New! A Portable
Brunswick Panatrope
$35 list

Features:
Genuine Panatrope tone quality never before achieved by any portable.
All-metal horn with exponential tone-chamber of much greater length. The
2-spring motor plays 3 20-inch records. Ball-bearing tone-arm and re-
producer. Automatic stop. Fabric-covered padded wood cabinet. A
demonstration sells this newest Brunswick achievement.

Brunswick
Panatropes - Radio - Records - Panatrope-Radiolas

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO - NEW YORK - TORONTO
That full, rich volume—so much in demand—is instantly given to any phonograph by the Toman No. 2 Reproducer... designed to bring life and beauty to finer musical instruments. With this distinctive Reproducer, full round volume is obtained without sacrificing the velvety tone quality that is synonymous with the name Toman. A specially constructed duraluminum diaphragm—positive locking back—double grip screws... these are but a few of the exclusive features contained in the Toman No. 2 Reproducer.

The Toman Model E Tonearm is scientifically designed to provide exceptional volume without distortion. The rhythmic curve of this arm—completely airtight to prevent vibration—insures the finest of tonal quality. Cast of selected metal alloys, the Model E will last for an indefinite period, transmitting sound waves without a false note—adding grace to the phonograph.

E. Toman & Company
2621 West 21st Place
CHICAGO, ILL.
Cable—SIVAD—Chicago
Here’s reproduction so perfect . . .
You forget the set completely

How the Grebe
De Luxe Console
Brings an Orchestra
Into the Room

Mounted in a finely-proportioned cabinet, the De Luxe looks its class.

The Grebe A-C Six Receiver and Power Unit get the best that’s on the air, and through the 14" built-in, power-amplified dynamic speaker, speech and music are reproduced with absolute fidelity and stirring depth of tone.

Two 250 tubes in pull-push give tonal accuracy at all degrees of volume. Tune the De Luxe for a small living room or raise its volume level to that required for the dance floor and you get the same freedom from distortion—the same tonal excellence.

Here’s the complete unit to sell to those patrons of every store who want the best there is.

A. H. GREBE & COMPANY, INC.
Richmond Hill, N. Y.
Western Branch:
143 S. San Pedro St., Los Angeles, Calif.
Makers of Quality Radio Since 1909
a NEW and finer COMBINATION!

In this superb instrument Brunswick has again built together with the skill for which Brunswick engineers are famous the electrical-type Brunswick Panatrope with the latest development of the Radio Corporation. Those important refinements of radio—the automatic volume control and needle meter—are here! And your customer, learning and manipulating this instrument, will agree that they add greatly to the pleasures of reception. Whether playing records or radio, this new Brunswick model brings new dignity and reputation to the name Panatrope-Radiola. The tone that always distinguishes a Brunswick creation is here in all its beauty. Brunswick has designed for this master creation a cabinet of unusual beauty as the illustration proves. We advise early orders.

Embodying these features never before used:

1. New-type dynamic speaker.
2. Automatic volume control bringing in weak and strong stations with uniform volume.
3. Needle meter for accurate tuning.

Brunswick
Panatrope - Radio - Records - Panatrope-Radiolas

THE BRUNSWICK-BALKE-COLLENDER CO., CHICAGO - NEW YORK
A New Year of Prosperity

The radio-music trade faces a year of undoubted prosperity, according to leaders in the industry. Briefly, these men, who base their opinions on the facts they have before them, point out that 1929 will witness a continuation of the progress of the industry that obtained in 1928. They emphasize that no radical developments are expected to take place during the present year. There will be improvements and refinements both in radios and phonographs from the mechanical standpoint, as well as that of appearance. Electric sets will dominate activities. Television is still in the future and, even if it does become a consumer product, it will interfere in no way with the sale of present-day radio receiving sets. The public is music and radio wise. The report of the Department of Commerce in connection with production of radios, phonographs and records, indicates that this phase of the industry is moving ahead. Production figures of leading manufacturers of radio receiving sets and accessories show that in many cases demand exceeds supply and an oversold condition exists generally. A factor of importance is that those products receiving the largest measure of public approval are the ones that are most extensively advertised.

Dealer in Strategic Position

What does this mean to the dealer? The answer is simple enough. It means that the retail trade starts the new year in a better position than ever before in its history to profit in a large measure by what has gone before. It means that the dealer can devote his entire time to improving his merchandising activities. It also means that the most aggressive dealers will get the cream of the business, for they are the ones who energetically take advantage of the opportunity to promote sales. That this is the day of aggressive merchandising no one will gainsay. Both talking machine and radio consumer distribution have reached the point where salesmanship and management are to the fore in deciding the success or failure of the retail merchant. A settling process has been under way for some time and is now practically completed and, because of this fact, the dealer must literally go out after business. He has the merchandise; he has the facilities, but competition is keen and men of vision, men of experience and energy, will be the vital force in the next twelve months.

Selling Tendency

There is a strong tendency now for the trade to resort to outside selling in order to build up volume business. A few years ago canvassing was a big revenue producer. Then came a time when outside selling fell into disrepute for a number of economic reasons. However, conditions have again changed and aggressive follow-up outside the retail store will be an important factor in retail success in 1929. Right now, one of the largest manufacturers of radio sets in the world, with the aid of its distributing organization, is helping the dealers promote outside selling campaigns. The records of this manufacturer show that these drives have been instrumental in disposing of a tremendous number of radio sets at a profit to the dealers utilizing this merchandising force. Outside selling is profitable. There is no question about it; the records prove it, but the dealer must watch his step. Common sense is necessary for the reason that it is very easy to jump sales costs to the point where profit is eliminated. This is no argument against outside selling. It is simply a warning that a certain amount of care and common sense must be exercised, and that it is far wiser to cover a more restricted territory and do it profitably, than it is to expand too far too quickly and lose money. As has been said, there are plenty of dealers who find that outside selling is bringing in the bulk of their business and developing substantial profits for them. A word to the wise is sufficient and no more important word can be passed along to the retail trade at the present time than to go out after business.
Get The Customer's Slant To Sell Records

One of the Artistic Windows That Increases Record Sales at Shepard's

Located in Providence, Rhode Island, is the selling-machine department of Shepard's, yearly sales of which have been large enough to warrant more than one manufacturer sending a representative to the store to learn those intimate details of operation. Sales in both machines and records are very good and the department receives a large proportion of the city's record business.

