171-A output tubes using 135 or more volts on the plate or on receivers having an output with a plate current of 20 milliamperes.



Findlay Model for Apex
Robert Findlay Mfg. Co., Brooklyn,
N. Y. Three metal tables designed
especially for the Apex Model 36 and
Fada Models 11 and 50 AC receiving



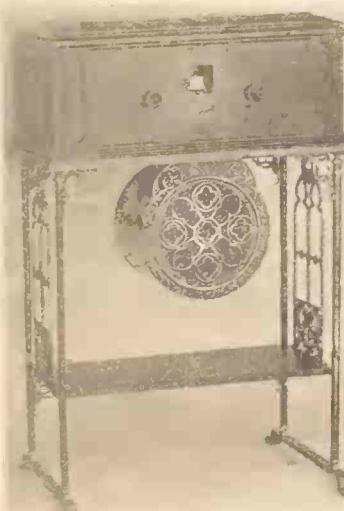
Muter Table Model

enclosed. Each unit provided with 8-foot lamp cord and switch. List price, \$39.50.

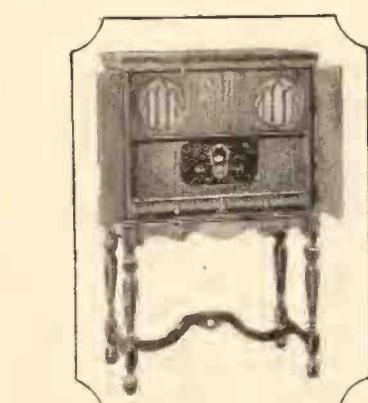
Muter dynamic speaker unit type 4306 is designed for use with storage battery or external trickle charger. Operates at from 6 to 12 volts. List price, \$29.50.

Muter dynamic speaker unit type 4309, designed for use with power amplifiers, heavy duty B eliminators, etc. It is the same as type 4306 and 4310 except that the field has a resistance of approximately 2,500 ohms, and should be supplied with 90 to 135 volts DC. List price, \$33.

Muter dynamic table type speaker. Cabinet of solid walnut, supplied with any one of the three types of unit described above. List price, types 4406, 6 volts DC operation, \$44.50. Type 4409, 90 volts DC operation, \$48. Type 4410, 110 volts AC operation, \$54.50.



Findlay Model for Fada II
sets. The Apex table is finished in
walnut and bronze with provision being
made to suspend the Apex loud
speaker in the console of the table.
The tables for the Fada receivers are

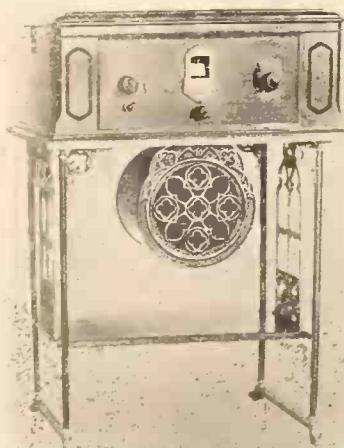


Bremer-Tully 8-22

Bremer-Tully Mfg. Co., Chicago, Ill. Model 8-22 radio-phonograph combination, containing the B-T 8-20 eight-tube receiver, employing five tuned stages, patented Counterphase circuit, station indicator, rejector stage and built-in dynamic speaker. Phonograph is operated by electric motor, and turntable is conveniently located for changing of records. Two 210 tubes employed in the output. Cabinet of walnut, with figured, matched burl doors, decorated with Carpathian elm. Height 48 inches, width 28½ inches. Operates from 110-volt AC current only. Price, less tubes, \$490.

Pathé Phonograph & Radio Corp., New York. Gothic model cabinet type speaker listed at \$28; dynamic type 100-volt AC speaker, listing at \$70. Both models are finished in genuine walnut.

Magnetic chassis No. 3 for installation in cabinets, listing at \$16, and a dynamic demonstrator with electric turntable at \$140, in oak or dark red finish, and \$150 in walnut. The prices for this dynamic demonstrator, with



Findlay Model for Fada 50
designed in Gothic style and finished
in an attractive brown and bronze.
The loud speaker, with an attractive
grille and metal housing, is built in
the console of the table.

Name Freshman Freed-Eisemann Directors

Successive directors' meetings of the Chas. Freshman Co., Inc., and the Freed-Eisemann Radio Corp., held recently, have caused the election of officials of both concerns to the directorates of each, thus completing the final step in the unification of the two companies.

C. A. Earl, president of the Chas. Freshman Co., at the conclusion of the directors' meeting of that company, announced that Jos. D. R. Freed and Arthur Freed had been made directors and vice-presidents in the Freshman Co.

Jos. D. R. Freed, president of the Freed-Eisemann Radio Corp., after a meeting of his directorate, announced that five directors of the Chas. Freshman Co. had been elected to the board of the Freed-Eisemann firm. The five are Mr. Earl, W. J. Keyes, Millard Tompkins, Edgar Miller and S. P. Woodard. Mr. Earl heads the board.

A formal statement signed by Mr. Earl and Jos. D. R. Freed states that the identity of both organizations will remain unchanged . . . that both the Freshman and Freed-Eisemann lines will be manufactured and sold as heretofore . . . that this combination of two of the leading radio manufacturers will add materially to the strength of each and will make possible a greater and more comprehensive service.

RCA Southern Dealers at Dinner Meeting

An informal dinner meeting of RCA distributors and dealers, held in the Georgian ballroom of the Atlanta Biltmore Hotel, Atlanta, Ga., on December 12, proclaimed the opening of executive, sales and service facilities for products of the Radio Corp. in the Southern territory. Pierre Boucheron, formerly general advertising and publicity manager of RCA, who was recently appointed Southern district sales manager, was host to the gathering. Among the RCA officials who attended this housewarming party were J. L. Ray, vice-president and general sales manager; C. S. DeSousa, treasurer; E. A. Nicholas, manager Radiola division, and Meade Brunet, manager Radiotron division.

As this issue of The Talking Machine World goes to press, announcement has been received from A. H. Grebe & Co., Inc., New York, of a reduction in price of the Grebe Synchrophase AC-6, which formerly listed at \$227.50 and is now listed at \$197.50.

Will Continue Slagle Radio Co. Business

(Continued from page 32d)

been used in the past for the manufacture of the Slagle radio and the Utenco automatic ironer, will be devoted exclusively to the manufacture of Slagle radio receivers.

Besides Mr. Niezer and Mr. Boyd, the other officers of the company are: B. Paul Mossman, vice-president and John A. Thieme, secretary and treasurer. The officers and William C. Rastetter constitute the executive committee. The organization becomes effective immediately. The members of the board of directors are: Mr. Niezer, Henry J. Miller, president of the Hartford City Paper Co. and Wayne Paper Goods Co.; John A. Thieme, formerly of Thieme Bros. Co., now retired; W. H. Noll, president of the Pinex Mfg. Co.; B. Paul Mossman, president of the Mossman-Yarnelle Co.; W. J. Vesey, attorney for the First National Bank and the Tri-State Loan Trust Co.; Max B. Fisher, president of the Fisher Bros. Paper Co.; William C. Rastetter, president of the South Side bank and Louis Rastetter & Sons, and Mr. Boyd, all of Ft. Wayne; O. W. Brown, treasurer of Brown & Caine, Chicago; Joseph Lush, treasurer of the Hammarlund Mfg. Co., Inc., New York, and S. A. Loeb, president of the Webster Electric Co., Racine, Wis.

Carl D. Boyd, president of the Continental Radio Corp., needs no introduction to the radio and music industries for he has won the friendship and esteem of distributors and dealers from coast to coast. He has been identified with the electrical and radio business for twenty years, having been associated with such prominent organizations as the Kellogg Switchboard & Supply Co., and the French Battery Co. Since the organization of the Radio Manufacturers' Association, Mr. Boyd has been one of its most active members, having served as a director of the Association as well as vice-president.

Referring to the new organization, Mr. Boyd said: "I am confident that the Continental Radio Corp. holds within its grip what is absolutely the most promising future of any company in the radio business. The sale of the Slagle radio extends practically across the breadth of the land and is marketed through a jobber-dealer structure of the highest caliber. Its advertising has appeared in trade publica-

tions of national scope, as well as in newspapers in metropolitan centers. We have the product, the company is adequately and soundly financed, and I cannot stress too strongly the value of our substantial board of directors which will bring to us a wealth and diversification of experience such as is paralleled only in the largest corporations of the country."

R. W. Mounteer in New Kellogg Post

In Charge of Central Station Sales for the Company—Was Special Representative of Radio Division

Newly appointed in charge of central station sales for the Kellogg Switchboard & Supply



R. W. Mounteer

Co., Chicago, is R. W. Mounteer, former special representative of the radio sales division of the same company. Mr. Mounteer will devote his time to promoting the sale of Kellogg A-C receivers among public utilities throughout the country. His five years of experience with the company, during which time he has contacted a number of large utilities, eminently qualifies him for his new work.

Davis-Hunt Co. Is Organized in Phila.

New Company Appointed Factory Representative of Stromberg-Carlson Line in Philadelphia Territory

Added impetus has been given the sale of Stromberg-Carlson in the Philadelphia territory by the appointment of the Davis-Hunt Co. as factory representative. The partnership consists of Rufus Davis, long a salesman for the Stromberg-Carlson Co., and Clifford Hunt, a radio retail salesman of experience, and was formed especially to take over the sale of Stromberg-Carlson products in Philadelphia. They are located at 538 Real Estate Trust Building. Mr. Davis joined the Stromberg-Carlson organization July 1, 1916, and has handled the territory of Philadelphia, eastern and western Pennsylvania. Mr. Hunt came from St. Louis, where he has been associated with Scruggs-Vandervoort-Barney, and where he enjoyed remarkable success in the retail radio department of that store.

Davis-Hunt Co. inaugurated a far-reaching merchandising and sales campaign Wednesday evening, December 5, when all Philadelphia dealers assembled at the Adelphia Hotel for a dinner, at which Ray H. Manson, chief engineer, and James S. Gibson, radio sales manager of the Stromberg-Carlson Co., spoke.

Promotions Acted on at RCA Meeting

The board of directors of the Radio Corp. of America, at its meeting last week made the following promotions: Vice-President and General Manager David Sarnoff to be executive vice-president; Joseph L. Ray, to be vice-president and general sales manager; Dr. Alfred N. Goldsmith, to be vice-president and chief broadcast engineer; Colonel Manton Davis, to be vice-president and general attorney. In the RCA Photophone Co., Elmer E. Bucher was promoted to be executive vice-president. The RCA board also took action to create a separate subsidiary company for its communications business, the plan being to transfer to such company all its communications assets.

Neil M. Michael Now Sonora Branch Head

H. B. Haring, Eastern district sales manager of the Sonora Phonograph Co., Inc., announced this week the appointment of Neil M. Michael as manager of the Sonora branch at Baltimore. Mr. Michael, who is widely known throughout the Baltimore territory, was formerly secretary-treasurer and general manager of the Chickering Warerooms in that city. Sonora products are making very rapid headway throughout Maryland and adjoining territory and, under Mr. Michael's direction, it is expected that the sales volume will show a steady increase. Don Rockwell, formerly Baltimore manager, is now located at the Sonora executive offices in New York, doing special work in the record division.

Okeh Jobber Appointed

Otto Heineman, president of the Okeh Phonograph Corp., New York, has announced the appointment of Kornblum Bros., St. Louis, Mo., as Okeh jobbers. This concern is well known in the music field in this territory, having served music dealers for many years with musical merchandise. The deal whereby Kornblum Bros. became Okeh jobbers was closed by W. B. Ockenden of the Okeh traveling staff. A strong campaign is planned.

JEWELL

GOOD SERVICE

A service man cannot be expected to provide good service unless he is first equipped with good and suitable service equipment.

In this connection the Jewell Radio Set Analyzer is probably the best portable service set available. It was designed with a knowledge of radio service needs and covers practically every test of a radio set. Dealers everywhere recognize it as the outstanding value in service equipment.

This test set together with all Jewell service equipment is obtainable through your regular jobber. Ask him to show you one of these set analyzers or else write us direct for descriptive literature.

Jewell Electrical Instrument Co.

1650 Walnut St., Chicago, Ill.
"28 Years Making Good Instruments"



Pattern No. 199
Radio Set Analyzer

IN THE MUSICAL MERCHANDISE FIELD

Regulations for the School Band Contests

National Bureau for the Advancement of Music Announces Regulations for New York State and National Contests

Regulations for New York State and National school band contests to be held in 1929 under auspices of the Committee on Instrumental Affairs of the Music Supervisors' National Conference have been announced by the National Bureau for the Advancement of Music.

Band contests in both State and National events will be open to five classes, instead of four as heretofore. The first four classes will consist of bands in high schools and other public and private institutions with (A) an enrolment of more than 600; (B) an enrolment of from 250 to 600; (C) enrolment of less than 250; (D) bands organized less than a year. The fifth class will be composed of bands in junior high and grammar schools. Only bands in classes A and B will be eligible to compete in the national contest which will be held in Denver next May 23-25, but bands from other classes may participate but will have to play class A and B music.

The closing date for entries in State contests has been set for March 1, and the committee will award prizes in States with a minimum of three entries. State trophies will be awarded the winners of first places in Class A in each State, and the winners of first and second places in the first two classes in State contests will be eligible to compete in the national contest.

In the Year Book issued by the committee, containing information about the 1929 contests, the National and State contests of 1928 are reviewed. The committee co-operated in thirty State contests, beside those of the New England section and the National contest held in Joliet, Ill. In the latter event twenty-seven bands from fourteen States participated, the contesting organizations representing the pick of more than 500 bands in States as widely separated as New York and California. It is estimated that a total of at least 25,000 youthful musicians took part in these State contests. The Joliet High School band at the 1928 meet, won the national trophy for the third time, thereby retaining it.

The school band movement, the report states, has had a remarkable growth since 1924 when the first State contests were held under the auspices, or with the co-operation of the committee. The State contests culminated in the first National contest in 1926, when thirteen bands from ten States competed for the National trophy at Fostoria, O. In 1927 twenty-three bands from fourteen States participated at Council Bluffs, Ia.

Telegraph Orders for Silver Bell Banjos

Demand for Bacon Banjo Co. Products Both From Home and Abroad Indicates Improved Conditions

GROTON, CONN., December 6.—Telegraph and cable orders for B. & D. Silver Bell banjos are being received daily by the Bacon Banjo Co., this city, a sure sign of healthy trade conditions, according to D. L. Day, treasurer and general manager of the company. One nice order came through recently from South Africa, and a shipment of twenty-three banjos was made to Australia a short time ago. The Chicago Musical Instrument Co. sent in a telegraphic order for sixteen instruments, six of these being for Roy Smeck stage model gold-plated Silver Bell banjos and four for Montana Special Silver Bell instruments. Another telegram from George Peate, Canadian distributor for the Bacon concern, ordered a Ne Plus Ultra Silver Bell plectrum model.

Letters of praise for the Silver Bell banjos have never been so abundant. Below is one from a professional, Lee Warren, Drexel Hills, Philadelphia, who writes as follows: "I am writing to let you know that I bought a Silver Bell in Portland, Maine, last week. I had a chance to sell my banjo. I liked the tone and power of that particular instrument so well that I bought it. It has 'guts' like iron. The tone cuts through the rest of the band so that I don't have to play loud and cover up any other instrument, and when I play the 'upper-register' I see why you have named it 'Silver Bell.' The notes have a quality which can best be described as 'bell-like.'"

The King Music Co., New Orleans, La., recently equipped the McComb, Miss., city school band with King instruments and Ludwig drums.

School Bandmasters Form Organization

Representative Leaders of Northern California Form Organization—State Contest During San Francisco Music Week

SAN FRANCISCO, CAL., December 6.—The school bandmasters of northern California, who have effected preliminary organization, met recently and completed the details of permanent organization. E. J. Delano, of Sherman, Clay & Co., was in the chair and there was a good representation of the bandmasters present. A constitution and by-laws were adopted, and it was resolved to adhere to the national rules. Officers and directors elected are, president, E. P. Alwyn, Princeton, Cal.; vice-president, Thomas Willis, Sacramento; secretary, Eugene Broe of Burlingame; treasurer, Earl Morton, Berkeley, and in addition to the foregoing officers the board of directors includes George D. Ingram of the Mission High School, San Francisco, member at large.

It was voted to accept the invitation of the San Francisco Civic Association to hold a State school band contest in San Francisco during the 1929 Music Week, as was done during the past two annual music weeks. Delano said that the band contest committee in 1929 will be practically the same as in the past and will include the local dealers in band instruments. The only difference at the coming Music Week will be that the contest committee will have a tie-up with the executive committee of the Northern California School Bandmasters' Association, and this will result in more co-operation, especially regarding some of the details of the contest.

The Melody Music Shop, Memphis, Tenn., is now located at its new quarters at 13 South Main street. Saul Bluestein is manager.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

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

**BACON
BANJOS**

Sold by Representative
Music Merchants

BACON BANJO CO., Inc.
GROTON, CONN.

QRS Still Projector Introduced to Trade

Close on the heels of the introduction by the QRS Co., Chicago, of the QRS 35 m. m. instantaneous Kamra, comes the announcement of important and unique accessories which will be supplied to the dealer trade, to be sold in conjunction with the Kamra.

Foremost among these new products is the QRS still projector, Model K-2, which introduces new and simpler principles in construction and amazing performance on the screen.

This projector will throw a picture on the screen in clear detail ranging from the small size of 10 x 4 inches up to that covering a wall 10 x 14 feet. The electric bulb is not of the usual high voltage high candle power projector type,—but is merely an ordinary 6-8 volt standard single contact automobile headlight bulb. The amplification of screen illumination is accomplished through the QRS condenser system. The projector is free of confusing complicated operative mechanism, and is without fire hazard dangers. The Kamra supplies the lens for the projector and mechanism for propelling the film through as it is being projected. The projector is priced at \$15, and the user may thus secure a complete outfit, Kamra and projector, for a total of \$37.50.

The Kamra lid is removed, the Kamra fastened to the front of the projector, becoming an integral part of it, the lamp cord connected and it is ready for operation. The Kamra may be fastened in either an upright or horizontal position, depending upon the position used when the pictures were "shot."

Another new product is the Kamra rack, used in "close-up" still photography, upon which the Kamra may be placed to safeguard against vibration, and to predetermine the correct focus. A Kamra Lens Kit, comprising three lenses for sharp focusing and portrait work, and pocket carrying case, and the "Reelo" tank for developing films are other new devices now

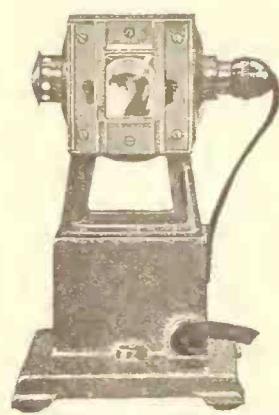
World's Classified Advertising

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.

SALES MANAGER WANTED.—One of Brooklyn's large radio concerns, due to expansion of its business, has an opening for a sales manager. Exceptional opportunity with good proposition for the right party. Do not call but write confidentially to Mr. M. Udko, M. Udko & Co., Inc., 224 Flatbush Avenue, Brooklyn, N. Y.

LINES WANTED.—Desire to represent either radio manufacturer or jobber in northern Indiana and southern Michigan. Well acquainted with both radio and music dealers. Experienced in dealers' sales promotion work. Twelve years selling to dealers only. Highest references. Open for position January 1. Address replies to Box No. 1673, care of The Talking Machine World, 420 Lexington Avenue, New York, N. Y.

POSITION WANTED.—Recording engineer with twenty years' experience would like to connect with a "talking picture" company. Address replies to Box No. 1674, care of The Talking Machine World, 420 Lexington Avenue, New York, N. Y.

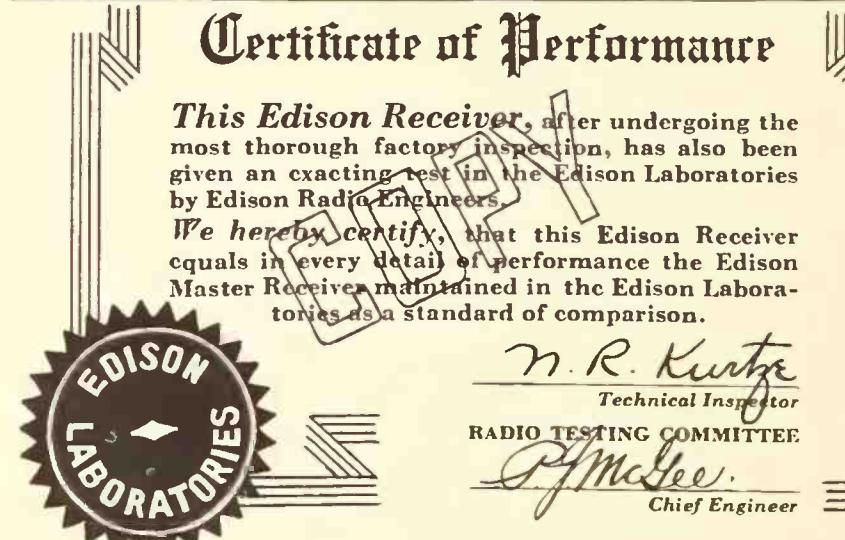


QRS Still Projector Model K-2 Shown Without the Kamra Attached

being introduced. By using the "Reelo" tank the exposed film can be developed by the user in less than 30 minutes and at a cost of less than 12 cents a roll.

Certificate for All Edison Radio Sets

Each Edison receiver that leaves the factory has attached to it a special "Certificate of Performance" to indicate to the purchaser that it has undergone exhaustive tests in the Edison laboratories at the hands of the staff of Edison radio technicians—tests more exacting than those demanded under normal operating conditions. Each Edison receiver must equal the performance of the master receiver at the laboratories in every particular before the Cer-



Edison Certificate of Performance

tificate of Performance is attached to it and receives the endorsement of the technical inspector and chief engineer. Dealers as well as the public have shown much interest in this Certificate of Performance, always reflecting the fact that for many years past products of the Edison laboratories have been recognized as reflecting quality and care and skill in their production.

Jack Kapp Uses Portable Labs. in Recording Work

Unique recording laboratories were set up by Jack Kapp, head of the Chicago recording



Brunswick Portable Recording Laboratory
laboratories of the Brunswick-Balke-Collender Co., on a recent tour of the South. One of these pictured here is of rough-and-ready "makeshift" construction, and not because of, but in spite of, these conditions Mr. Kapp claims that he has recorded and will have ready for dealers in the early part of 1929 a large number of very excellent recordings for the "Hill-Billy" section of the Vocalion record catalog. Pictured with Mr. Kapp are Harry Smith, Brunswick electrical engineer, and Harry Goldsmith, general sales manager of the Artophone Corp., Memphis, Tenn.

Sonora Announces a Record Radio Tie-Up

The largest radio hook-up ever to be used for a commercial program will carry the Sonora broadcast over the Columbia chain, according to an announcement by P. L. Deutsch, president of the Sonora Phonograph Co., with headquarters in New York.

"Up to the present time," says Mr. Deutsch, "we have been using some twenty of the Columbia chain's stations, owned and operated by the United Independent Broadcasters in the East and Middle West. But under the new contract which was signed yesterday we shall be using forty-three stations stretching literally from coast to coast, and from North to South, and bringing the Sonora weekly program with-

in the range of every radio receiver in the country.

"This hook-up, the Columbia people tell us, will be the largest ever employed for any commercial broadcast. There have been larger hook-ups, of course, for the broadcasting of speeches and descriptions of events of national importance, but our new contract with the Columbia chain calls for the biggest aggregation of stations ever used outside of such important national occasions.

"It was stated that Sonora's original contract, which provided for a weekly broadcast over a period of three years, represented a probable expenditure of more than a million dollars for time and talent. This new contract will nearly double our expenditure for time alone."

The first broadcast over this huge network of forty-three stations will take place at 9.30 Eastern Standard Time, on Thursday, December 27, and, as hitherto, the Sonora program will originate in the Sonora recording laboratories in New York City, being carried by remote control to the key stations of the Columbia chain for transmission, to every part of the country.

D. W. May, Inc., Has House Warming in New Home

Thursday and Friday, December 6 and 7, were the days devoted by D. W. May, Inc., radio distributors, to a housewarming party on the occasion of the opening of their new building at 393-395 New Street, Newark, N. J. The new building is in the rear of their old location at 380 Central avenue. A host of dealers in the northern New Jersey territory inspected the new and improved facilities which the May organization has provided for their benefit. Buffet luncheons and suppers, with other refreshments, were served on both days.

D. W. May, Inc., are distributors for Crosley and Amrad receivers, RCA Radiotrons, Sandar speakers, Ray-O-Vac batteries, Daven television products, Brach accessories, Raytheon tubes, Sterling A and B eliminators and the Radio Lite-Tenna.

Successful Week-End Shooting

Twenty-nine plump ducks were the trophies exhibited by Mac Harlan, advertising manager of the Kellogg Switchboard & Supply Co., upon his return from a week-end hunting trip along the Illinois River. C. C. Fogarty, of Matson, Fogarty, Jordan Co., advertising counsel of the Kellogg Co., accounted for an equal number in two days of shooting.

GLEANINGS from the WORLD of MUSIC

Weymann Features "Dusky Stevedore" in Attractive Display

Triangle Music Publishing Co. Reports Gratifying Response to Campaign on "Dusky Stevedore"—Dealers Report Demand for Sheet Music and Record Releases

THE special campaign on "Dusky Stevedore" now being conducted by the Triangle Music

where an entire window was devoted to the single song with very satisfactory results.

Executives of the Weymann concern are firm believers in the value of window displays in building up demand for songs, and much drop-in business in the sheet music department is attributed to this source. The "Dusky Stevedore" window contained a large poster, portraying a scene from the lower Mississippi River, which is in the mood of the song. Several dozen copies were distributed about the window as well as phonograph records of the song.

On December 14 the Victor Co. will release a vocal record of "Dusky Stevedore," made by the Revelers, and about the time a new Brunswick record will be released, made by the Clevelanders. A new Columbia dance record of the song has been made by Thelma Terry and Her Playboys, with a vocal chorus by Joe Davis, and will also be released this month. Mr. Davis anticipates a big sheet music demand in view of the new recordings, all of which are second recordings in the catalog of the company.

Since the introduction of the song it has proven exceedingly popular with radio entertainers.

Dan Winkler, sales manager of De Sylva, Brown & Henderson, Inc., New York City, has finally left for his much-needed rest and is now basking in the sunshine of Florida on a long delayed vacation.



Weymann Display of "Dusky Stevedore"

Publishing Co., New York, is meeting with great success, according to Joe Davis, head of the company. Many dealers have co-operated with window displays, tying up with record releases of this song made by the principal mechanical companies. One of the most attractive of these displays created by music dealers was the one used by H. A. Weymann & Sons, Inc., 1108 Chestnut street, Philadelphia,

Robbins Corp. Leads Vitaphone Royalties

The Robbins Music Corp., New York, is receiving the congratulations of the trade in securing for the second successive year the highest Vitaphone royalty earnings assigned to any music publisher. The Robbins organization leads the list on the point computation system, each point representing the use by Vitaphone of a selection being valued at \$30.73. This year the sum of \$9,526 or practically one-tenth of the entire \$100,000 paid out by Vitaphone to seventy-five separate publishers was earned by the Robbins Music Corp. Last year the Robbins concern received \$8,777 out of a total of \$93,599. The two-year record is a compliment to J. J. Robbins' pioneering work in picture music, for, whereas the other publishing firms had extensive catalogs of popular hits to offer, the Robbins contributions were chiefly standard, demonstrating the substantiality of a musical catalog of this nature.

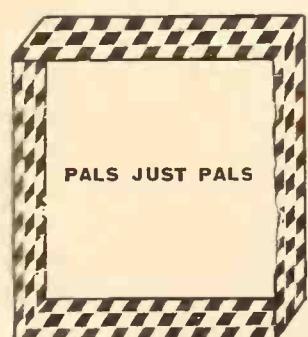
Discussing the latest Vitaphone statement Mr. Robbins had the following to say: "The results are especially significant when it is taken into consideration that the men who built the foundation of our catalog, such as Erno Rapee, Dr. William Axt and others, have used less of their music in synchronizing than have other synchronizers. It is, therefore, not a case of these men showing partiality to their own compositions."

New Ballads Issued by Berlin Standard

The Irving Berlin Standard Music Corp. has been extremely successful with the exploitation of its new high class ballad series. The releases included the beautiful song "To Be Forgotten" by Irving Berlin, and a new ballad by Westell Gordon and J. Will Callahan entitled "Down the Highway of Dreams." Mr. Gordon will be remembered as the composer of "Far Away Bells" and "One Little Dream of Love," which have enjoyed unusual popularity.

Another new high class ballad that the firm has just released is "Ceasing to Care," by Westell Gordon and Granville English. This song has just been recorded by James Melton, famous tenor of the Seiberling Radio Hour and recording artist. Mr. Melton introduced "Ceasing to Care" for the first time on the air over Station WEAF on the Seiberling program, December 13.

FIVE RECORD RECORD BREAKERS



PALS JUST PALS



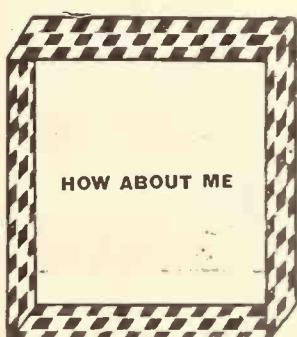
THE SPELL
OF THE
BLUES



MARIE



I'LL GET BY
[AS LONG AS
I HAVE YOU]



HOW ABOUT ME

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

Zamecnik Composing Score for "Redskin"

Will Employ Color Technique to Produce Score as Colorful as Technicolor Spectacle—Sam Fox to Publish Score

A new color technique in musical interpretation developed with Paramount's latest Technicolor spectacle "Redskin" starring Richard Dix, will be introduced by J. S. Zamecnik, composer of original scores for motion picture productions. His thought is to produce a music score as colorful as the picture, rich in Indian lore and tradition. This special and original music setting for a picture that boasts the greatest footage of natural color film ever made has been arranged between Paramount-Famous-Lasky and the Sam Fox sound synchronization department, recently organized.

Just as Technicolor presents to the human eye all the beauty of nature, the bizarre and lurid colors in the trappings and costumes of the Navajo and Pueblo Indians and places before the motion picture fans the color illusion perfect in its reproduction, so Zamecnik's new idea is to develop orchestration to such super-perfection that every changing emotion and episode will be carefully studied, not only to have a correct and effective musical interpretation but also to insure its orchestral coloring by incorporating some extremely modern musical ideas to the betterment of the score.

Into his musical synchronization of "Redskin," Mr. Zamecnik will bring the ancient plaintive melodies of the Navajo and Pueblo Indians. The composer will not change the richness and close harmony of the Indian songs, but he will modernize them sufficiently so as to make possible their use by an ultra-modern sound-recording orchestra. Old musical instruments used by the Navajo and Pueblo Indians have, by a fortunate circumstance, been unearthed and Mr. Zamecnik proposes to write special parts into the score for these ancient instruments so that when the picture is sound-recorded, a convincing interpretation of the Indian melodies will be secured.

Opportunities for the development of this new thought in color orchestration are particularly suitable in "Redskin" because the entire Indian background is, in itself, essentially colorful, because it is the drama of a race of people clinging to old traditions, yet seeking to adapt themselves to the new. It is the romance of a boy of the Navajos, a girl of another tribe. Tribal hatreds that have come down through the centuries rise to keep them apart, despite the fact that they are both products of the white man's schools, modernized, educated, madly in love.