F. R. Follis, buyer and department manager, places his greatest emphasis upon intelligent service. He states: "People who come here all have a certain type of music and generally certain artists whom they especially like. Our salesgirls try to get this slant just as quickly as possible and once they find what the person is interested in they can usually run sales up to a very considerable extent."

"We have found it very important to tell what we have in stock rather than to suggest that the customer should have this and that. People do not like to be told what they should have, but when once told what is available they'll jump at the chance to buy. Many salespeople make the mistake of saying, 'Wouldn't you like——?' or 'Why don't you try——?' or 'I should think you might like——' or something to that effect. Our salesgirls say, 'We have—— or—' and selling is easier. This isn't theory but actual fact.

Handling the Customer

"We also place considerable emphasis upon treating each customer as an individual, suggesting and selling to that person entirely different from any other customer. No two people are alike in their tastes, especially in music, and no two people should be sold the same way." This department manager finds that people, especially those very much interested, prefer a salesgirl who knows music and who can talk intelligently upon the subject. Many departments, Mr. Follis finds, are held back because customers are waited upon by clerks—not salesmen.

Building Sales by Using the Phone

Miss Sampson, in charge of records, states: "We have used the telephone to the extent that we know it is very profitable. To make this most profitable, customers should be called once a month and they should be told of these regularly intended calls, which makes selling easier. Only good prospects are called."

Miss Sampson finds that a salesgirl should be well able to call five people each morning, which would allow for the following up of a goodly list each month. When quite sure of a customer, she finds that records can be sent on approval and that very seldom is one returned. This method, however, she emphasizes, must be used with caution, for if records are returned they're liable to be a total loss.

Other methods of publicity include newspaper copy and window displays, the latter generally featuring one certain record, with atmosphere of prime importance. Radio advertising, using recently, has been found to be exceptionally good. Shepard's maintains its own broadcasting station, one of the largest in the State. Its new schedule allows for all-day broadcasting, which allows more time than formerly. Half-hour periods of record broadcasting are featured in the morning, afternoon and night.

"These broadcasts," Miss Sampson explains, "are featured as the Schubert Hour, Victor Hour or whatever is to be played in the particular concert. Previous to the broadcasts a definite program is made out just as for a concert. This is followed to the finish, which is planned as near as possible to the half-hour. Names, artists and generally a few interesting facts about the pieces are given for each record played. Sales in those featured are exceptionally good. We have many requests for practically all of them."

Valuable Check on Publicity

Results from various lanes of advertising are checked by the sales people on sales made the day following, on blanks furnished for the purpose. These totals give amounts of various merchandise sold from different publicity affairs. They give data to pieces most popular and advertising most profitable.

The department stock is carefully checked by a stock system which cares for records over a period of one year. Names, artist and number of each record are given, with spaces for figures to be put in each month. Above a diagonal line is placed the number of records received, as, of course, ordered. Figures below show number of records on hand at the first of each month when inventory is taken.

For instance, 8/6 might appear, eight being the number of that certain record received for the month, six being the number on hand when inventory is taken. To merely subtract these two figures, taking in consideration the numbers on hand at the previous inventory, gives the number sold during the month. Judging from previous sales, orders and publicity can be planned much better, they find.

Monthly Inventory

Inventory is taken faithfully at the end of each month. "In this manner," Miss Sampson explains, "we know our merchandise. We know what is popular, what's moving all right and what is slow-moving. In pushing the latter, we often put them in individual cubbies along the front of the counter over which selling is done. This is a small thing, but you'd be surprised at the number of these records that we clear out in this manner."

Push Slow-Moving Numbers

Another method is for all salesgirls to push slow-moving numbers by suggestion. In no instance do we press such a sale if we do not believe the person will like the record. If we did, future sales would be lost.

Very popular items, they find, are good for about six months and these they push while demand is strong. Items not popular but yet liable to be called for are stocked with one each, just to offer a large assortment.

Modern Demonstration Facilities

The department maintains eleven individual rooms, each furnished with rug, chairs, curtains, a small table, floor lamp, and, of course, the machine. Mr. Follis believes the number of rooms maintained and the comfort offered for hearing records is a strong bid for the city's record trade. On rainy days, they find, people like to visit the department, hearing records played here, and, contrary to what might be expected, these rainy day visitors do buy a great number of records at these times.

Service Wins and Holds Patronage

But withal, Follis believes it is intelligent service which holds the customers and guarantees a good percentage of returns. It had been found that purchasers of new machines who bought practically all jazz records, seldom returned for future purchases. Now they make out a suggested list of records, which includes more lasting favorites. From this they have found a much greater percentage of return customers in the record department. It would seem as if people became so tired of the jazz records that they did not care to buy more, or at least at that department.

The success which this establishment has had in selling records intelligently and aggressively is proof positive of the profit-making possibilities of this department of the music store so often overlooked by many dealers. The careful planning and accurate stock system used by Shepard's offer examples which dealers might well follow.

The importance of the window display is always kept in consideration by this store and a great percentage of the success which has been encountered can be traced to the attractive show windows. The display, illustrated herewith, is an excellent example of the manner in which an eye-arresting scene was built around the title of a recording, a style of window dressing which is frequently used because of the wide variety of motifs which can thus be most effectively utilized.
Now—

On Brunswick Only

3 Stars of the Golden West

BRUNSWICK'S position as a leader in Dance Music is now further enhanced by these popular artists of the Pacific Coast.

Do you realize what a sales asset the Brunswick dealer has in Brunswick's dance organizations? No wonder record-buyers the country over "look for it on Brunswick" when the quest is dance records. Cash in on this complete assortment of talent. No other record manufacturer offers more in the way of popular entertainment than does Brunswick.

2 Good Selections on Every Brunswick Record

Brunswick

Panatropes • Radio • Records • Panatrope-Radiolas

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

Knowledge of the Factors Which Constitute Overhead is Necessary for Profitable Operation of a Retail Store

By Morris A. Hall

To many small radio and music firms do not pay sufficient attention to their books and the stories these tell. They seem to think that accounting is for the big well-known firm only, that there is something mysterious or very peculiar about it which prevents small firms getting any benefits from it. The probability is that these smaller firms miss it much more than the successful businesses.

Overhead is one of the items included in the supposedly mysterious accounting. Ask many small business men about it and they are very likely to admit that they do not know or, at best, have very vague ideas and pay little attention to it. The story is told of a small merchant selling fabrics, who answered satisfactorily to all inquiries about his mill's weaving costs and his own additions until it came to overhead. When asked how much he figured for that, he answered, "These goods are priced so low that there is no overhead." Referring back to those men who do not understand overhead, and as a rule do not care, are not interested, if you say to such a man, "Net profit is gross profit minus overhead," he would dispute you. Yet such is the case.

Considered from this viewpoint it becomes highly important, no matter how small the business. When men think they are making a nice profit, but at the end of the year cannot find out why the real reason usually is that they have not understood overhead, have not paid attention enough for it, have forgotten to include in it many items, or have slitted it in some manner.

A music store did a business of $40,000, paying $150 a month rent. Four clerks were employed at $25 a week each. This 13 per cent of the sales did not worry the owner because salaries were figured as two-thirds of his total costs, the business being wholly floor and counter sales. His personal profits were $5,000 a year. Time passed and he did not watch rising costs closely enough, nor connect these with his dwindling personal net profits.

Rent went up a little at a time, but a good many times. He got along without much money until one year he was dunned for to note that he had no more than 10 years before. His sales total was $50,000; against his increase of 25 per cent, rent had increased to $450 a month, or 200 per cent; he now paid clerks $50 a week and had been obliged to add one, a total salary increase of 150 per cent; other items were new or had increased equally rapidly and equally high. His personal needs caused him to "draw a little" now and then, and at last he reached the point where there was no cash left and no net profit. The business showed a loss, and was closed out within six months.

Increasing Overhead Ate the Profits

When sales were $40,000, an overhead of $10,000 left $30,000 net profits. Rent alone increased overhead $2,400, largely at the expense of his personal share; for not watching overhead closely enough and understanding its importance, he paid out of his own pocket. Without increasing sales in proportion, the $7,800 increase in wages first wiped out his share, then wiped out the business.

This was a simple case of not understanding overhead and its importance, of not including all the proper items and of not appreciating that rent, salary and other increases were raising his overhead faster than the business warranted, consequently were reducing his personal profits in proportion.

Consider what overhead is, of what it consists and get a proper idea of the various items in well-conducted profitable businesses. First, overhead for last year should be known fairly closely as it determines this year's mark-up. If you know your 1928 overhead exactly, and know what increases you face for 1929, you know exactly how much you must sell and how this volume must be marked up from cost to make the profit you want. That is your 1928 overhead forms the basis of your 1929 sales campaign. Without detail, suppose an instance in which overhead is kept the same while business is increased. More goods are sold at no greater selling expense. Let us suppose further a gross profit of 50 per cent on cost, then the business divided into two-thirds cost, one-third gross profit. The overhead is taken care of in the gross profit. Laying out these items in this way, as in the accompanying diagram, overhead is greater than gross profit, as at A. The business shows no net profit, and since overhead is greater than gross profit, there is an actual loss. To remedy this let us work harder so as to sell twice as much.

By selling twice as much as at B we make twice as much gross profit, but this just equals the same old overhead, so there is still no net profit despite greater efforts. Determined to remedy this we must exert ourselves again and get a further increase in sales of one-half as at C. This brings enough gross profit so it exceeds overhead, and there is a nice net profit.

How to Profit by Cutting Down

Here profit was finally made by increasing sales with overhead items all stationary. Another way, when sales cannot be increased so easily, is to cut down on operating expenses, every dollar saved in this way being added to the net profit. Referring to the diagram, with sales stationary, if the overhead at A had been cut in half for B, and cut in half again for C, the same net profit result would have been obtained. When you save on rent, clerk hire, other overhead items, it goes right into your personal share, into your own pocket.

From some figures compiled by the Chamber of Commerce of the United States, a proper balance of all the overhead items is to be found in this average of the overhead expenses of some 130 firms. A few might be out of line, but the average of so large a number, diversified as to businesses, locations and in other ways, must be nearly exact. Percentages are proportions of gross sales. See table illustrating this point.

These firms had to make 20.30 per cent of their total gross sales in order to cover their cost of doing business or to equal the overhead, this being over and above the cost of goods, and not including profit, either. If they were satisfied with 9.7 per cent profit, this would give the necessary mark-up of 30 per cent. To get 30 on the gross, the actual mark-up must be 42.67 or in a round figure 43 per cent. A $500 item must go out at around $720, etc.

Unless this mark-up is used, a part of the net profit will be lost because of the size of the overhead, or else this will have to be made up in some other way. Selling a "special" at no profit to draw trade means that the normal profit on this must be made on other items or lost permanently. Tackling a double profit on anything, no matter how good a seller, in an effort to regain the profit lost on the "special," is not always wise.

All of which emphasizes the need for knowing costs exactly, of knowing net costs of all items most exactly, as well as all items entering into overhead, and the total of all the smaller items which go to make up overhead.

6
"that C sharp! just as I taught her"

Those whose very lives are wrapt up in tone, who create tone, who worship tone, invariably turn to a Stromberg-Carlson as their aid in judging from afar the tones they have created.

Their trained musical sense cannot be deceived by over accentuations of any kind. They recognize that Stromberg-Carlson tone is actual tone, that every Stromberg-Carlson is a mirror which reflects whatever degree of musical artistry is placed before a microphone.