In order to study intimately the locales, atmosphere and character of "Redskin," Zamecnik has been present at the filming of many of the important scenes that have been made against the magnificent backgrounds of the Indian country of the Pacific Southwest. He recently witnessed a pre-view of the assembled reels without titling or cutting. He declared "Red-

Music That Brings "RECORD" SALES

If you are a wide-awake record dealer you should carry the new releases of our latest song successes:

THE TOYMAKER'S DREAM
SUNNY SKIES
DON'T DO THAT TO THE POOR
PUSS CAT
KISS BEFORE THE DAWN
DOWN SOUTH
as well as the 100% ELECTRICALLY
RECORDED familiar favorites:
IDA, SWEET AS APPLE CIDER
MY GAL SAL
SHIM-ME-SHA-WABBLE
ORIGINAL DIXIELAND ONE-STEP
PARADE OF THE WOODEN
SOLDIERS

recorded again by popular demand for all the companies by such artists as RED NICHOLS, NAT SHILKRET, TED LEWIS and PAUL WHITEMAN.

Write for further details or catalogue
EDWARD B. MARKS MUSIC CO.
223 West 46th Street
NEW YORK CITY

skin' is a great picture, and one that will inspire me to do the best job of my life." He has already written the theme song for the picture and there is every indication that it will achieve great general popularity.

Mr. Zamecnik is composer of the original music score for "The Wedding March" and his love theme song in that picture, "Paradise," has met with marked public favor. He arranged the music score for "Abie's Irish Rose," and wrote that picture's two love theme songs, "Rosemary" and "Little Irish Rose." Other outstanding Zamecnik successes include the musical setting and theme of the great epic of the war, "Wings."

Robbins Acquires "Show People" Theme

The Robbins Music Corp., New York City, which is rapidly becoming recognized as one of the foremost and most prolific of the theme song publishers, announces with pardonable gratification that "Cross Roads," a composition by William Axt and David Mendoza, of the Capitol theatre organization, has been selected as the musical "rider" to "Show People," the latest Metro-Goldwyn-Mayer film offering.

"Show People" will feature two great stars, Marion Davies and William Haines, who, until now, have been "solo-fighting" in filmdom. Other famous screen satellites, among whom will be Charles Chaplin, Greta Garbo, etc., will supply realism for the film's background.

A greater-than-usual nation-wide campaign of propagation will be begun shortly by the Robbins organization on "Cross Roads." Retail stores are tying-up with the film.

Pat Flaherty With De S., B. & H., Inc.

De Sylva, Brown and Henderson, Inc., has announced a new addition to its staff in the person of Pat Flaherty. Mr. Flaherty resumes duties as assistant to Dan Winkler, sales manager. He is to handle a great deal of the mechanical work and his knowledge of this end of the business and his wide acquaintance with recording managers will serve him very advantageously in his new position.

Mr. Flaherty is very well known in the music business, having formerly been general manager of the Stasney Music Co., and more recently New York manager for Ted Browne Music Co., Chicago publishing firm.

SAM FOX THEME SONG HITS

NEAPOLITAN NIGHTS
(OH, NIGHTS OF SPLENDOR)
The Enchanting Love Song
OF The William Fox Production "FAZIL"

PARADISE
THE WEDDING MARCH
WITH ERICH VON STROHEIM

"WINGS"
Love Theme of the Paramount Picture
"WINGS"

**"ROSEMARY"
AND
LITTLE IRISH ROSE"**
LOVE THEMES FROM
THE MUSIC SCORE OF
"ABIE'S IRISH ROSE."

PUBLISHED BY

SAM FOX PUBLISHING CO.
CLEVELAND — NEW YORK — CHICAGO

Marks Co. Issuing Important New Items

For more than seven years, or ever since "The Parade of the Wooden Soldiers" marched to its first crashing success, various people have tried to influence Edward B. Marks, the publisher, to accept songs which they predicted were sure to be the logical follow-up number to that phenomenal march success. At least twenty such songs have been submitted to the firm but in every case there has been something lacking. Often they were just imitations, more or less feeble, and those that resembled the original too closely were rejected on the grounds that they would only damage "Wooden Soldiers" which has developed into a steady seller of huge dimensions.

Recently, however, Ernie Golden, orchestra leader, showman, composer and general musical authority, brought a song to the Marks offices entitled "The Toy Maker's Dream." This was in no sense an imitation of "Parade." Except for the fact that both are characteristic fox-trot marches there is no similarity. However, it seemed to the Marks executives just the type of number that stood an excellent chance of striking the public as different enough and tuneful enough to become another "Wooden Soldiers" in popularity.

"The Toy Maker's Dream" has been orchestrated brilliantly by Joe Nussbaum, who has deftly incorporated both his own and Golden's best ideas. It is expected that Mr. Golden's ability as a full-fledged composer, long overshadowed by his orchestra conducting activity, will be definitely established by the success of this new piece. The Marks concern is starting in with a big Christmas campaign upon it, following which it is to be the chief song for 1929 along with "Sunny Skies" and the comical "Don't Do That to the Poor Puss Cat."

Mr. Nussbaum has just completed a special modern arrangement of the famous tango "El Choclo" for the Marks firm.

As a result of the success of the first four Scheidlmeier tenor banjo arrangements, "Glow Worm," "Down South," "Wooden Soldiers" and "Ida," it has been decided to issue three more in 1929 by this same Pittsburgh expert. These are to be Rosey's "Espanita" and Lincke's "Amina" and "Fireflies."

The second series of Red Nichols modern hot recording arrangements for orchestra will appear early in the year. It is expected to equal the success of the first series, which every dealer agrees, has set a sales record that has never been approached. Several new folios of every description are either already in work or under consideration. Most important of all, perhaps, is the position assumed by the firm in the field of foreign music. Mr. Mark's recent trip to Europe served to cement many of the vital connections entered upon with leading European music houses recently.

We Wish to Express Our Sincerest Appreciation to Our Many Friends for Their Wonderful Co-operation in Making 1928 the Most Successful Year We Have Ever Had

We Close the Year With the Greatest Collection of Songs Ever Published

DUSKY STEVEDORE
TAKE YOUR TOMORROW (And Give Me Today)
GUESS WHO'S IN TOWN?
IT ALL COMES OUT IN THE WASH
MY BLUE RIDGE MOUNTAIN HOME
I AIN'T GOT NOBODY (And Nobody Cares for Me)
MY CAROLINA HOME

I WANT A GOOD MAN (And I Want Him Bad)
RIGHT OR WRONG
YOU CAN'T TAKE MY MEM'RIES FROM ME
THE SINKING OF THE VESTRIS
HONOLULU SWEETHEART OF MINE
MY HANDY MAN
YOU'D RATHER FORGET THAN FORGIVE

TRIANGLE MUSIC PUB. CO., Inc., 1658 Broadway, New York

P.S.—OUR NEW PLUG SONG FOR 1929 WILL BE "SUSIANNA," BY SPENCER WILLIAMS, WRITER OF "I AIN'T GOT NOBODY"

Season's Greetings

IRVING BERLIN, Inc.

1607 Broadway

New York, N. Y.

Feist Slide-a-phone Exploits New Songs

Device Invented to Give Publishing House Opportunity to Plug New Issues in Theatres Using Only Mechanical Entertainment Features

One of the major disadvantages from the viewpoint of music publishers of the present tendency of motion picture theatre owners to dispense with orchestras, organists and the human entertainers and to depend entirely on mechanized mediums for the entertainment of audiences has been the utter impossibility of featuring new song issues. In the past the theatre "plug" has been regarded as one of the most important means of popularizing a new song and the present situation obviously caused some concern and worry. Leo Feist, Inc., in a recent announcement has the solution of the problem as far as it was concerned through the invention of the Feist Slide-a-phone, an ultra-modern medium for song exploitation.

This device consists of a set of slides with synchronized musical accompaniment to include singing and comedy dialogue. A twelve-inch record playing for four minutes carries a Feist song which the booth operator reproduces on the usual Vitaphone turntables and projects the

slides to synchronize with the lyrics.

Although the use of the Slide-a-phone represents an expensive outlay, the Feist organization will receive the cost in rentals as the device will be used by many theatres as featured "shorts." The first release is on "I'm Sorry Sally" and the second and third are expected to be "I'm Betting on You" and "High Up on the Hilltop." The records are made on what is known as Vitaphone stock, thick records which insure durability. The same selection is carried on both sides for the convenience of the operator and to give the record double wearing value. First issues will be announced shortly.

Al Dubin Now With Gene Austin, Inc.

Al Dubin, one of the best-known lyricists on Broadway, has signed a two-year contract with Gene Austin, Inc., New York City, to write and assist Marty Bloom in the professional department. The Austin organization is rapidly forging to the fore and plans have been completed to occupy larger quarters at 745 Broadway. A standard catalog of semi-classic and sacred numbers will be published in addition to popular listings. "Then Came the Dawn" and "Voice of the Southland" are the firm's two biggest sellers.

De S., B. & H., Inc. in Standard Field

Initial Catalog Issued by Firm Lists Concert Selections by a Number of Leading Composers—Leo Edwards Manager

Announcement has just been made by De Sylva, Brown & Henderson, Inc., New York, of that firm's entrance into the field of standard music publication. Following in the train of



Robert Crawford

its success in the popular, show music and theme song fields since the firm's organization less than two years ago, this new move marks another important mile-post in the career of the concern. Formation of the new department has been in progress for the past few months, during which time a sizable standard catalog has been gathered, comprising the works of some of the best-known composers in the concert field.

Some of the composers whose works are represented in the new department include Charles Wakefield Cadman, Oley Speaks, Geoffrey O'Hara, Frank Grey, Lily Strickland, and others are being secured. Leo Edwards has been appointed manager of the standard department and will build up a staff capable of exploiting concert music in the proper way. Mr. Edwards was responsible for introducing "Guns," a forceful, descriptive composition by Geoffrey O'Hara, recently in a gorgeous production at the Roxy Theatre in New York.

The success of De Sylva, Brown & Henderson as music publishers in the short space of about twenty months has won the admiration of the entire trade. The firm owed its start to the talents of the three members of the firm, B. G. De Sylva, Lew Brown and Ray Henderson, as song writers, the first dozen songs exploited having been written exclusively by them. Later, due to Robert Crawford, president of the company, and his assistant, Dan Winkler, in the sale-promotion end of the firm, the company branched out with many big hits by outside writers. Among these was the popular "Among My Souvenirs" and the comic novelty "Henry's Made a Lady Out of Lizzie," both of which sold to most satisfactory totals.

The next steps were in the production field, "Good News" being the initial publication of this sort, which is still selling over a period of fifteen months. The company has published the hit songs and scores for four new musical comedies this Fall, and in addition has released theme songs for nearly a dozen large photoplays. It is as a result of this experience that De Sylva, Brown & Henderson, Inc., comes in for a large share of discussion in popular music circles, and too much credit cannot be given to Robert Crawford as head of the enterprise.

GENE AUSTIN INC.
MUSIC PUBLISHERS
745 Seventh Ave., N.Y.C.



"Sound Songs
Soundly Synchronized
in
Sound Pictures
NOWADAYS
"The Theme's the Thing"

MUSIC business is rejuvenated, and all because of the theme song. Of course, we mean the theme song with a definite hook-up; the theme song that is to the picture what the musical comedy theme song is to the show; the theme song that is sung and played repeatedly throughout the picture,—the ROBBINS THEME SONG, in other words. ROBBINS THEME SONGS are sung in foremost picture theatres in every city throughout the country. An exclusive tie-up with Metro-Goldwyn-Mayer and contacts with other leading film producers make this possible.

Just a Few Current Robbins Theme Songs



CROSS ROADS

The Song Feature of
"SHOW PEOPLE"

The Metro-Goldwyn-Mayer Special with
Marion Davies and William Haines



LIVE AND LOVE
The Song Feature of
"THE MASKS OF THE DEVIL"

A John Gilbert Classic



LOVE DREAMS

The Song Feature of
"ALIAS JIMMY VALENTINE"

M.-G.-M.'s Two-Dollar Broadway Special with William Haines



LOVE'S FIRST KISS
The Song Feature of
"A WOMAN OF AFFAIRS"
The Latest and Greatest Metro Film Starring Gilbert and Garbo

WATCH FOR OTHERS NOW IN PREPARATION

ROBBINS THEME SONGS ARE RE-CREATING Music Business
for the Enterprising Dealer. Now is the time to get on the Theme
Song Band Wagon with the Firm That Knows How!

ROBBINS MUSIC CORPORATION
799 Seventh Avenue.
New York

Broadway to Issue
Al Von Tilzer Folio

Collection to Contain Twenty-five of the
Composer's Hits of the Past Quarter of
a Century—Ready January 1

Will Von Tilzer of the Broadway Music
Corp., New York City, announces the release
on January 1 of a folio of Albert Von Tilzer's
"Famous Songs of the Past." This collection



Albert Von Tilzer

contains some of the outstanding hits of the
last twenty-five years, including "Honey Boy,"
"Oh By Jingo," "Smarty," "Take Me Up With
You Dearie," "I'll Be With You in Apple
Blossom Time," "Chili Bean," "Take Me Out
to the Ball Game," "My Little Girl," "Dapper
Dan," "Oh How She Could Yacki Hacki Wicki
Wacki Woo," and others in the million copy
hit class.

Some of these songs have been out of print
and are now available for the first time in years,
and there has been an insistent demand for
many of them due in part to the use of old-time
favorites over the radio. This collection is a
real tribute to the genius of Albert Von Tilzer,
one of America's great composers, who has
written all of the songs in this folio as well as
many high-class successes such as "Forever Is
a Long Long Time," "Waters of Venice," and
"Goodbye Sweetheart, Goodbye," also the musical
shows, "Bye Bye Bonnie," "Honey Girl,"
"Adrienne," and "Gingham Girl." His most
recent popular songs "Dear When I Met You,"
and "A Happy Ending," are already being listed
amongst the season's successes.

New Feist Publications

The following numbers issued by Leo Feist,
Inc., are listed as class "A" or 20 cents per
copy until December 31, after which they are
class "B" or 22 cents per copy: "My Old Girl's
My New Girl Now," "When the Right One
Comes Along," "My Suppressed Desire," "I
Want a 'Yes' Girl" "(Why Did You Kiss Me
Last Night) Ya' Coming Up Tonight, Huh,"
and "Gypsy."

Featured in "Whoopee"

"Ever Since the Movies Learned to Talk,"
published by Shapiro, Bernstein & Co., is making
a tremendous hit as one of the features of
the musical comedy success "Whoopee." Eddie
Cantor sings the comedy hit.

Billy Jones and Ernie Hare, the Happiness
Boys, radio, record and vaudeville favorites,
recently introduced for the first time the new
Berlin novelty "So Far So Good, So Good So
Far, But Whatya Gonna Do, Do Now."

The Latest Record Bulletins

Victor Talking Machine Co.

LIST FOR DECEMBER 14

| | | |
|-------|---|----|
| 21765 | Dusky Stevedore | 10 |
| | Blue Shadows (From Earl Carroll's "Vanities"), The Revelers | 10 |
| 21766 | Ten Little Miles From Town, California Humming Birds | 10 |
| | It Goes Like This (That Funny Melody), California Humming Birds | 10 |
| 21767 | You're the Cream in My Coffee (From the Musical Comedy, "Hold Everything")—Fox-trot, Ted Weems and His Orch. | 10 |
| | Anything Your Heart Desires (From the Musical Comedy, "Just a Minute")—Fox-trot, Ted Weems and His Orch. | 10 |
| 21771 | Just a Sweetheart (From the Motion Picture Production, "The Battle of the Sexes")—Fox-trot, Nat Shilkret and the Victor Orch. | 10 |
| | Was It Love?—Waltz The Troubadours | 10 |
| 21772 | Another Kiss (From Paramount Picture, "Manhattan Cocktail")—Waltz ... The Troubadours | 10 |
| | Gotta Be Good (From Paramount Picture, "Manhattan Cocktail")—Fox-trot, Nat Shilkret and the Victor Orch. | 10 |
| | LIST FOR DECEMBER 21 | |
| 21780 | There's a Rainbow 'Round My Shoulder (From Warner Bros. Picture, "The Singing Fool"), Johnny Marvin | 10 |
| 21779 | Happy Days and Lonely Nights, Johnny Marvin | 10 |
| | Sonny Boy (From Warner Bros. Picture, "The Singing Fool") Gene Austin | 10 |
| | She's Funny That Way (I Got a Woman, Crazy for Me) Gene Austin | 10 |
| 21778 | Oh! You Sweet Old Watcha May Call It—Fox-trot Irving Aaronson's Commanders | 10 |
| | My Scandinavian Gal—Fox-trot, Irving Aaronson's Commanders | 10 |
| 21773 | I Found You "Out" When I Found You "In" Somebody Else's Arms—Fox-trot, Ted Weems and His Orch. | 10 |
| | Take Your Tomorrow—Fox-trot, Edwin J. McEnelly's Orch. | 10 |
| 21774 | Ups-a-Daisy! (From the Musical Comedy, "Ups-a-Daisy!")—Fox-trot, Victor Arden-Phil Ohman | 10 |
| | Will You Remember? Will You Forget? (From the Musical Comedy, "Ups-a-Daisy!")—Fox-trot, Victor Arden-Phil Ohman | 10 |
| | LIST FOR DECEMBER 28 | |
| | INSTRUMENTAL AND VOCAL | |
| 35951 | Prelude in C. Sharp Minor (Rachmaninoff, Op. 3, No. 2) Victor Concert Orch. | 12 |
| | Prelude in G Minor (Rachmaninoff, Op. 23, No. 5) Victor Concert Orch. | 12 |
| 35952 | Three Shades of Blue—Suite—Part 1 (1. Indigo) (Grofe), Paul Whiteman and His Concert Orch. | 12 |
| | Three Shades of Blue—Suite—Part 2 (2. Alice Blue, 3. Heliotrope) (Grofe), Paul Whiteman and His Concert Orch. | 12 |
| 21574 | My Little Old Home Down in New Orleans, Jimmie Rodgers | 10 |
| | Dear Old Sunny South By the Sea, Jimmie Rodgers | 10 |
| 35953 | Twisting the Dials—Part 1. The Happiness Boys | 12 |
| | Twisting the Dials—Part 2. The Happiness Boys | 12 |
| 21787 | Cross Roads (From the Metro-Goldwyn-Mayer Picture, "Show People") Franklyn Baur | 10 |
| | Marie (From the United Artists' Picture, "The Awakening") Franklyn Baur | 10 |
| | DANCE RECORDS | |
| 21783 | Say That You Love Me (From "Hello Yourself")—Fox-trot, Waring's Pennsylvanians | 10 |
| | I Want the World to Know (From "Hello Yourself")—Fox-trot, Waring's Pennsylvanians | 10 |
| 21786 | I'll Get By as Long as I Have You—Fox-trot, Irving Aaronson's Commanders | 10 |
| | Sleep, Baby, Sleep—Fox-trot, McEnelly's Orch. | 10 |
| 21788 | Pompanola (From the Musical Comedy, "Three Cheers")—Fox-trot, Waring's Pennsylvanians | 10 |
| | Maybe This Is Love (From the Musical Comedy, "Three Cheers")—Fox-trot, Waring's Pennsylvanians | 10 |
| 21658 | Shreveport—Stomp, Jelly-Roll Morton's Red Hot Peppers | 10 |
| | Shoe Shiner's Drag—Slow Blues, Jelly-Roll Morton's Red Hot Peppers | 10 |
| | RED SEAL | |
| 1354 | Souvenir (Drdla)—Violin Mischa Elman Orientale (from "Kaleidoscope") (Cesar Cui, Op. 50, No. 9) Mischa Elman | 10 |
| 6875 | Forza Del Destino—Pace, Pace Mio Dio (Peace, Peace, Oh My Lord) (Act 4) (Verdi)—In Italian, Ernani—Ernani Involami (Ernani, Fly With Me!) (Act 1) (Verdi)—In Italian, Rosa Ponselle | 12 |
| 6835 | Valse—Serenade (Tschaikowsky), Detroit Symphony Orch. (O. Gabrilowitsch, Dir.) 1. Russian Soldier's Song (Altschuler); 2. Marche Miniature (Tschaikowsky), Detroit Symphony Orch. (O. Gabrilowitsch, Dir.) | 12 |
| 1355 | Home, Sweet Home (Payne-Bishop), Last Rose of Summer (Introduced in Flotow's "Martha") (Moore) Amelita Galli-Curci | 10 |
| 6876 | Traviata—Dei miei bollenti spiriti (Wild My Dream of Youth) (Act 2) (Verdi)—In Italian, Lucia—Tombe degl' avi miei (Tomb of My Sainted Fathers) (Finale, Act 3) (Donizetti) —In Italian Beniamino Gigli | 12 |
| 8105 | Trovatore—Ai nostri monti (Home to Our Mountains) (Act 4) (Verdi)—In Italian, Louise Homer-Giovanni Martinelli | 12 |
| | Trovatore—Mal reggono all' aspro assalto (At My Mercy Lay the Foe) (Act 2) (Verdi)—In Italian, Louise Homer-Giovanni Martinelli | 12 |
| 1353 | Serenade a la Poupee (Serenade for the Doll) (No. 3 from "The Children's Corner") (Debussy)—Piano Vladimir Horowitz | 10 |
| | Capriccio (Scarlati)—Piano Vladimir Horowitz | 10 |
| 1356 | Carmen Suite—Habanera (Act 4) (Bizet), Philadelphia Orch. (L. Stokowski, Dir.) | 10 |
| | Carmen Suite—(Prelude to Act 1) (Bizet), Philadelphia Orch. (L. Stokowski, Dir.) | 12 |
| 6873 | Carmen Suite—Gypsy Dance (Act 2) (Bizet), Philadelphia Orch. (L. Stokowski, Dir.) | 12 |
| | Carmen Suite—Intermezzo to Act 3 and Les Dragons d'Alcala (Act 2) (Bizet), Philadelphia Orch. (L. Stokowski, Dir.) | 12 |
| 6874 | Carmen Suite—March of the Smugglers (Act | 12 |

3) (Bizet), Philadelphia Orch. (L. Stokowski, Dir.) 12
Carmen Suite—Soldiers Changing the Guard (Act 1) (Bizet), Philadelphia Orch. (L. Stokowski, Dir.) 12

MUSICAL MASTERPIECES

| | |
|---|--|
| Hollywood Bowl Orchestra (Symphonies Under the Stars) | Conducted by Eugene Goossens |
| In Album M-40 (Nos. 6868-6872). On Five Double-faced Victor Records with Explanatory Folder. | |
| 6868 Carneval Overture—Parts 1 and 2 (Dvorak, Op. 92) | |
| 6869 The Fire Dance (Manuel de Falla) | Fantastic Symphony—March to the Scaffold (Fourth Movement) (Berlioz, Op. 14a) |
| 6870 Islamey—Parts 1 and 2 (Tone Picture) (Balakirev) | |
| 6871 The Sleeping Beauty—Ballet Suite—Part 1—La fee des Lilas (Tschaikowsky, Op. 66a) | |
| The Sleeping Beauty—Ballet Suite—Part 2—Adagio—Pas d'Action (Tschaikowsky, Op. 66a) | |
| 6872 The Sleeping Beauty—Ballet Suite—Part 3—1. Pas de caractere (Le Chat Botte et la Chatte blanche) 2. Panorama (Tschaikowsky, Op. 66a) | |
| The Sleeping Beauty—Ballet Suite—Part 4—Valse (Tschaikowsky, Op. 66a) | |
| Tristan and Isolde (Wagner) (Act 3) (Recorded in Europe) | |
| World Famous Wagnerian Singers and Orchestra | |
| In Album M-41. On Five Double-faced Records (Nos. 9265-9269) with Explanatory Folder | |
| 9265 Prelude Act 3, | Albert Coates and London Symphony Orch. |
| Kurwenal! He! Sag!, Kurwenal! (Kurwenal! Ho! Say, Kurvenal), | W. Widdop, H. Fry, K. McKenna and London Symphony Orch. |
| 9266 Wo du bist? (Where Thou Art?—In Safety) Bist du nun tod? (Art Thou Then Dead?) | Walter Widdop, Howard Fry |
| 9267 Und Kurwenal, wie, du sah'st sie nicht? (And Kurwenal, Thou Sawst Her Not?) | London Symphony Orch. |
| 9268 Die wunde? Wo? (Art Wounded? Where?) Gota Ljungberg, Walter Widdop and London Symphony Orch. | Walter Widdop, Charles Victor and London Symphony Orch. |
| O Diese Sonne! (Oh Sun That Pourest!) Gota Ljungberg, Walter Widdop and London Symphony Orch. | Gota Ljungberg, Walter Widdop and London Symphony Orch. |
| 9269 Todt denn alles! (All Are Dead, Then!), I. Andresen, G. Gusalewicz and Berlin State Opera Orch. | Ivar Andrensen Assisted by E. Habich, M. Noe, G. Gusalewicz and Berlin State Opera Orch. |
| 9270 Mild und leise wie er lacht (Fair and Gently He Is Smiling) Gota Ljungberg and Orch. | I. Andresen, G. Gusalewicz and Berlin State Opera Orch. |

Brunswick Records

LIST FOR DECEMBER 20

| | |
|------|---|
| 269 | Jesse James—Voice and Guitar. |
| | Marc Williams ("The Cowboy Crooner") |
| | Little Joe, the Wrangler—Voice and Guitar, Marc Williams ("The Cowboy Crooner") |
| 270 | Yes, I Know (Waterman)—Vocal Duet, with Guitar, |
| | Rev. Calbert Holstein and Sister Billie Holstein Ring the Bells of Freedom (Casey-Pollack)— |
| | Rev. Calbert Holstein and Sister Billie Holstein Ring the Bells of Freedom (Casey-Pollack)— |
| 4065 | Stay Out of the South! (If You Want to Miss a Heaven on Earth) (Dixon)—Hawaiian Instrumental Randolph's Royal Hawaiians |
| | I Can't Do Without You (Berlin) — Waltz, with Vocal Chorus by Raymond Kinney; Hawaiian Instrumental. |
| 4102 | Roses of Yesterday (Berlin)—Organ Solo; Recorded at Lew White Organ Studios, New York City. |
| | Jeannine, I Dream of Lilac Time (Theme Song of the Motion Picture, "Lilac Time") (Gilbert-Shilkret)—Organ Solo; Recorded at Lew White Organ Studios, New York City, Lew White |
| 4108 | Mia Bella Rosa (My Beautiful Rose) (Magine-Koehler)—Fox-trot, with Vocal Chorus, Ray Miller and His Orch. |
| | I'm Sorry Sally (Kahn-Fiorito)—Fox-trot, with Vocal Chorus Ray Miller and His Orch. |
| 4109 | Dusky Stevedore (Razaf-Johnson) — Fox-trot, with Vocal Chorus by Dick Robertson. |
| | The Clevelanders Guess Who's in Town (Nobody But That Gal of Mine) (Razaf-Johnson)—Fox-trot, with Vocal Chorus by Dick Robertson..... The Clevelanders |
| 4110 | Louisiana (Razaf-Schafer-Johnson) — Fox-trot, Duke Ellington and His Cotton Club Orch. |
| | Awful Sad (Ellington)—Fox-trot, Duke Ellington and His Cotton Club Orch. |
| 4111 | Forever (Yellen-Ager)—Tenor, with Orch., Glen Wick |
| | Roses of Yesterday (Berlin)—Tenor, with Orch., Glen Wick |

LIST FOR DECEMBER 27

| | |
|------|--|
| 271 | Old Joe—with Vocal Chorus and Dance Calls. |
| | Dr. Humphrey Bate and His Possum Hunters My Wife Died Saturday Night—With Vocal Chorus and Dance Calls. |
| 272 | I Am Coming Home (Ackley-Ackley) — Vocal Duet, with Guitar and Harmonica. |
| | J. L. McGee-Frank Wellings Have Thine Own Way Lord—Vocal Duet, with Steel Guitar and Guitar. |
| 4099 | I Wanna Be Loved by You (From "Good Boy") (Kalmar-Stohart-Ruby) — Comedienne, with Orch. Grace Johnson Take Your Tomorrow (And Give Me Today) (Razaf-Johnson)—Comedienne, with Orch., Grace Johnson |
| 4104 | Happy (Moret-Yoell) — Fox-trot, with Vocal Quartet. |
| | E. Burnett and His Los Angeles Biltmore Hotel Orch. Sally of My Dreams (Theme Song of the Motion Picture, "Mother Knows Best") (Kernell) — Fox-trot, with Vocal Quartet. |
| 4112 | My Old Girl's My New Girl Now (Caesar-Friend) — Fox-trot, with Vocal Chorus by Eddy |

Thomas Meyer Davis' Swanee Syncopators I Couldn't If I Wanted To (I Wouldn't If I Could) (Mills-Palmer)—Fox-trot, with Vocal Chorus by Milton Irving Hotsy Totsy Gang

4113 I Love That Girl (Aitken-Ross) — Comedienne, with Orch. Jay C. Flippin Do You? That's All I Want to Know! (Russell-Yellen-Tobias-Tobias) — Vocal, with Piano, Violin and Guitars The Yacht Club Boys

4114 Put on Your Old Gray Bonnet (Murphy-Wenrick) — Male Quartet, with Piano, Dixieland Four Down by the Old Mill Stream (Taylor) — Male Quartet, with Piano Dixieland Four

SPECIAL CHRISTMAS RELEASE

Album No. 13—Seven Records—Brunswick Light Opera Company—Mixed Voices, with Orchestra. The Mikado (Gilbert-Sullivan) — Parts 1 to 6—Records 20072, 20073, 20074.

Patience (Gilbert-Sullivan) — Parts 1 to 4—Records 20078, 20079.

Iolanthe (Gilbert-Sullivan) — Parts 1 to 4—Records 20080, 20081.

Album No. 14—Six Records—Brunswick Light Opera Company—Mixed Voices, with Orchestra. Pinafore (Gilbert-Sullivan) — Parts 1 to 6—Records 20075, 20076, 20077.

The Pirates of Penzance (Gilbert-Sullivan) — Parts 1 to 3—Records 20084, 20085-A.

The Gondoliers (Gilbert-Sullivan) — Parts 1 to 3—Records 20085-B, 20086.

3847 Elijah—If With All Your Hearts (Mendelssohn) — Tenor, with Piano by Thomie Prewitt Williams Elijah—Then Shall the Righteous Shine Forth (Mendelssohn) — Tenor, with Piano by Thomie Prewitt Williams

4005 High School Cadets (Sousa) — Military Band, U. S. Military Academy Band Washington Post March (Sousa) — Military Band, U. S. Military Academy Band

4096 March of the Tin Soldiers (Pieerne) — Concert Orch. Brunswick Concert Orch.

Funeral March of a Marionet (Gounod) — Concert Orch. Brunswick Concert Orch.

4097 Valse Blueté (Air de Ballet) (Drigo-Auer) — Violin Solo, with Piano by Dan Lieberfeld, Frederic Fradkin Orientale (Cui) — Violin Solo, with Orch. Frederic Fradkin

4098 Love's Delight (Liebesfreud) (Kreisler) — Piano Solo Ignace Hilsberg

Music Box (Boite a Musique) (Sauer) — Piano Solo Ignace Hilsberg

15154 Serenade to Zanetto (Serenade Du Passant) (Massenet) — Contralto, with Orch.; in French; Piano by Frank Rupp Sigrid Onegin Open Your Blue Eyes (Ouvre Tes Yeux Bleus) (Massenet) — Contralto, with Orch.; in French; Piano by Frank Rupp Sigrid Onegin

15191 The Rosary (Rogers-Nevin) — Contralto and Male Trio, with Orch. Marie Morrisey Calm as the Night (Dole-Bohm) — Contralto, with Orch. Marie Morrisey

15192 Tosca—Strange Harmony (Recondita Armonia) (Puccini) — Tenor, with Orch.; in Italian, Mario Chamlee La Gioconda—Heaven and Ocean (Cielo e Mar) (Act II) (Ponchielli) — Tenor, with Orch.; in Italian Mario Chamlee

15193 Indian Love Call (From "Rose Marie") (Harrbach-Hammerstein-Friml) — Soprano, with Orch. Florence Easton Kiss Me Again (From "Mile. Modiste") (Blossom-Herbert) — Soprano, with Orch. Florence Easton

50149 March — Entrance of the Boyards (Einzuks March der Bojards) (Halvorsen) — Symphony Orch. Cleveland Orch. (N. Sokoloff. Con.) Valse Triste, Op. 44 (Sibelius) — Symphony Orch. Cleveland Orch. (N. Sokoloff. Con.)