Nor are musical authorities unaware of the reasons for the trustworthy quality of Stromberg-Carlson tonal reproduction. They know that extra attention to detail, extra quality of materials, extra apparatus not thought necessary in purely commercial radio, safeguard the purity of Stromberg-Carlson tone.

There are All-Electric Stromberg-Carlson Receivers for alternating current areas, and for direct current areas, as well as Receivers operated with batteries—a complete line suitable to every dealer’s patronage.

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

Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY YEARS
How Radio Week Was Staged in Battle Creek

Exhibits Held in Radio Stores
Thousands Viewed the New Sets
Business Boomed

By M. A. Bonney

The dealers in Battle Creek have organized and held, for several years, radio shows, and the public has been well pleased by the efforts of the association. But they were silent demonstrations where they would do the most good for the public instead of having his heart's content without danger of losing his best opportunities to his best set. The friendly relations of association members were in no way marred by price cutting, but cooperation and good will was always manifest, it was judged by actual performance, and it brought its own reward to the places where merit was kept in stock and offered to the local buying public for sale.

After the demonstration week had slipped by, the dealers' meeting which closed it up and settled its bills was probably the most harmonious one that had ever been held. Instead of recriminations, cooperation and good will marked it for its own. "For riding" prospects were uncovered, poor pay accounts were brought into the open, and undesirables generally were classified and turned into a local credit association where any member dealer could have facts for the asking that would keep down his selling expense by saving him time and effort that is worse than waste when it comes to checking up returns.

A grievance committee that acts judicially and fairly, is also one of the results attained that lives on. Any well founded complaint of unfair trade practices gets a prompt hearing. If it is sustained it has thus far been stopped before it can get under way as a set of trouble. The dollars of good profit that are unthinkingly wasted by ill-advised competition are thus often returned to the subscriber on which they were classified and turned into cash returns. As they are found the interference committee does what it can to better the enjoyment of the equipment.

Any well founded complaint of unfair trade practices gets a prompt hearing. If it is sustained it has thus far been stopped before it can get under way as a set of trouble. The dollars of good profit that are unthinkingly wasted by ill-advised competition are thus often returned to the subscriber on which they were classified and turned into cash returns. As they are found the interference committee does what it can to better the enjoyment of the equipment.

THE town is served by high voltage lines bringing in power, it has great centralized generating and distributing stations in both public and private use, it is the seat of the greatest curative institution in the world where every worth while form of electrical treatment is given for treating disease. No Listeners' League can cope with this situation. The dollars a set fee that is usual for its help may be able to quench violet rays, but it takes more to insure the willing cooperation of the industrialist who sees the gleam of gold in every spark from its own electric machine. The Dealers' Association has therefore assumed the task of tracing interference and turning it when discovered into the willing good will that gets it removed. Some success has already been achieved. Pending adjustments will dispose of still more. An expert with good apparatus that he knows how to use is still busy in locating baffling leaks as they are found the interference committee does what it can to better the enjoyment of troubled radio sets.

Financial assistance is forthcoming from customers who realize the capabilities of present day radio reception when freed from man-made trouble, and the dealers are hoping to soon organize a central clearing station for all local interference complaints. This will probably be our next great effort. If you who read know of a better way of getting at a remedy for interference we hope that it will come out so that we can make use of it here in Battle Creek.

The dealers of Battle Creek invite any practical suggestion that may lead to this end.

The Federal Ortho-sonic radio receiver. Model E45-60, has been chosen by Warner Bros., to play an important part in their newest all-talking picture, "Conquest." The first part of the film showing the actors listening to the broadcast of an Antarctic expedition focuses the attention of the audience on the receiver for practically an entire reel. Officials of the Federal Radio Corp. feel that the selection of the set is a direct compliment, as a receiver of faithful reproduction and beauty of cabinet.
Phonograph Production Shows
117.8 Percent Increase in Value

Census of Manufactures for 1927 Reports 1,046,387 Phonographs Valued at $49,242,170 —105,701,302 Records, Valued at $31,781,443, Produced During Year

WASHINGTON, D. C., January 5.—The Department of Commerce announces that, according to data collected at the biennial census of manufactures taken in 1928, the establishments engaged primarily in the manufacture of phonographs and phonograph parts and accessories in 1927 reported a production of 1,046,387 phonographs (including dictating machines and combination phonographs and radios, for which separate figures cannot be given without disclosing the production of individual establishments), valued at $49,242,170, together with 105,701,302 records, valued at $31,781,443.

Per cent of increase

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1927</td>
<td>$49,242,170</td>
</tr>
<tr>
<td>1923</td>
<td>$22,500,000</td>
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</tbody>
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Cost of materials, mill supplies, containers for products, fuel and purchased power, total 3/104,638,700.

Phonograph Production Shows
117.8 Percent Increase in Value

Phonographs (including dictating machines and combination phonographs and radios), $49,242,170.

Purchaser's data are collected in regard to a number of items of production; the figures here given relate only to phonographs (including dictating machines and combination phonographs and radios) and other phonographic and radio products made for their chief products in 1927 and are therefore transferred to the appropriate industries. And 1 reported products valued at less than $5,000 in value have not been reported for the industry proper. The corresponding amount for 1927 has not yet been ascertained, but will be shown in the final report of the present census.

Of the 59 establishments reporting for 1927, 22 were located in Illinois, 8 in New York, 5 in Connecticut, 5 in Indiana, 4 in Tennessee, 3 in Pennsylvania, 3 in Wisconsin, 2 in California, 2 in Iowa, 2 in Michigan, 2 in Ohio, 1 in Maryland, 1 in Minnesota and 1 in Missouri. In 1922 the industry was represented by 68 establishments, the decrease of 59 to 1927 being the net result of a loss of 21 establishments and a gain of 12. Of the 21 lost, 8 reported for the first time at the preliminary report of 1927. Two idle throughout the year, 2 reported products valued at less than $5,000 in value. No data are available for the biennial census for establishments with products valued at $5,000 in value.

The statistics for 1927 and 1923 are summarized in the table herewith. The figures for 1927 are preliminary and subject to correction as may be found necessary after further examination of the returns have been made by the Department of Commerce.

Birmingham Radio League Is Formed

E. E. Forbes Elected President of New Organization — Board of Directors Named and Committees Appointed

BIRMINGHAM, ALA., January 4.—The initial meeting of the Birmingham Radio League was held at the Southern Club last month and first steps were taken in organizing an association for the uplifting and betterment of the radio industry in the local district. R. C. Wiggins acted as temporary chairman, and while he presided the following officers were elected:

E. E. Forbes, president; J. R. Boggs, vice-president; H. D. Peacock, secretary; C. R. Priester, treasurer.

The following committees were then appointed: Advertising: H. W. Brown, chairman; Jess E. Bostom, R. B. Patterson; Y. V. Rendel Jr.; B. W. Glassman. Membership: R. C. Wiggins, chairman; John Neal; J. H. Goodson; J. L. Ausburn; W. Ewing. Finance: John Shaw, chairman; Philip Otter, Henry Jones; Frank Bromberg; Martin Ringelberg.

The board of directors as follows was selected: Mike Baginski, G. G. Smith; E. R. McDavid; R. B. Broyles; Robert Bromberg; John Neal; Ed. Henley and John Shaw, all well known in the radio business. A committee as follows was appointed to draw up by-laws and constitution for the new association: Mike Bostom; I. Rondell; W. R. Brown; H. D. Potocz.
Watch......

for Our Announcement of the
NEW NAME Selected for

AUDAK

The names are all in. The curtain has rung down on the great AUDAK Prize Contest . . . . and now the judges are hard at work trying to select the winners. Of the great many suggestions received, we have been astonished by two things. First, the surprising number of suitable, really excellent names submitted. Second, the gratifying opinion of AUDAK Products, which is shared by the entire trade. This Company has a very high reputation among music merchants for Quality and Reproducing Fidelity. They expect real INSTRUMENTS from AUDAK. What a Pick-up OURS must be!

And what a Pick-up it IS! Completely bestriding and overshadowing all that has come before in this line . . . . though there are some good pick-ups on the market at present. None, however, that will stand side by side with the new AUDAK masterpiece when it comes to interpreting the subtle, complicated values of radio and talking machine expression. None that will so completely enthrall the listener. None that will so fully reproduce every shade and chromatic change in voice and music. None so LIFE-LIKE and completely free of mechanical suggestion. Vastly superior in construction . . . . and vastly superior in performance.

You are interested, because our new Pick-up means better business for you . . . . bigger sales and bigger profits.
Get in touch with your wholesaler and request an early demonstration. Jobbers, communicate with us at once.

The AUDAK

565 Fifth Avenue,

"Creators of High Grade Electrical and Audachrome, Polyphase, Singlephase and Revelation"
PICK-UP

which has awakened sensational interest......also for the names of the prize winners in our Contest

COMMENTS from the TRADE

Excerpts from letters received in the Contest

"You folks can rest easy on your oars because you have a real genuine background when it comes down to sound reproducers."

"Don't believe that there is any name that can be more suitable on any line of tonal equipment than the old stand-by, AUDAK, so well known."

"Judging by Audachrome, your new pick-up should amply fill our requirements."

"I consider Audak products the finest selling items in their line, and dare say this without fear of contradiction from any one of your competitors......a challenge."

"I am well acquainted with the high standard of your product and what your name has come to mean in the music field. Therefore I submit as a name.

This certainly is a fitting name for AUDAK products as everyone knows they rule the field."

Reputation! Over and over, that word or its equivalent has occurred in letters from the trade. We want everyone to know how proud we are of your confidence. AUDAK has a prestige to uphold......and our new Pick-up will amply support that prestige. "As good as AUDAK Reproducers," is our pledge.

COMPANY

New York

Acoustical Apparatus Since 1915”

Reproducers
planned radio service

planned radio service
systematized plan of service department
operation eliminates unnecessary trouble

with the introduction of the ac set and its universal popularity the retailer is faced with some new problems in connection with service, according to s. l. schott, proprietor of the radio and talking machine department at james a. hearn & son, in new york city. this is one of the most successful radio departments in the metropolitan area and because of the volume of business done the problem of service has been given considerable attention. mr. schott has systematized the work of the service department, and so coordinated its activities with the sales department that service here is not the drag on profits complained about by many dealers.

"in the first place," states mr. schott, "the advent of the ac sets reduced service calls approximately 40 per cent. tinkering and tampering are no longer the rule on the part of the customer. this is a relief, because in the past this tinkering habit resulted in considerable service.

"however, while the ac sets are freer of service need than the battery-operated receivers, things do go wrong occasionally, and the service men are kept busy. the all-electric sets, too, require service that was absent in the battery-operated sets, although it is fair to say that intelligent questioning on the part of the service man often indicated the trouble, and the customer can be advised what to do to avoid the telephone. this, of course, eliminates the necessity of the service man going out on the job, maintains the good will of the customer, and creates greater consumer satisfaction.

"elimination of service should start at the time of the sale. the salesman is responsible, here, at least, for passing along to the customer pertinent information regarding the operation of the set, as well as certain conditions in the home that may be detrimental to the most successful performance of the ac receiver. experience has taught us that ac sets are often affected by the electrical refrigeration plants in the x-ray machines in the offices of doctors and dentists, operation of electrical elevators and near-by transformers. obviously, when one of these conditions exist and affects the operation of the receiving set it is not the fault of the radio, and the service man is powerless to improve the condition.