50154 Freischut Gebet

THE LATEST RECORD BULLETINS—(Continued from page 116)

- | | | | | |
|---|------------------------------|---|-----------------|----|
| Bagatelle (Beethoven); Intermezzo (Brahms) | 10 | Lee Morse and Her Blue Grass Boys | 10 | |
| —Piano Solo | Myra Hess | Don't Be Like That—Vocal, | 10 | |
| 169-M Berceuse (Cradle Song) (Faure)—Violoncello Solo | 10 | Lee Morse and Her Blue Grass Boys | 10 | |
| Largo (From Chopin Sonata, Op. 65—Violoncello Solo | Felix Salmond | 1620-D That's What Puts the "Sweet" in Home, Sweet, Home—Vocal | 10 | |
| SACRED MUSIC | 10 |Ed. Lowry | 10 | |
| 1607-D Tell It Wherever You Go—Tenor Solo, William McEwan | 10 | My Arms Are Open (From "Earl Carroll's Vanities")—Vocal | 10 | |
| Carry Your Cross With a Smile—Tenor Solo, William McEwan | 10 |Ed. Lowry | 10 | |
| STANDARD AND INSTRUMENTAL MUSIC | 10 | 1608-D Since You Came Into My Life—Vocal, | 10 | |
| 50107-D Preludes Nos. 1 and 2 (Gershwin)—Piano Solo | 12 | Oscar Grogan | 10 | |
| Prelude No. 3; Andante from Rhapsody in Blue (Gershwin)—Piano Solo | George Gershwin | 'Tho' You Threw Me Down—Vocal, | 10 | |
| 50102-D The Bat (Die Fledermaus): Selections—Parts 1 and 2 (Strauss)—Instrumental, Johann Strauss and Symphony Orch. | 12 | Oscar Grogan | 10 | |
| 50101-D Fidelio: Overture—Parts 1 and 2 (Beethoven)—Instrumental, Band of the Garde Republicaine | 12 | 1626-D Woman Disputed (I Love You) (Theme Song from Motion Picture, "The Woman Disputed")—Vocal | 10 | |
| 50104-D Casse Noisette Suite: Overture Miniature (Tschaikowsky)—Instrumental | 12 |Pete Woolery | 10 | |
| British Broadcasting Company's Wireless Symphony Orch. (Percy Pitt, Dir.) | 12 | Marie (Theme Song from Motion Picture, "The Awakening")—Vocal | 10 | |
| Casse Noisette Suite: Marche (Tschaikowsky)—Instrumental, British Broadcasting Company's Wireless Symphony Orch. (Percy Pitt, Dir.) | 12 | 1602-D High Up on a Hill Top—Vocal | 10 | |
| 50105-D Casse Noisette Suite: Danse de la Fee Dragee; Danse des Mirlitons (Tschaikowsky)—Instrumental, British Broadcasting Company's Wireless Symphony Orch. (Percy Pitt, Dir.) | 12 |Don Roberts | 10 | |
| 1614-D I Loved You Then As I Love You Now (Theme Song from Motion Picture, "Dancing Daughters")—Vocal | 10 | The Whole World Knows I Love You—Vocal | 10 | |
| 1577-D I'm Sorry, Sally—Vocal | 10 |Don Roberts | 10 | |
| Good Night—Vocal | Maurice Gunsky | 1594-D Ho-Ho-Ho-Hogan—Vocal Duet, | 10 | |
| 1594-D Ho-Ho-Ho-Hogan—Vocal Duet, | Vaughn de Leath-Frank Harris | Pat's Night Out—Vocal Duet, | 10 | |
| 1624-D The Children's Party—Parts 1 and 2 (Nursery Rhymes)—Vocal | Vaughn de Leath | Vaughn de Leath-Frank Harris | 10 | |
| | | 1624-D The Children's Party—Parts 1 and 2 (Nursery Rhymes)—Vocal | Vaughn de Leath | 10 |
| Edison Disc Records | | | | |
| DANCE RECORDS | | | | |
| 52411 High Up on a Hill Top—Fox-trot, with Vocal Chorus | 12 | Then Came the Dawn—Fox-trot, with Vocal Chorus | 12 | |
|The McAlpineers | | 52417 Paquel (From Earl Carroll's "Vanities"—7th Edition)—Waltz, with Vocal Chorus, B.A.Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. | 12 | |
| British Broadcasting Company's Wireless Symphony Orch. (Percy Pitt, Dir.) | | Grieving—Waltz, with Vocal Chorus, B.A.Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. | 12 | |
| Casse Noisette Suite: Danse Arabe (Tschaikowsky)—Instrumental, British Broadcasting Company's Wireless Symphony Orch. (Percy Pitt, Dir.) | 12 | Blue Idol—Fox-trot, with Vocal Chorus by Happy Jack | 10 | |
| 1606-D Go Down, Moses—Negro Spiritual—Soprano Solo | 10 | Duke Yellman and His Orch. | 10 | |
| Run, Mary, Run—Negro Spiritual—Soprano Solo | Edna Thomas | Loving You Like I Do—Fox-trot, with Vocal Chorus by Tommy Weir, | 10 | |
| 1593-D Drink to Me Only With Thine Eyes (Jonson)—Tenor Solo | Lewis James | Duke Yellman and His Orch. | 10 | |
| Beauty's Eyes (Tosti-Weatherly)—Tenor Solo, Lewis James | | Where Were You?—Where Was I? (From "Billie")—Fox-trot, with Vocal Chorus, B.A.Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. | 10 | |
| 50103-D I Can't Give You Anything But Love (From "Blackbirds of 1928")—Instrumental, with Vocal Refrain, | Paul Whiteman and His Orch. | Billie (From "Billie")—Waltz, B.A.Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. | 10 | |
| Sweet Sue—Just You—Instrumental, with Vocal Refrain, | | 52419 There's a Rainbow 'Round My Shoulder—Fox-trot, with Vocal Chorus | 12 | |
| 1618-D Tu Sais (You Know) (From "The Grand Street Follies")—Instrumental, Von Hallberg Trio (Sven and Jene Von Hallberg and Albert Kavelin) | 12 |Golden Gate Orch. Forever—Waltz, with Vocal Chorus, Golden Gate Orch. | 12 | |
| Someone to Admire, Someone to Adore (From "The Grand Street Follies")—Instrumental, Von Hallberg Trio (Sven and Jene Von Hallberg and Albert Kavelin) | | 52445 Woman Disputed (I Love You)—Waltz, B.A.Rolfe (Trumpet Virtuoso) and Palais d'Or Orch. | 12 | |
| FOREIGN NOVELTY RECORDS | | Good Boy (From "Good Boy")—Fox-trot, with Vocal Chorus by Tommy Weir, | 10 | |
| 38005-F The Broken String—Waltz, Russian Novelty Orch. | 10 |Al Friedman and His Orch. | 10 | |
| The Swallow Waltz...Russian Novelty Orch. | 10 | INSTRUMENTAL RECORDS | 10 | |
| 38004-F Kosovo Waltz....Serbian Tambouritza Orch. | 10 | 80902 (Frasquita (Serenade) (Lehar-Kreisler)—Violin Solo, with Raymond Bauman at the Piano, Carl Flesch | 10 | |
| Theresa Polka....Serbian Tambouritza Orch. | 10 | Paradise—Viennese Folk Song (Krakauer-Kreisler)—Violin Solo, with Raymond Bauman at the Piano | 10 | |
| DANCE MUSIC | | 52412 Zampa Overture—Part 1 (Herold), | 10 | |
| 1615-D Louisiana—Fox-trot, with Vocal Refrain, Jan Garber and His Orch. | 10 | Zampa Overture—Part 2 (Herold), | 10 | |
| Outside—Fox-trot, with Vocal Refrain, Jan Garber and His Orch. | | 52425 Starlight Waltz—Piano | 10 | |
| 1616-D Salty—Fox-trot....Paul Ash and His Orch. | 10 | by John F. Burckhardt, Wooten Quadrille—Piano | 10 | |
| Deep Blue—Fox-trot, Paul Ash and His Orch. | | by John F. Burckhardt, John Baltzell (Champion Old Time Fiddler) | 10 | |
| 1617-D I'm Sorry, Sally—Fox-trot, with Vocal Refrain, Ben Selvin and His Orch. | 10 | 52430 I Can't Give You Anything But Love (Fields-McHugh)....B. A. Rolfe and His Concert Orch. | 10 | |
| If You Want the Rainbow (You Must Have the Rain)—Fox-trot, with Vocal Refrain, Ben Selvin and His Orch. | | King for a Day (Lewis-Young-Fiorito), B. A. Rolfe and His Concert Orch. | 10 | |
| 1625-D Watching the Clouds Roll By (From "Animal Crackers")—Fox-trot, with Vocal Refrain, Clicquot Club Eskimos (H. Reser, Dir.) | 10 | 52438 A Bunch of Roses (Chapi)—Spanish March, Green Brothers' Novelty Marimba Band | 10 | |
| Cross Roads (Theme Song from Motion Picture, "Show People") — Fox-trot, with Vocal Refrain, | | Four Little Blackberries (O'Connor)—Schottische, Green Brothers' Novelty Marimba Band | 10 | |
| 1603-D My Window of Dreams—Waltz, with Vocal Refrain.....Leo Reisman and His Orch. Billie (From "Billie")—Waltz, with Vocal Refrain.....Leo Reisman and His Orch. | 10 | 52439 Pastoral Symphony from "The Messiah" (Handel), | 10 | |
| 1605-D There's a Rainbow 'Round My Shoulder (From "The Singing Fool")—Fox-trot, with Vocal Refrain....Ben Selvin and His Orch. When Summer Is Gone—Fox-trot, with Vocal Refrain | 10 | Edison Symphony Orch. (Carlo Peroni, Dir.) Dream Pantomime from "Hansel and Gretel" (Humperdinck), | 10 | |
| 1604-D I Wanna Be Loved By You (From "Good Boy")—Fox-trot, with Vocal Refrain by Vaughn de LeathBroadway Nitelites You're the Cream in My Coffee (From "Hold Everything!")—Fox-trot, with Vocal Refrain, | 10 | Edison Symphony Orch. (Carlo Peroni, Dir.) Indian Summer—An American Idyl (Herbert), Carillon from "L'Arlesienne" Suite (Bizet), | 10 | |
| 1622-D Pompanola (From "Three Cheers")—Fox-trot, with Vocal Refrain....Broadway Nitelites My Silver Tree (From "Three Cheers")—Fox-trot, with Vocal Refrain, | 10 | Edison Concert Orch. | 10 | |
| 1596-D Doin' the Raccoon—Fox-trot, with Vocal RefrainThe Knickerbockers Happy Days and Lonely Nights—Fox-trot, with Vocal Refrain....The Knickerbockers | 10 | VOCAL RECORDS | 10 | |
| 1623-D I Loved You Then as I Love You Now (Theme Song from Motion Picture, "Dancing Daughters")—Waltz, with Vocal Refrain | 10 | 52400 Just Another Night (Donaldson)....Elliott Stewart The Gateway of Dreams (Callan-English), | 10 | |
| The Cavaliers (Waltz Artists) | | Elliott Stewart | 10 | |
| Marion (Theme Song from Motion Picture, "Four Devils")—Waltz, with Vocal Refrain. | | 52409 Sleep, Baby, Sleep (Handley)—Yodel Song, Frank Kamplain and the Alpine Serenaders | 10 | |
| The Columbians | | The Mountain Stream (Underwood-Simon)—Yodel Song, | 10 | |
| 1595-D My Blackbirds Are Bluebirds Now—Vocal, Ruth Etting | 10 | 52415 Kaena....Mid-Pacific Hawaiians (W. Kalama, Dir.) Ko Leo (Your Voice) | 10 | |
| You're in Love and I'm in Love—Vocal, Ruth Etting | | Mid-Pacific Hawaiians (W. Kalama, Dir.) | 10 | |
| 1609-D Just a Night for Meditation, Ukulele Ike (Cliff Edwards) | 10 | 52420 Roses of Yesterday (Berlin)—With Will Donaldson at the Piano.....J. Donald Parker My Treasures (Goldberg-Gensler)—With Will Donaldson at the Piano.....J. Donald Parker | 10 | |
| Anita—Vocal ..Ukulele Ike (Cliff Edwards) | | 52423 The Choir Boy (Sings All Alone To-night) (Herbert-Maltin-Raskin), | 10 | |
| 1619-D Chinatown, My Chinatown—Vocal, The Whispering Pianist (Art Gillham) Just for Tonight—Vocal, The Whispering Pianist (Art Gillham) | 10 | Vernon Dalhart and Company | 10 | |
| 1621-D Old Man Sunshine (From "Little Boy Bluebird)—Vocal, | | 52426 The Train That Never Arrived (Hall), Pop Collins (Old Timber) and His Boys | 10 | |
| | | A Mother's Dying Wish (Hall), Pop Collins (Old Timber) and His Boys | 10 | |
| | | 52431 I'd Love to Be a Monkey in the Zoo (Hanlon-White) Don't You Want a Pussy Cat? (Fitz). Edith Thayer | 10 | |
| | | 52432 The Three Trees (McNaughton)—Recitation, Mac of Mac and Lennie Dot Good for Nodding Dog (Brooks)—Recitation | 10 | |
| | |G. Underhill Macy | 10 | |
| | | 52433 While Shepherds Watched Their Flocks (Praetorius-Salter)—Male Voices..Arion Male Chorus | 10 | |
| | | Arise, Shine, For Thy Light Is Come (Isaiah LXI: 1, 2, 3) (Lloyd) Arranged by George B. Nevin—Male Voices | 10 | |
| | | 52436 Ben Dewberry's Final Run (Jenkins)—Novelty Singing, with Violin, | 10 | |
| | | Frankie Marvin and His Guitar | 10 | |
| | | In the Jailhouse Now (Rodgers)—Novelty Singing, with Violin...Frankie Marvin and His Guitar | 10 | |
| | | 52440 Serenade from "Blossom Time" (Donnelly- | 10 | |
| | | | | |

Edith Lorand and Her Oren.
(Continued on page 118)

THE LATEST RECORD BULLETINS—(Continued from page 117)

- 3237 Was It a Dream? (Coslow-Spier-Britt)—Orchestra.....Dorsey Brothers and Their Concert Orch.
Silver Threads Among the Gold (Danks)—Orchestra.....Edith Lorand and Her Orch.
5154 Martha—Overture Parts 1 and 2 (von Flotow)
Symphony Orchestra, Dr. Weissmann and Grand Symphony Orch., Berlin
5155 Hungarian Dances, Nos. 5 and 6 (Brahms)—Symphony Orchestra, Dr. Weissmann and Grand Symphony Orch., Berlin
Slavonic Dance, No. 10 (Dvorak)—Symphony Orchestra, Dr. Weissmann and Grand Symphony Orch., Berlin
5156 Tales of Hoffmann (Entr'acte and Minuet) (Offenbach)—Symphony Orchestra, Dr. Weissmann and Grand Symphony Orch., Berlin
Tales of Hoffmann (Barcarolle) (Offenbach)—Symphony Orchestra, Dr. Weissmann and Grand Symphony Orch., Berlin

LIST FOR DECEMBER 15

- DANCE RECORDS
41144 Sensation (Edwards)—One-step, with Vocal RefrainJoe Venuti's Blue Four
The Blue Room (Hart-Rodgers)—Fox-trot, with Vocal Refrain by Rube Bloom, Joe Venuti's Blue Four
41145 Take Your To-morrow (And Give Me To-day) (Razaf-Johnson)—Fox-trot, with Vocal Refrain, Frankie Trumbauer and His Orch.
Love Affairs (Dubin-Robinson)—Fox-trot, with Vocal Refrain, Frankie Trumbauer and His Orch.
41146 Someday, Somewhere (We'll Meet Again) (Theme Song of "The Red Dance") (Pollack-Rapee)—Waltz, with Vocal Refrain by Seger EllisSam Lanin and His Famous Players
Paradise (Theme Song of "The Wedding March") (Kerr-Zamecnik)—Waltz, with Vocal Refrain by Seger Ellis, Sam Lanin and His Famous Players

VOCAL RECORDS

- 41148 If You Would Say "I Love You" (Woodruff-Hodge)—Vocal, with Justin Ring's Trio, Joe Davis (The Melody Man)
I'm Sorry, Sally (Kahn-Fiorito)—Vocal, with Justin Ring's Trio, Joe Davis (The Melody Man)
41149 Somewhere a Voice Is Calling (Newton-Tate)—Vocal, with Justin Ring's Ensemble, Henry Burr

- Good Night, Little Girl, Good Night (Hays-Macy)—Vocal, with Justin Ring's Reed EnsembleHenry Burr
41147 Humoresque (Dvorak)—Violin Solo, with Harp Accomp. by Steffy Goldner Ormandy, Dr. Eugene Ormandy
Souvenir (Drdla)—Violin Solo, with Harp Accomp. by Steffy Goldner Ormandy, Dr. Eugene Ormandy

OLD-TIME TUNE RECORDS

- 45275 Will the Angels Play Their Harps for Me? (Hirsch-Wilhite)—Vocal, with Instrumental Accomp.Jimmie Black
The Sinking of the Vestris (Robison)—Vocal, with Instrumental Accomp.Jimmie Black
45276 Heel and Toe Polka—Instrumental, W. T. Narmour-S. W. Smith
Little Star—Instrumental, W. T. Narmour-S. W. Smith
45277 Farewell to Thee—Instrumental, Homer Christopher-Raney Van Vink
March in "D"—Instrumental, Homer Christopher-Raney Van Vink
45278 C. & N. W. Blues—Harmonica Solo....Bert Bilbo
Mohana Blues—Harmonica Solo.....Bert Bilbo
45279 Silver Bell—Instrumental, Scottsdale String Band
Green Mountain Poker—Instrumental, with Calls, Scottsdale String Band

INTERNATIONAL RECORDS

- 3507 O Faithful Pine—Christmas Carol, Dajos Bela and His Orch.
Silent Night, Holy Night—Christmas Carol, Dajos Bela and His Orch.

RACE RECORDS

- 8634 No, Papa, No (Spivey)—Vocal, with Piano, Victoria Spivey

- Mosquito, Fly and Flea—Vocal, with Piano, Victoria Spivey

- 8635 Careless Love (Johnson)—Singing, with Guitar, Lonnie Johnson

- When You Fall for Someone That's Not Your Own (Johnson)—Singing, with Guitar, Lonnie Johnson

- 8636 Black Beauty (Ellington)—Piano Solo, Duke Ellington

- Swampy River (Ellington)—Piano Solo, Duke Ellington

Pathe Records

- DANCE RECORDS
36885 Where Is the Song of Songs for Me?—Waltz, Sam Lanin and His Orch.
Marie—WaltzSam Lanin and His Orch.
36886 Just a Sweetheart—Fox-trot, with Vocal Chorus, Casino Dance Orch.
Wings—Fox-trot, with Vocal Chorus, Broadway Broadcasters
36887 My Heart's Longing for You, Elaine—Waltz, with Vocal ChorusMajestic Dance Orch.
Woman Disputed (I Love You)—Waltz, with Vocal ChorusMajestic Dance Orch.
36888 In a Little Hideaway—Fox-trot, with Vocal ChorusLevee Loungers
You're in Love and I'm in Love—Fox-trot, with Vocal ChorusLevee Loungers
36889 Maybe This Is Love—Fox-trot, with Vocal ChorusMississippi Music Makers
My Silver Tree—Fox-trot, with Vocal Chorus, Mississippi Music Makers
36890 Rhythm King—Fox-trot, with Vocal Chorus, Deep River Orch.
Come On, Babyl—Fox-trot, with Vocal Chorus, Broadway Broadcasters
36891 All Because of You—Waltz, with Vocal Chorus, Majestic Dance Orch.
I Can't Make Her Happy (That Old Girl of Mine)—Fox-trot, with Vocal Chorus, Majestic Dance Orch.
36892 Dardanella—Fox-trot, with Vocal Chorus, Oppenheim's Benj. Franklin Hotel Dance Orch.
I Don't Care—Fox-trot, with Vocal Chorus, Oppenheim's Benj. Franklin Hotel Dance Orch.
36893 Sally of My Dreams—Fox-trot, with Vocal Chorus.....Sam Lanin and His Orch.
A Happy Ending—Fox-trot, with Vocal Chorus, Sam Lanin and His Orch.

- 36894 Where the Shy Little Violets Grow—Fox-trot. Vocal ChorusDeep River Orch.
Adorable Dora—Fox-trot, with Vocal Chorus, Casino Dance Orch.
36895 Say That You Love Me—Fox-trot, with Vocal ChorusMississippi Music Makers
Watching the Clouds Roll By—Fox-trot, with Vocal ChorusMississippi Music Makers
36896 You're the Cream in My Coffee—Fox-trot, with Vocal ChorusMajestic Dance Orch.
Let's Do It—Fox-trot, with Vocal Chorus, Majestic Dance Orch.
36897 High Up on a Hill Top—Fox-trot, with Vocal ChorusLou Gold and His Orch.
At Last—Waltz, with Vocal Chorus, Casino Dance Orch.
36898 Marion—Waltz, with Vocal Chorus, Sam Lanin and His Orch.
Lenora—Waltz, with Vocal Chorus, Sam Lanin and His Orch.
36899 The Mooche—Fox-trotWhoopee Makers
Move Over—Fox-trotWhoopee Makers

VOCAL RECORDS

- 32404 There's a Rainbow 'Round my Shoulder—Tenor SoloAl Foster
Everybody Loves You—Tenor Solo.....Al Foster
32406 Where Is the Song of Songs for Me?—Tenor SoloWalter Scanlan
Marie—Tenor SoloWalter Scanlan
32407 I Loved You Then as I Love You Now—Tenor SoloJoe Wilbur
Marion—Tenor SoloJoe Wilbur
32408 Just a Sweetheart—Tenor Solo.....Walter Scanlan
Where the Shy Little Violets Grow—Tenor Solo, Al Foster
32409 Blue Yodel No. 2....Walter Dalton and His Guitar Goin' to Have a Big Time Tonight, Carson Robison Trio
32410 The Spell of the Blues—Tenor Solo.....Al Foster
You'll Never Know—Tenor Solo.....Al Foster
32410 Barber's BluesWalter Dalton and His Guitar Poor Man's Blues.....Walter Dalton and His Guitar HAWAIIAN RECORD
21203 I Can't Give You Anything But Love—Vocal ChorusHawaiian Islanders
Sonny Boy—Vocal ChorusHawaiian Islanders

Domino Records

DANCE RECORDS

- 4222 How About Me?—Fox-trot...The Rose Room Orch. 'Round Evening—Fox-trot, Ted Wallace and His Orch.
4223 Sally of My Dreams (From "Mother Knows Best")—Fox-trot.....Ted Wallace and His Orch.
Fashionette—Fox-trot.....The Rounders
4224 There's a Rainbow 'Round My Shoulder—Fox-trotTed Wallace and His Orch.
It Must Be Love—Fox-trot...The Rose Room Orch.
4225 Ev'rybody Loves You—Fox-trot, Sam Lanin's Dance Orch.
I Must Have That Man—Fox-trot, Sam Lanin's Dance Orch.
4226 Where Is the Song of Songs for Me?—Waltz, Adrian Schubert's Salon Orch.
Only a Dream—Waltz.....Lou Gold and His Orch.
4227 Love Dreams—Waltz.....Hollywood Dance Orch.
Moonlight Madness—Fox-trotThe Rounders
4228 Me and the Man in the Moon—Fox-trot, Sam Lanin's Dance Orch.
Glorianna—Fox-trot,The Rose Room Orch.
4229 You're the Cream in My Coffee—Fox-trot, Lou Gold and His Orch.
When Polly Walks Through the Hollyhocks—Fox-trotLou Gold and His Orch.
4230 Paradise (From "The Wedding March")—WaltzAdrian Schubert's Salon Orch.
Marie (From "The Awakening")—Waltz, Adrian Schubert's Salon Orch.
4238 Doin' the Raccoon—Fox-trot, Ernie Golden and His Orch.
Come On, Baby!—Fox-trot, Ernie Golden and His Orch.

VOCAL RECORDS

- 4231 Don't Be Like That—Male Duet, With Nov. Accomp.The Radio Imps
Ever Since the Movies Learned to Talk—Tenor Solo, With Orch. Accomp.Irving Kaufman
4232 How About Me?—Baritone Solo, With Orch. Accomp.Rodman Lewis
My Old Girl's My New Girl Now—Tenor Solo, With Orch. Accomp.Irving Kaufman

NOVELTY RECORDS

- 4233 The Wedding March—Pipe Organ....Leo Le Sieur
Bridal Chorus from Lohengrin—Pipe Organ, Leo Le Sieur
4234 Sonny Boy (From "The Singing Fool")—Pipe OrganLeo Le Sieur
Sally of My Dreams (From "Mother Knows Best")—Pipe OrganLeo Le Sieur
4235 Sonny Boy—Instrumental Trio, With Vocal ChorusRoy Smeck's Trio
Neapolitan Nights (From "Fazil")—Tenor Solo, With Nov. Accomp.Frank Luther
4236 A Choir Boy Sings All Alone Tonight—Tenor Solo, With Nov. Accomp.Frank Luther
The Baby on the Doorstep—Tenor Solo, With Nov. Accomp.Frank Luther
4237 Will the Angels Play Their Harps for Me?—Tenor Solo, With Nov. Accomp.Frank Luther
An Old Man's Story—Tenor Solo, With Nov. Accomp.Frank Luther
4238 The Sinking of the Vestris—Tenor Solo, With Nov. Accomp.Frank Luther
4239 Goin' to Lay Me Down in the Cold, Cold Ground—Tenor Solo, With Guitar Accomp., Frank Luther

Regal Records

DANCE RECORDS

- 8664 How About Me?—Fox-trot...The Rose Room Orch. 'Round Evening—Fox-trot, Ted Wallace and His Orch.
8665 There's a Rainbow 'Round My Shoulder—Fox-trotTed Wallace and His Orch.
It Must Be Love—Fox-trot...The Rose Room Orch.
8666 Paradise (From "The Wedding March")—Waltz, Adrian Schubert's Salon Orch.
Marie (From "The Awakening")—Waltz, Adrian Schubert's Salon Orch.
8667 Ev'rybody Loves You—Fox-trot, Sam Lanin's Dance Orch.
I Must Have That Man—Fox-trot, Sam Lanin's Dance Orch.
8668 You're the Cream in My Coffee—Fox-trot, Lou Gold and His Orch.
When Polly Walks Through the Hollyhocks—Fox-trotLou Gold and His Orch.
8669 Sally of My Dreams (From "Mother Knows

- Best")—Fox-trotTed Wallace and His Orch.
Fashionette—Fox-trotThe Rounders
8670 Where Is the Song of Songs for Me?—Waltz, Adrian Schubert's Salon Orch.
Only a Dream—Waltz.....Lou Gold and His Orch.
8671 Me and the Man in the Moon—Fox-trot, Sam Lanin's Dance Orch.
Glorianna—Fox-trotThe Rose Room Orch.
8672 Love Dreams (From "Alias Jimmy Valentine")—WaltzHollywood Dance Orch.
Moonlight Madness—Fox-trotThe Rounders
8680 Doin' the Raccoon—Fox-trot, Ernie Golden and His Orch.
Come On, Baby!—Fox-trot, Ernie Golden and His Orch.

VOCAL RECORDS

- 8673 Don't Be Like That—Male Duet, With Nov. Accomp.The Radio Imps
Ever Since the Movies Learned to Talk—Tenor Solo, With Orch. Accomp.Irving Kaufman
8674 How About Me?—Baritone Solo, With Orch. Accomp.Rodman Lewis
My Old Girl's My New Girl Now—Tenor Solo, With Orch. Accomp.Irving Kaufman
NOVELTY RECORDS
8675 Sonny Boy (From "The Singing Fool")—Pipe OrganLeo Le Sieur
Sally of My Dreams (From "Mother Knows Best")—Pipe OrganLeo Le Sieur
8676 Sonny Boy (From "The Singing Fool")—Instrumental Trio, With Vocal Chorus, Roy Smeck's Trio
Neapolitan Nights (From "Fazil")—Tenor Solo, With Nov. Accomp.Frank Luther
8677 A Choir Boy Sings All Alone To-night—Tenor Solo, With Nov. Accomp.Frank Luther
The Baby on the Doorstep—Tenor Solo, With Nov. Accomp.Frank Luther
8678 The Wedding March—Pipe Organ.....Leo Le Sieur
Bridal Chorus from Lohengrin—Pipe Organ, Leo Le Sieur
8679 Will the Angels Play Their Harps for Me?—Tenor Solo, With Nov. Accomp.Frank Luther
An Old Man's Story—Tenor Solo, With Nov. Accomp.Frank Luther
8681 The Sinking of the Vestris—Tenor Solo, With Nov. Accomp.Frank Luther
Goin' to Lay Me Down in the Cold, Cold Ground—Tenor Solo, With Guitar Accomp., Frank Luther

Harmony Records

DANCE RECORDS

- 770-H You're the Cream in My Coffee (From "Hold Everything!")—Fox-trot, With Vocal Chorus by Tom Frawley....Lou Gold and His Orch. 10
Jane—Fox-trot, With Vocal Chorus by Tom Frawley, Ed Blossom and His New Englanders 10
768-H Sally of My Dreams (From "Mother Knows Best")—Fox-trot, With Vocal Chorus by Robert Wood, The Harmonians 10
When Summer Is Gone—Fox-trot, With Vocal Chorus by Robert Wood, Lou Gold and His Orch. 10
773-H That's How I Feel About You—Fox-trot, With Vocal Chorus by Leroy Montesanto, Ernie Golden and His Orch. 10
Then Came the Dawn—Fox-trot, With Vocal Chorus by Leroy Montesanto, Ernie Golden and His Orch. 10
772-H Pompanola (From "Three Cheers")—Fox-trot, With Vocal Chorus by Marvin Young, Arthur Ross and His Westerners 10
Maybe This Is Love (From "Three Cheers")—Fox-trot, With Vocal Chorus by Marvin Young, Arthur Ross and His Westerners 10
774-H Ev'rybody Loves You—Fox-trot, With Vocal Chorus by Leroy Montesanto, Ernie Golden and His Orch. 10
That's Why Girls Go Wrong (From "Why Girls Go Wrong")—Waltz, With Vocal Chorus by Irving KaufmanThe Harmonians 10
778-H Me and the Man in the Moon—Fox-trot, With Vocal Chorus by Billy Murray, Golden Gate Orch. 10
Cross Roads (From "Show People")—Fox-trot, With Vocal Chorus by Billy Murray, Golden Gate Orch. 10
769-H Marion (From "Four Devils")—Waltz, With Vocal Chorus by Irving Kaufman, Bar Harbor Society Orch. 10
Forever—Waltz, With Vocal Chorus by Irving KaufmanBar Harbor Society Orch. 10
779-H My Inspiration Is You—Fox-trot, With Vocal Chorus by Mitchell Vogel, The Harmonians 10
Sweet Dreams—Fox-trot, With Vocal Chorus by Mitchell VogelThe Harmonians 10
763-H Here's That Party Now in Person—Fox-trot, With Vocal Chorus by Irving Kaufman, The Harmonians 10
I Don't Care—Fox-trot, With Vocal Chorus by Al ShayneJimmy McHugh's Bostonians 10
775-H I'll Get By (As Long as I Have You)—Fox-trot, With Vocal Chorus by Robert Wood, The Harmonians 10
Watching the Clouds Roll By (From "Animal Crackers")—Fox-trot, With Vocal Chorus by Billy Murray, Golden Gate Orch. 10
781-H How About Me?—Fox-trot, With Vocal Chorus by Irving Kaufman, Barney Trimble and His Oklahomans 10
Are We Downhearted? No!—Fox-trot, With Vocal Chorus by Irving Kaufman, Barney Trimble and His Oklahomans 10
776-H Glorianna—Fox-trot, With Vocal Chorus by Johnny Morris, The Georgians 10
Let's Do It (Let's Fall in Love) (From "Paris")—Fox-trot, With Vocal Chorus by Johnny Morris, The Georgians 10
777-H Won't You Tell Me Hon (When We're Gonna Be One)—Fox-trot, With Vocal Chorus by Tom Frawley, Arthur Ross and His Westerners 10
Gypsy—Fox-trot, With Vocal Chorus by Tom Frawley, Arthur Ross and His Westerners 10
782-H Sonny Boy (From "The Singing Fool")—Fox-trot, With Vocal Chorus by Gay Ellis, Frank Ferera's Hawaiian Trio 10
Sweet Lei Lehua—Waltz, With Vocal Chorus by Gay Ellis, Frank Ferera's Hawaiian Trio 10