"the clearer the dealer can make his responsibilities to the customer, the less trouble will ensue. for example, we give to each purchaser of a radio set at the time of sale a printed 'radio guarantee and service agreement.' this agreement

radio guarantee and service agreement

the radio: hearn guarantees the radio to be perfect in manufacture. should any trouble arise that is traceable to defective parts, hearn agrees to replace same without cost. hearn further agrees to service your radio free of cost within the period of this guarantee.

should our service engineer find that this radio has been tampered with by any one other than our service men, this guarantee and agreement is null and void.

installation: hearn further agrees to install and install this radio by erection of aerial. erection of aerial is dependent upon facilities available. destruction of aerial by high wind, or vandalism is not covered by this agreement.

hearn guarantees that all tubes have been tested to be perfect; and, should tube trouble arise later this contract does not cover their replacement. the life of a tube is ungovernable.

in the event that your radio must be exchanged, original tubes must be returned. this guarantee and service agreement expires ninety (90) days after this installation.

service calls after such date are subject to a charge of $2.50, plus the cost of material used.

installation

the customer's signature below is evidence that this radio is operating satisfactorily at time of installation.

customer's signature

whether our customers can make all requests for service by telephone at all times is one of the problems that must be solved; also to inform them of the day we expect to call. phono chaii 380.

the service agreement asks that all requests for service be made over the telephone. this is done for several excellent reasons. first, when the radio goes wrong the customer is not in the best of humor and there is nothing to be gained by having many people visit the store to demand the attention of a service man. in the second place telephoning is quicker. in the third place, when the telephone is used for this purpose we can put one individual in charge of this phase of the business. this is important in view of the fact that we have a definite service routine.

"when a telephone request for service is made the clerk in charge immediately fills out a specially prepared form. this 'service order' is reproduced herewith. it will be noted that the information contained in this form when it is filled out gives a complete picture of the service work from the time the customer telephoned until the service man returns to the store. the customer's signature, we consider a very important requirement, because it eliminates any chance of future controversy regarding the work done by our representative. in other words, when the customer signs this form she knows she is doing it because the trouble to her radio set has been satisfactorily remedied. the back of the form is utilized for any remarks or suggestions that the service man may desire to make.

in the event that the customer is not at home when the service man called in response to her request and in accordance with the time set for the call the company sends the patron a card which reads as follows:

Your service call attended to at—

if you desire a new appointment, kindly call Chelsea 3002, extension 306.

very truly yours,

service manager
radio department

hearn's

hearn's

40th street, new york, n. y.

service order

name

address

city

telephone

nature of work

installation

material taken

order by

c.o.d.

service order

above work has been done to my entire satisfaction.

promised by

paid

for

on

name of customer

date

hearn's

hearn's

40th street, no. avenue, new york

service order

name

address

city

telephone

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material taken

order by

c.o.d.

service order

above work has been done to my entire satisfaction.

promised by

paid

for

on

name of customer

date
Exclusive Features in Counter Balance PICK-UP ARMS

CERTAIN exclusive features of the new Oro-Tone Counter Balance Arms for electric pick-ups have won for these quality products an immediate acceptance and hearty endorsement by leading manufacturers. Designed by engineers with long experience in the phonograph field, these arms are constructed to properly distribute the weight of the pick-up and to meet the exacting requirements of mounting and playing position. They may be used with any standard pick-up.

The Model 19 1/4-91 has the exclusive Oro-Tone feature of being adjustable in length—a factor of great importance in correcting variations which may occur in mounting and bringing the needle into proper playing position. This feature also enables the manufacturer to carry just this one arm for his machines of various sizes and models, or for various makes of pick-ups, regardless of their needle position.

The Model 16 1/2 is designed for use in the larger cabinet machines. Like the Model 19 1/4-91, it has a pivot bearing which gives a free and easy swing, assuring longer life to the record and less needle noise. Both of these models are constructed for use with pick-ups which require mounting against the back of the pick-up case. For pick-ups with side-mounted bracket, the Model 19 1/4-88C is available.

Of attractive proportions and finish, the Oro-Tone counter Balance Arms add greatly to the eye value of the finest machines. They are cast of selected metal alloys and built entirely in the Oro-Tone plant. Quality and durability are guaranteed.

The experienced Oro-Tone organization is at the service of Manufacturers who wish to solve their pick-up problems. Samples sent gladly upon request. Write or wire for Catalog No. 15 which gives complete descriptions of the Oro-Tone line of pick-up Arms.
RECORD TURNOVER

Record Stock Control Plan Used by Darrow Music Co. Keeps Slow Movers at a Minimum

By Willis Parker

So carefully is the stock of records in the phonograph record department of the Darrow Music Co., Denver, Col., watched that an almost daily turnover takes place. This system is possible and practical owing to the fact that branch houses of phonograph manufacturers are maintained in Denver and it is possible to get from them additional merchandises needed, provided, of course, that the branch is not out of the desired numbers also.

Miss Clarabelle Johnson is manager of the department. As she explains the system, the number of the record sold is immediately listed in a book after the customer has been given his purchase. Each morning Miss Johnson runs down the numbers thus listed and tallies them to ascertain the number of each record number sold. From this list of totals and a comparison of the numbers with the stock remaining on hand, she can tell just what she should have on hand to handle the trade that day.

For example, if she finds, after tallying up the numbers in the book, that she sold five records No. 41,144, and she has only one of that number left, indications are that one will not be sufficient to last the day out and that additional records of that number should be purchased. An order is sent to the branch house for the needed numbers at once.

On the other hand, if Miss Johnson finds that she sold five of record No. 41,144 the previous day and there remain five or six or seven in the till, it is quite likely that they will be sufficient to handle the trade for the day, unless, of course, it is one of those hits that may be termed a "wow". You never can tell about the "wow". Five may be sufficient to-day, but it may take twenty-five the next day, so the record department manager must consider the possibilities of the demand for these popular hits on the basis of a week or a month instead of a day. One might sell fifty to-day and tomorrow the sales might fall to two or three because of a storm that kept people home, but the next day the sales might jump back to twenty-five or even up to fifty. Like the Boy Scouts, the phonograph record department must be prepared.