- VOCAL RECORDS
771-H There's a Rainbow 'Round My Shoulder (From "The Singing Fool")—Vocal, Irving Kaufman 10
Old Man Sunshine Little Boy Blue Bird—VocalIrving Kaufman 10
785-H You're the Cream in My Coffee (From "Hold Everything!")—Vocal, Gay Ellis and Her Novelty Orch. 10
My Inspiration Is You—Vocal, Gay Ellis and Her Novelty Orch. 10



THE LATEST RECORD BULLETINS—(Continued from page 117)

- 3237 Was It a Dream? (Coslow-Spier-Britt)—Orchestra....Dorsey Brothers and Their Concert Orch.
Silver Threads Among the Gold (Danks)—Orchestra.....Edith Lorand and Her Orch.
5154 Martha—Overture Parts 1 and 2 (von Flotow)
Symphony Orchestra, Dr. Weissmann and Grand Symphony Orch., Berlin
5155 Hungarian Dances, Nos. 5 and 6 (Brahms)—Symphony Orchestra, Dr. Weissmann and Grand Symphony Orch., Berlin
Slavonic Dance, No. 10 (Dvorak)—Symphony Orchestra, Dr. Weissmann and Grand Symphony Orch., Berlin
5156 Tales of Hoffmann (Entr'acte and Minuet) (Offenbach)—Symphony Orchestra, Dr. Weissmann and Grand Symphony Orch., Berlin
Tales of Hoffmann (Barcarolle) (Offenbach)—Symphony Orchestra, Dr. Weissmann and Grand Symphony Orch., Berlin

LIST FOR DECEMBER 15

DANCE RECORDS

- 41144 Sensation (Edwards)—One-step, with Vocal Refrain Joe Venuti's Blue Four
The Blue Room (Hart-Rodgers)—Fox-trot, with Vocal Refrain by Rube Bloom, Joe Venuti's Blue Four
41145 Take Your To-morrow (And Give Me To-day) (Razaf-Johnson)—Fox-trot, with Vocal Refrain, Frankie Trumbauer and His Orch.
Love Affairs (Dubin-Robinson)—Fox-trot, with Vocal Refrain, Frankie Trumbauer and His Orch.
41146 Someday, Somewhere (We'll Meet Again) (Theme Song of "The Red Dance") (Pollack-Rapee)—Waltz, with Vocal Refrain by Seger Ellis Sam Lanin and His Famous Players
Paradise (Theme Song of "The Wedding March") (Kerr-Zamecnik)—Waltz, with Vocal Refrain by Seger Ellis, Sam Lanin and His Famous Players

VOCAL RECORDS

- 41148 If You Would Say "I Love You" (Woodruff-Hodge)—Vocal, with Justin Ring's Trio, Joe Davis (The Melody Man)
I'm Sorry, Sally (Kahn-Fiorito)—Vocal, with Justin Ring's Trio..Joe Davis (The Melody Man)
41149 Somewhere a Voice Is Calling (Newton-Tate)—Vocal, with Justin Ring's Ensemble, Henry Burr
Good Night, Little Girl, Good Night (Hays-Macy)—Vocal, with Justin Ring's Reed Ensemble Henry Burr
41147 Humoresque (Dvorak)—Violin Solo, with Harp Accomp. by Steffy Goldner Ormandy, Dr. Eugene Ormandy
Souvenir (Drdla)—Violin Solo, with Harp Accomp. by Steffy Goldner Ormandy, Dr. Eugene Ormandy

OLD-TIME TUNE RECORDS

- 45275 Will the Angels Play Their Harps for Me? (Hirsch-Wilhite)—Vocal, with Instrumental Accomp. Jimmie Black
The Sinking of the Vestris (Robison)—Vocal, with Instrumental Accomp. Jimmie Black
45276 Heel and Toe Polka—Instrumental, W. T. Narmour-S. W. Smith
Little Star—Instrumental, W. T. Narmour-S. W. Smith
45277 Farewell to Thee—Instrumental, Homer Christopher-Raney Van Vink
March in "D"—Instrumental, Homer Christopher-Raney Van Vink
45278 C. & N. W. Blues—Harmonica Solo....Bert Bilbo
Mohana Blues—Harmonica Solo.....Bert Bilbo
45279 Silver Bell—Instrumental....Scottdale String Band
Green Mountain Poker—Instrumental, with Calls, Scottdale String Band

INTERNATIONAL RECORDS

- 3507 O Faithful Pine—Christmas Carol, Dajos Bela and His Orch.
Silent Night, Holy Night—Christmas Carol, Dajos Bela and His Orch.
RACE RECORDS
- 8634 No, Papa, No (Spivey)—Vocal, with Piano, Victoria Spivey
Mosquito, Fly and Flea—Vocal, with Piano, Victoria Spivey
8635 Careless Love (Johnson)—Singing, with Guitar, Lonnie Johnson
When You Fall for Someone That's Not Your Own (Johnson)—Singing, with Guitar, Lonnie Johnson
8636 Black Beauty (Ellington)—Piano Solo, Duke Ellington
Swampy River (Ellington)—Piano Solo, Duke Ellington

Pathe Records

DANCE RECORDS

- 36885 Where Is the Song of Songs for Me?—Waltz, Sam Lanin and His Orch.
Marie—Waltz Sam Lanin and His Orch.
36886 Just a Sweetheart—Fox-trot, with Vocal Chorus, Casino Dance Orch.
Wings—Fox-trot, with Vocal Chorus, Broadway Broadcasters
36887 My Heart's Longing for You, Elaine—Waltz, with Vocal Chorus Majestic Dance Orch.
Woman Disputed (I Love You)—Waltz, with Vocal Chorus Majestic Dance Orch.
36888 In a Little Hideaway—Fox-trot, with Vocal Chorus Levee Loungers
You're in Love and I'm in Love—Fox-trot, with Vocal Chorus Levee Loungers
36889 Maybe This Is Love—Fox-trot, with Vocal Chorus Mississippi Music Makers
My Silver Tree—Fox-trot, with Vocal Chorus, Mississippi Music Makers
36890 Rhythm King—Fox-trot, with Vocal Chorus, Deep River Orch.
Come On, Baby!—Fox-trot, with Vocal Chorus, Broadway Broadcasters
36891 All Because of You—Waltz, with Vocal Chorus, Majestic Dance Orch.
I Can't Make Her Happy (That Old Girl of Mine)—Fox-trot, with Vocal Chorus, Majestic Dance Orch.
36892 Dardanella—Fox-trot, with Vocal Chorus, Oppenheim's Benj. Franklin Hotel Dance Orch.
I Don't Care—Fox-trot, with Vocal Chorus, Oppenheim's Benj. Franklin Hotel Dance Orch.
36893 Sally of My Dreams—Fox-trot, with Vocal Chorus.....Sam Lanin and His Orch.
A Happy Ending—Fox-trot, with Vocal Chorus, Sam Lanin and His Orch.

- 36894 Where the Shy Little Violets Grow—Fox-trot. Vocal Chorus Deep River Orch.
Adorable Dora—Fox-trot, with Vocal Chorus, Casino Dance Orch.
36895 Say That You Love Me—Fox-trot, with Vocal Chorus Mississippi Music Makers
Watching the Clouds Roll By—Fox-trot, with Vocal Chorus Mississippi Music Makers
36896 You're the Cream in My Coffee—Fox-trot, with Vocal Chorus Majestic Dance Orch.
Let's Do It—Fox-trot, with Vocal Chorus, Majestic Dance Orch.
36897 High Up on a Hill Top—Fox-trot, with Vocal Chorus Lou Gold and His Orch.
At Last—Waltz, with Vocal Chorus, Casino Dance Orch.
36898 Marion—Waltz, with Vocal Chorus, Sam Lanin and His Orch.
Lenora—Waltz, with Vocal Chorus, Sam Lanin and His Orch.
36899 The Mooche—Fox-trot Whoopee Makers
Move Over—Fox-trot Whoopee Makers

VOCAL RECORDS

- 32404 There's a Rainbow 'Round my Shoulder—Tenor Solo Al Foster
Everybody Loves You—Tenor Solo.....Al Foster
32406 Where Is the Song of Songs for Me?—Tenor Solo Walter Scanlan
Marie—Tenor Solo Walter Scanlan
32407 I Loved You Then as I Love You Now—Tenor Solo Joe Wilbur
Marion—Tenor Solo Joe Wilbur
32408 Just a Sweetheart—Tenor Solo.....Walter Scanlan
Where the Shy Little Violets Grow—Tenor Solo, Al Foster
32405 Blue Yodel No. 2...Walter Dalton and His Guitar Goin' to Have a Big Time Tonight, Carson Robison Trio
32409 The Spell of the Blues—Tenor Solo.....Al Foster
You'll Never Know—Tenor Solo.....Al Foster
32410 Barber's Blues Walter Dalton and His Guitar Poor Man's Blues...Walter Dalton and His Guitar HAWAIIAN RECORD
21203 I Can't Give You Anything But Love—Vocal Chorus Hawaiian Islanders
Sonny Boy—Vocal Chorus Hawaiian Islanders

Domino Records

DANCE RECORDS

- 4222 How About Me?—Fox-trot...The Rose Room Orch. 'Round Evening—Fox-trot
Ted Wallace and His Orch.
4223 Sally of My Dreams (From "Mother Knows Best")—Fox-trot....Ted Wallace and His Orch.
Fashionette—Fox-trot.....The Rounders
4224 There's a Rainbow 'Round My Shoulder—Fox-trot Ted Wallace and His Orch.
It Must Be Love—Fox-trot...The Rose Room Orch.
4225 Ev'rybody Loves You—Fox-trot, Sam Lanin's Dance Orch.
I Must Have That Man—Fox-trot, Sam Lanin's Dance Orch.
4226 Where Is the Song of Songs for Me?—Waltz, Adrian Schubert's Salon Orch.
Only a Dream—Waltz.....Lou Gold and His Orch.
4227 Love Dreams—Waltz,....Hollywood Dance Orch.
Moonlight Madness—Fox-trot The Rounders
4228 Me and the Man in the Moon—Fox-trot, Sam Lanin's Dance Orch.
Glorianna—Fox-trot.....The Rose Room Orch.
4229 You're the Cream in My Coffee—Fox-trot, Lou Gold and His Orch.
When Polly Walks Through the Hollyhocks—Fox-trot Lou Gold and His Orch.
4230 Paradise (From "The Wedding March")—Waltz Adrian Schubert's Salon Orch.
Marie (From "The Awakening")—Waltz, Adrian Schubert's Salon Orch.
4238 Doin' the Raccoon—Fox-trot, Ernie Golden and His Orch.
Come On, Baby!—Fox-trot, Ernie Golden and His Orch.

VOCAL RECORDS

- 4231 Don't Be Like That—Male Duet, With Nov. Accomp. The Radio Imps
Ever Since the Movies Learned to Talk—Tenor Solo, With Orch. Accomp.....Irving Kaufman
4232 How About Me?—Baritone Solo, With Orch. Accomp. Rodman Lewis
My Old Girl's My New Girl Now—Tenor Solo, With Orch. Accomp. Irving Kaufman

NOVELTY RECORDS

- 4233 The Wedding March—Pipe Organ....Leo Le Sieur
Bridal Chorus from Lohengrin—Pipe Organ, Leo Le Sieur
4234 Sonny Boy (From "The Singing Fool")—Pipe Organ Leo Le Sieur
Sally of My Dreams (From "Mother Knows Best")—Pipe Organ Leo Le Sieur
4235 Sonny Boy—Instrumental Trio, With Vocal Chorus Roy Smeck's Trio
Neapolitan Nights (From "Fazil")—Tenor Solo, With Nov. Accomp. Frank Luther
4236 A Choir Boy Sings All Alone Tonight—Tenor Solo, With Nov. Accomp. Frank Luther
The Baby on the Doorstep—Tenor Solo, With Nov. Accomp. Frank Luther
4237 Will the Angels Play Their Harps for Me?—Tenor Solo, With Nov. Accomp. Frank Luther
An Old Man's Story—Tenor Solo, With Nov. Accomp. Frank Luther
4239 The Sinking of the Vestris—Tenor Solo, With Nov. Accomp. Frank Luther
4239 Goin' to Lay Me Down in the Cold, Cold Ground—Tenor Solo, With Guitar Accomp., Frank Luther

Regal Records

DANCE RECORDS

- 8664 How About Me?—Fox-trot...The Rose Room Orch. 'Round Evening—Fox-trot, Ted Wallace and His Orch.
8665 There's a Rainbow 'Round My Shoulder—Fox-trot Ted Wallace and His Orch.
It Must Be Love—Fox-trot...The Rose Room Orch.
8666 Paradise (From "The Wedding March")—Waltz, Adrian Schubert's Salon Orch.
Marie (From "The Awakening")—Waltz, Adrian Schubert's Salon Orch.
8667 Ev'rybody Loves You—Fox-trot, Sam Lanin's Dance Orch.
I Must Have That Man—Fox-trot, Sam Lanin's Dance Orch.
8668 You're the Cream in My Coffee—Fox-trot, Lou Gold and His Orch.
When Polly Walks Through the Hollyhocks—Fox-trot Lou Gold and His Orch.
8669 Sally of My Dreams (From "Mother Knows

- Best")—Fox-trot Ted Wallace and His Orch.
Fashionette—Fox-trot The Rounders
8670 Where Is the Song of Songs for Me?—Waltz, Adrian Schubert's Salon Orch.
Only a Dream—Waltz.....Lou Gold and His Orch.
8671 Me and the Man in the Moon—Fox-trot, Sam Lanin's Dance Orch.
Glorianna—Fox-trot The Rose Room Orch.
8672 Love Dreams (From "Alias Jimmy Valentine")—Waltz Hollywood Dance Orch.
Moonlight Madness—Fox-trot The Rounders
8680 Doin' the Raccoon—Fox-trot, Ernie Golden and His Orch.
Come On, Baby!—Fox-trot, Ernie Golden and His Orch.