"We must keep on hand at least one of every number that is still being made," explained Miss Johnson. "We may not sell one or two or three number ones in six months, but when a customer wants it we must have it. Our system enables us to keep our stock complete without the possibilities of having too many of the slow movers on hand. If there is a number that does not sell rapidly and we have only one of it in stock, the record of its sale, as shown by the day book, enables me to check it and order another to keep the stock complete. We eliminate because we know that the branch house is being located in Denver. My orders for new stock and replacement stock may be placed by 10 o'clock in the morning and by noon I will have the stock in the till."

Miss Johnson's system will not work as neatly for dealers located at a distance from the distributing centers, but, as she explained, the dealer may take into consideration the number of days it requires to get an order into the branch and the shipment back. If it requires three days, then he should send in his orders 'in time to have three days' supply on hand. It does, however, enable the dealer to watch his stock daily, and, on those numbers which sell infrequently and of which he generally carries but one in stock, he is able to re-order them properly and reduce the risk of being out when they are called for again.

The system is better than a perpetual inventory inasmuch as it requires less time to handle and carries with it almost all of the advantages. The record of incoming merchandises, plus a physical inventory at frequent intervals, permits the manager of the record department to watch the movement of his stock and to get the slow movers out for greater attention of sales people and public.

"We must admit that in the sale of phonograph records the buyer must depend largely upon his own judgment regarding the number of records to order after he has heard the sample," explained Miss Johnson. "If the number is likely to be a big hit and in great demand, the dealer must order enough to care for the demand and anticipate the demand that other dealers in his community will experience, too. This will mean a drain on the distributing branch, so he must endeavor to have records on hand when the distributing branch is temporarily out. Hence we watch the orchestras and the radio. If a number is being played by twenty orchestras in the community it is quite likely that the demand will be greater than if it is being played by only five or ten orchestras. That is one way of determining the number one should order to avoid the danger of overstocking and losing.

"Then comes the question of reorders. We'll take, as a theoretical example, a number which we feel will be a 'wow' and for which we place an initial order of 200. We watch the sale of the initial order, and if, within a week, our returns get too large, we know that the number is going so well that there is a possibility that, unless we reorder soon enough, the branch house will be drained by the time we get so low that we are running a risk of being out when customers call for it. Hence we order another 100 of that particular recording to bring the stock up to its original point of 200."

"We watch the movement, but we know that the demand is likely to reach its peak any day and slow up thereafter. When the stock gets down to seventy-five, we'll order seventy-five more; then when it gets down to fifty, we'll order twenty-five or fifty more, and gradually work down to the minimum point and maximum point and the amount of the reorder until the number has reached such a stage that the sales are less frequent, then after a while to a point where one in stock at a time is all that is necessary. If it is one of the flash in the pan, the manufacturer will eventually cease producing it and it is cut out of our stock entirely."

In addition to placing the record number in front of the till in which it is kept, Miss Johnson writes the name of the number on a card and places it, when it is one of the popular numbers. This saves much time in locating it. Another timesaver is her system of placing the hits "hip high" on the shelves. At this height they are more readily accessible, and taking them from the tills is more natural. The less popular numbers are stocked lower and below the hits. Obviously, this system is less fatiguing and more customers can be waited upon in a day than where the records are stocked numerically starting from a given point on the shelves.

The present-day popularity of the moving picture theme song has, of course, resulted in an increasing demand for the records of these selections when the films are being shown at local theatres, and, of course, the record department of the Darrow establishment keeps well informed of the forthcoming film presentations and orders accordingly. The stocking of these records, however, requires careful attention because every film practically at the present time is the proud possessor of one or more theme songs, and unless the song possesses merit and an appeal to the public it is as likely to be short-lived as any other selection despite the exploitation given it by the motion picture theatre presentation. Briefly summed up the method of slack control employed by the Darrow establishment is one predicated on common sense abreast of the public's ever-changing taste.

Orchestrope on Exhibit

The Capehart Orchestrope, manufactured by the Capehart Automatic Phonograph Corp., Huntington, Ind., was one of the featured products displayed at a convention at which was exhibited equipment for amusement parts, held recently at the Stevens Hotel, Chicago. The new Auditorium model of the Capehart Orchestrope, the latest addition to the Capehart line, attracted considerable attention from the visitors because of its powerful amplification and attractive cabinet design.
All-American Mohawk Corporation

LYRIC

The CHARM
OF THE MODERN

COMBINED with EXCELLENCE
that can come only from long
years of experience

This is an age of discrimination and radio
comes in for its share. Today's radio pub-
ic is educated—it knows what it wants—
value, excellence, tone, quality.

You can give quality in the All-American
Mohawk Corporation Lyric Radio—"Radio's
Realistic Close-up." Its proven merit and
performance is the answer to this mightiest
selling force in radio today.

Its modern appearance is in keeping
with a modern world. Its precision of op-
eration—and naturalness of tone—is the
result of long years of experience.

Here is the radio of tomorrow for you to
sell today at a most reasonable price.

Cooperating with you is a powerful or-
ganization of radio pioneers who will rigidly
maintain today's high standard of radio
quality and leadership for years to come.

As a Lyric dealer your future is assured.

ACT NOW!

Wide-awake Radio Dealers are invited to write or
die immediately for complete details regarding de-
sirable dealer franchise available in open territories.

ALL-AMERICAN MOHAWK CORPORATION

4201 Belmont Ave.  Dept. 6-D  Chicago
DURING the year 1927 the Coleman Drug Store, Victor dealer, of whom Frank Miley is the proprietor, sold about $30,000 worth of Victor merchandise, despite the fact that the entire population of Coleman amounts to but 305 people, and a great many of these people had purchased instruments in 1926. The total sales volume for 1928 is expected to exceed that of last year by a good-sized increase. What is the secret of Mr. Miley's success? Perhaps the proper answer is contained in the fact that during three years only six instruments have been sold in the store. All of the rest of the sales have been closed at the home of the purchaser, for whenever there is a possibility of a sale or a likely prospect is brought to light, Mr. Miley loads a model on the back of a small car, drives to the home, gives a demonstration and closes the sale. Whenever groups of people are gathered together for any purpose, whether meetings or dances, parties or whatnot, Mr. Miley is on the job to provide the entertainment and incidentally demonstrate the Victor line. The success enjoyed by this live Victor dealer is but one of many instances of the profit-building capabilities of outside selling.