VOCAL RECORDS

- 8673 Don't Be Like That—Male Duet, With Nov. Accomp. The Radio Imps
Ever Since the Movies Learned to Talk—Tenor Solo, With Orch. Accomp.....Irving Kaufman

- 8674 How About Me?—Baritone Solo, With Orch. Accomp. Rodman Lewis
My Old Girl's My New Girl Now—Tenor Solo, With Orch. Accomp. Irving Kaufman

NOVELTY RECORDS

- 8675 Sonny Boy (From "The Singing Fool")—Pipe Organ Leo Le Sieur
Sally of My Dreams (From "Mother Knows Best")—Pipe Organ Leo Le Sieur
8676 Sonny Boy (From "The Singing Fool")—Instrumental Trio, With Vocal Chorus, Roy Smeck's Trio
Neapolitan Nights (From "Fazil")—Tenor Solo, With Nov. Accomp. Frank Luther
8677 A Choir Boy Sings All Alone To-night—Tenor Solo, With Nov. Accomp. Frank Luther
The Baby on the Doorstep—Tenor Solo, With Nov. Accomp. Frank Luther
8678 The Wedding March—Pipe Organ....Leo Le Sieur
Bridal Chorus from Lohengrin—Pipe Organ, Leo Le Sieur
8679 Will the Angels Play Their Harps for Me?—Tenor Solo, With Nov. Accomp. Frank Luther
An Old Man's Story—Tenor Solo, With Nov. Accomp. Frank Luther
8681 The Sinking of the Vestris—Tenor Solo, With Nov. Accomp. Frank Luther
Goin' to Lay Me Down in the Cold, Cold Ground—Tenor Solo, With Guitar Accomp., Frank Luther

Harmony Records

DANCE RECORDS

- 770-H You're the Cream in My Coffee (From "Hold Everything!")—Fox-trot, With Vocal Chorus by Tom Frawley....Lou Gold and His Orch.
Jane—Fox-trot, With Vocal Chorus by Tom Frawley, Ed Blossom and His New Englanders 10

- 768-H Sally of My Dreams (From "Mother Knows Best")—Fox-trot, With Vocal Chorus by Robert Wood, The Harmonians 10

- When Summer Is Gone—Fox-trot, With Vocal Chorus by Robert Wood, Lou Gold and His Orch. 10

- 773-H That's How I Feel About You—Fox-trot, With Vocal Chorus by Leroy Montesanto, Ernie Golden and His Orch. 10

- Then Came the Dawn—Fox-trot, With Vocal Chorus by Leroy Montesanto, Ernie Golden and His Orch. 10

- 772-H Panopola (From "Three Cheers")—Fox-trot, With Vocal Chorus by Marvin Young, Arthur Ross and His Westerners 10

- Maybe This Is Love (From "Three Cheers")—Fox-trot, With Vocal Chorus by Marvin Young, Arthur Ross and His Westerners 10

- 774-H Ev'rybody Loves You—Fox-trot, With Vocal Chorus by Leroy Montesanto, Ernie Golden and His Orch. 10

- That's Why Girls Go Wrong (From "Why Girls Go Wrong")—Waltz, With Vocal Chorus by Irving Kaufman, The Harmonians 10

- 778-H Me and the Man in the Moon—Fox-trot, With Vocal Chorus by Billy Murray, Golden Gate Orch. 10

- Cross Roads (From "Show People")—Fox-trot, With Vocal Chorus by Billy Murray, Golden Gate Orch. 10

- 769-H Marion (From "Four Devils")—Waltz, With Vocal Chorus by Irving Kaufman, Bar Harbor Society Orch. 10

- Forever—Waltz, With Vocal Chorus by Irving Kaufman, Bar Harbor Society Orch. 10

- 779-H My Inspiration Is You—Fox-trot, With Vocal Chorus by Mitchell Vogel, The Harmonians 10

- Sweet Dreams—Fox-trot, With Vocal Chorus by Mitchell Vogel, The Harmonians 10

- 763-H Here's That Party Now in Person—Fox-trot, With Vocal Chorus by Irving Kaufman, The Harmonians 10

- I Don't Care—Fox-trot, With Vocal Chorus by Al Shayne, Jimmy McHugh's Bostonians 10

- 775-H I'll Get By (As Long as I Have You)—Fox-trot, With Vocal Chorus by Robert Wood, The Harmonians 10

- Watching the Clouds Roll By (From "Animal Crackers")—Fox-trot, With Vocal Chorus by Billy Murray, Barney Trimble and His Oklahomans 10

- 776-H Glorianna—Fox-trot, with Vocal Chorus by Johnny Morris, The Georgians 10

- Let's Do It (Let's Fall in Love) (From "Paris")—Fox-trot, with Vocal Chorus by Johnny Morris, The Georgians 10

- 777-H Won't You Tell Me Hon (When We're Gonna Be One)—Fox-trot, with Vocal Chorus by Tom Frawley, Arthur Ross and His Westerners 10

- Gypsy—Fox-trot, with Vocal Chorus by Tom Frawley, Arthur Ross and His Westerners 10

- 782-H Sonny Boy (From "The Singing Fool")—Fox-trot, with Vocal Chorus by Gay Ellis, Frank Ferera's Hawaiian Trio 10

- Sweet Lei Lehua—Waltz, with Vocal Chorus by Gay Ellis, Frank Ferera's Hawaiian Trio 10

VOCAL RECORDS

- 771-H There's a Rainbow 'Round My Shoulder (From "The Singing Fool")—Vocal, Irving Kaufman 10

- Old Man Sunshine Little Boy Blue Bird—Vocal Irving Kaufman 10

- 785-H You're the Cream in My Coffee (From "Hold Everything!")—Vocal, Gay Ellis and Her Novelty Orch. 10

- My Inspiration Is You—Vocal, Gay Ellis and Her Novelty Orch. 10

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| 766-H My Blackbirds Are Bluebirds Now—Vocal, Gay Ellis and Her Novelty Orch. | 10 |
| If You Want the Rainbow (You Must Have the Rain)—Vocal, Gay Ellis and Her Novelty Orch. | 10 |
| 764-H I Loved You Then As I Love You Now (From "Dancing Daughters")—Vocal, Fred Waters | 10 |
| You're in Love and I'm in Love (From "The Hit of the Show")—Vocal....Fred Waters | 10 |
| 784-H Ever Since the Movies Learned to Talk (From "Whoopie")—Vocal....Billy Murray | 10 |
| Don't Do That to the Poor Puss-Cat—Vocal, Billy Murray | 10 |
| 780-H Outside—VocalHappy Martin | 10 |
| Sleep, Baby, Sleep—Vocal.....Happy Martin | 10 |
| 767-H Watching the Trains Come In—Vocal, Mack Allen | 10 |
| Wanderin'—VocalMack Allen | 10 |
| 783-H Sing Hallelujah—VocalMack Allen | 10 |
| The Frog Song—Vocal.....Mack Allen | 10 |
| ORGAN SELECTIONS | |
| 765-H Just a Night for Meditation—Organ Solo, with Vocal Chorus by Sidney James, | 10 |
| Carol Wynn | |
| Last Night I Dreamed You Kissed Me—Organ Solo, with Vocal Chorus by Sidney James, | 10 |
| Carol Wynn | |

Vocalion Records

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|---|--|
| LIST FOR DECEMBER 1 AND 15 | |
| POPULAR VOCAL AND INSTRUMENTAL | |
| 15731 Jeannine, I Dream of Lilac Time (Theme Song of the Motion Picture, "Lilac Time") (Gilbert-Shirkert)—Tenor, with Organ and Violin, Elmo Tanner | |
| Sonny Boy (Theme Song of the Motion Picture, "The Singing Fool") (Jolson-DeSylva-Brown- Henderson)—Tenor, with Organ and Violin, Elmo Tanner | |
| 15732 Sonny Boy (Theme Song of the Motion Picture, "The Singing Fool") (Jolson-DeSylva-Brown- Henderson)—Fox-trot, with Vocal Chorus by Harry Max- field, | |
| The Wolverines (Richard Voynow, Dir.) There's a Rainbow 'Round My Shoulder (From "The Singing Fool") (Jolson-Rose-Dreyer)— Fox-trot, with Vocal Chorus by Harry Max- field ...The Wolverines (Richard Voynow, Dir.) | |
| 15733 Twelve o'Clock Waltz (Rose-Dixon-Warren)— —Waltz, with Vocal Chorus by Jack Parker, Miami Marimba Band | |
| My Window of Dreams (Bryan-Klenner)— Waltz, with Vocal Chorus by Francis Luther, Miami Marimba Band | |
| 15734 Crazy Rhythm (Meyer-Kahn)—Fox-trot, Sammy Stewart and His Orch. Wob-a-ly Walk (Green-Warren)—Fox-trot, Sammy Stewart and His Orch. | |
| 15735 Mauna Loa (Scholl-Mills)—Waltz, with Vocal Chorus.....The Waikiki Serenaders | |
| Bells of Honolulu (Dixon-Mills)—Waltz, with Vocal ChorusThe Waikiki Serenaders | |
| 15736 Sonny Boy (Theme Song of the Motion Picture, "The Singing Fool") (Jolson-DeSylva-Brown- Henderson)—Organ SoloEdward K. House | |
| Marie (Theme Song of the Motion Picture, "The Awakening") (Berlin)—Organ Solo, Edward K. House | |
| 15737 My Blackbirds Are Bluebirds Now (Caesar- Friend)—Tenor, with Orch.....Les Backer | |
| I Can't Give You Anything But Love (From Lew Leslie's "Blackbirds of 1928") (Fields- McHugh)—Tenor, with Guitar and Piano, Les Backer | |
| 15739 I'm Sorry Sally (Fiorito-Kahn)—Tenor, with Orch.Frank Sylvano | |
| When Summer Is Gone (Harrison-Wilhite)— Tenor, with Orch.....Frank Sylvano | |
| 15740 I'm Sorry Sally (Fiorito-Kahn)—Fox-trot, with Vocal Chorus by Frank Sylvano, Danny Altier and His Orch. | |
| My Gal Sal (They Called Her Frivolous Sal) (Dresser)—Fox-trot. Danny Altier and His Orch. | |
| RACE RECORDS | |
| 1187 Hard Hearted Mama Blues (Cole)—Voice, with Harmonica and GuitarKid Cole | |
| Niagara Falls Blues (Cole)—Voice, with Har- monica and GuitarKid Cole | |
| 1216 Grievin' Me Blues (Dorsey)—Vocal with Piano; Guitar by Tampa Red.....Georgia Tom | |
| It's Tight Like That (Tampa-Dorsey)—Vocal, with Piano and Guitar...Tampa Red Georgia Tom | |
| 1217 Begin a New Life on Christmas Day—Parts 1 and 2.....Rev. A. W. Nix and Congregation | |
| 1218 Shake Your Shimmy (Blythe)—Fox-trot, Crying My Blues Away (Hill)—Fox-trot, with Vocal Chorus.Al Wynn and His Gui Bucket Five | |
| 1219 De's Bones Gwine Rise Again (Traditional), The Southern Plantation Singers | |
| My Lord Delivered Daniel (Traditional), The Southern Plantation Singers | |
| 1220 Down by the Levee (Wynn)—Fox-trot, with Vocal Chorus by "Punch", Wynn's Creole Jazz Band | |
| Parkway Stomp (Wynn-Dorsey)—Fox-trot, with Skee Da Vocal, Albert Wynn and His Gui Bucket Five | |
| 1221 The Wrong Way to Celebrate Christmas (Clay- born)...Rev. E. W. Clayborn (The Guitar Evangelist) | |
| This Time Another Year You May Be Gone (Clayborn), Rev. E. W. Clayborn (The Guitar Evangelist) | |
| 1222 There Was No Room at the Hotel, Lucy Smith Jubilee Singers | |
| Seeking for Me.....Lucy Smith Jubilee Singers | |
| 1223 Michigan River Blues (Mays)—Blues Vocal, with Piano Accomp.....Bert M. Mays | |
| You Can't Come In (Mays)—Blues Vocal, with Piano Accomp.....Bert M. Mays | |
| 1224 Weary Money Blues (Hill-Offett)—Vocal, with Piano; Guitar by Tampa Red.....Chippie Hill | |
| Christmas Man Blues (Dorsey-Carter-Williams) —Vocal Duet, with Piano and Guitar, Chippie Hill-Tampa Red | |
| MEXICAN | |
| 8158 Las Tres Milpas (The Three Plants) (Cantu) —CancionTrio Del Mar-Gilbert | |
| Pero, Oyes, Maria (But, Mary, Listen to Me) (Cantu)—Cancion.....Trio Del Mar-Gilbert | |
| 8169 Oro y Plata (Lehar)—Vals; Para Baile, Banda Municipal | |
| Millicent (McKee)—Vals; Para Baile, Banda Municipal | |
| 8170 Hijo Prodigio (Valle)—Waltz, Orquesta de Jose Reyes | |
| Mundo Enganoso (Valle)—One-step, Orquesta de Jose Reyes | |
| 8171 Ay Julia, Julia! (Valle)—Dueto con orquesta, Dueto Regional | |
| De Las Que Vienen Ahi (Valle)—Dueto con orquestaDueto Regional | |

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| Ay Julia, Julia! (Valle)—Cancion; Tenor and Baritone, with Orch.Los Cuates | | 6209 When Polly Walks Through the Hollyhocks— Fox-trotLou Gold and His Orch. | |
| 8173 El Vuelo de Carranza—Primera Parte (Ramos- Mayo)—Trio, con orquesta.....Ramos Trio | | Don't Send Your Wifey to the Country—Fox- trotMissouri Jazz Band | |
| El Vuelo de Carranza—Segunda Parte (Ramos- Mayo)—Trio, con orquestaRamos Trio | | 6210 You're the Cream in My Coffee (From "Hold Everything")—Fox-trot. Lou Gold and His Orch. | |
| OLD SOUTHERN TUNES | | That's What's Good for Me—Fox-trot, Hollywood Dance Orch. | |
| 5230 Going Around the World—Tenor, with Guitar and Harmonica | Emry Arthur | 6211 Ev'rybody Loves You—Fox-trot, Sam Lanin's Dance Orch. | |
| Nobody's Business—Tenor, with Guitar and Harmonica | Emry Arthur | Blessings—Fox-trotImperial Dance Orch. | |
| 5255 Looking This Way (Van DeVenter)—Vocal Duet, with Piano, Violin and Guitar, Frank and James McCravy | | 6212 Love Dreams (From "Alias Jimmy Valentine") —WaltzMajestic Dance Orch. | |
| Trundle Bed (O'Kane)—Vocal Duet, with Piano, Violin and Guitar....Frank and James McCravy | | 6213 Me and the Man in the Moon—Fox-trot, Sam Lanin's Dance Orch. | |
| 5256 Barefoot Boy With Boots On (Fields)—Vocal, with Guitars and Violin; Vocal Chorus by Owen Gray ...Otto Gray and His Cowboy Band | | High Hattin' Hattie—Fox-trot, Mendello's Dance Orch. | |
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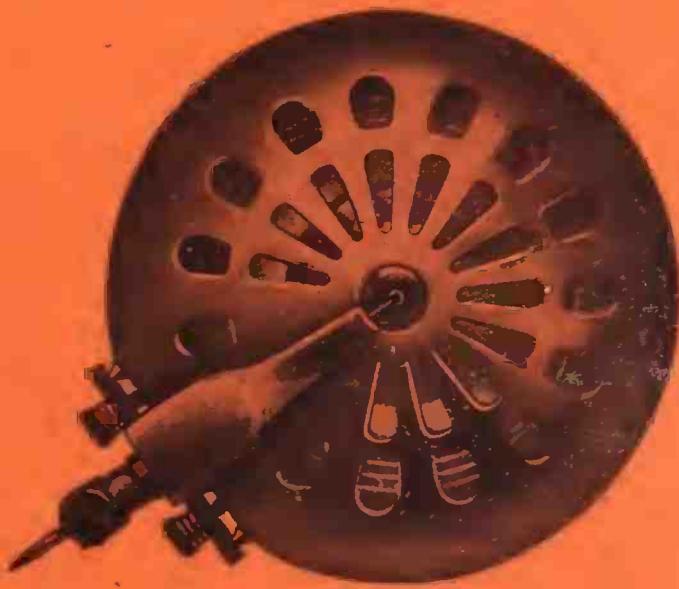
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