$ A KOLSTER radio demonstration which resulted in several direct sales was recently made by the Kipp's Music Store, Manhattan, Kan. A motion picture theatre advertised the reception of a popular broadcast feature, but the location of the theatre in the downtown section made interference a serious problem. A special telephone line therefore connected the theatre with the home of G. W. Livingson, Kolster representative, who was using the new model K-20 was used to pick up the broadcast which was sent over the wire to the theatre, and amplified on Kolster power receivers before a capacity audience. The manager of the theatre declared the absence of interference remarkable and immediately bought a Kolster set for his own home, and several other sales were traced to the demonstration.

$ ONE of the most profitable methods of stimulating sales of popular records is to take advantage of the exploitation which is being given the theme songs of the featured moving pictures. Practically every photoplay today has its theme song and the selection is being played dozens of times with every showing of the film, and in several cases a week before audiences of thousands of people. In addition these theme songs are being played countless times nightly by radio entertainers so that the melodies are familiar to every theatre-goer and radio set owner. The dealer who fails to take advantage of this situation by not effecting tie-ups with the local showing of the film is neglecting a sure source of income. Advertise the sheet music and recorded music of the theme through window displays and newspaper publicity. The following is a partial list of the leading theme songs and the films they accompany. Check up on them, and when the picture is showing in your vicinity tie up with it.

<table>
<thead>
<tr>
<th>FILM</th>
<th>THEME</th>
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<tbody>
<tr>
<td>Abe's Irish Rose</td>
<td>Ramona</td>
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<tr>
<td>Allen's Young Valentine</td>
<td>Marie's Romance</td>
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<tr>
<td>Mabel's Dream</td>
<td>Battle of the Sexes</td>
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<tr>
<td>Fall</td>
<td>Just a Sweetheart</td>
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<tr>
<td>Paddy's Life</td>
<td>Ruggers of Life</td>
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<td>Four Sons</td>
<td>Little Mother</td>
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<tr>
<td>Gehy Girl</td>
<td>Love</td>
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<td>Laughing Love</td>
<td>Laughing Love</td>
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<tr>
<td>Little Times</td>
<td>Jamboree</td>
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<tr>
<td>The Melody of Love</td>
<td>Thelwance of an Actress</td>
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<td>The Devil and the Devil</td>
<td>Live and Love</td>
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<tr>
<td>Shadow of the Devil</td>
<td>Another Home</td>
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<tr>
<td>You Then or I Love You New Ramona</td>
<td>Patsy</td>
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<tr>
<td>Ramona Red Dance</td>
<td>Rejoice</td>
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<tr>
<td>High and Lows</td>
<td>Rejoice</td>
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<tr>
<td>Secret Hour</td>
<td>Revenge</td>
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<tr>
<td>The Beggar</td>
<td>Revenge</td>
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<tr>
<td>Seventh Heaven</td>
<td>Revenge</td>
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<td>Shave Girl</td>
<td>Shave Girl</td>
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<tr>
<td>She's One Sweet Shave Girl</td>
<td>Shave Girl</td>
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<td>Shave People</td>
<td>Shave People</td>
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<tr>
<td>Singing Fee</td>
<td>Shave People</td>
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<tr>
<td>Today's Rainbow Around My Shoulder</td>
<td>Spicy Boy</td>
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<td>Spicy Boy</td>
<td>Spicy Boy</td>
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<td>Spider</td>
<td>Spicy Boy</td>
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<td>Street Angel</td>
<td>Spicy Boy</td>
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<td>Street Angel</td>
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<td>Street Angel</td>
<td>Spicy Boy</td>
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<tr>
<td>Submarine</td>
<td>Pals Just Pal Submarine</td>
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<tr>
<td>Spots and You</td>
<td>Spots and You</td>
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<tr>
<td>My Varsity Girl</td>
<td>My Varsity Girl</td>
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<td>My Varsity Girl</td>
<td>My Varsity Girl</td>
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<td>Tanning Up</td>
<td>Tanning Up</td>
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<td>Wedneight March</td>
<td>Wedneight March</td>
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<tr>
<td>What Price Glory</td>
<td>What Price Glory</td>
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<td>White Shadows</td>
<td>White Shadows</td>
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<tr>
<td>What Price Glory</td>
<td>What Price Glory</td>
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<tr>
<td>Wings</td>
<td>Wings</td>
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<tr>
<td>Woman of Affair</td>
<td>Woman of Affair</td>
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<tr>
<td>Love's First Kiss</td>
<td>Love's First Kiss</td>
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</tbody>
</table>

$ THE suggestion that dealers employ high school students to do outside selling of instruments and records on a commission basis has been made several times in these columns. This method of moving merchandise is particularly appropriate for the Summer months when schools are closed and the youth of the vicinity find time hanging heavily on their hands, but it can be used to advantage throughout the year. An interesting report of the adoption of this plan was recently made in "The Voice of the Victor," reading: "The Frederick Piano Co., of Uniontown, Pa., engaged six high school boys, 15-17 years of age, to canvass and sell, particularly the No. 2-55. The boys were paid a dollar a day salary; a commission of two dollars on every 2-55 sold, three dollars if the sale was for cash. On the first day these boys sold three 2-55's on terms, and arranged the sale of two more for cash; turned in real prospects for larger instruments and even for pianos! We aren't counting the number of record sales made by the boys, and incidentally, these were sold on a commission of five per cent per record. Within two weeks 16 portables had been sold—5 for cash—$3 to $10 worth of records with each instrument!"

$ WHEN the Chas. E. Wells Music Co., Denver, Colo., gets a particularly good record, it is advertised in the newspapers. The advertising is directed toward mail order customers. As a result of this method the company sold 800 records of one number in a month's time recently. These ads are generally two columns wide and four inches deep. One of these read as follows: "TWO BLACK CROWES' Greatest hit, 'In the Jail House' is a new release. Columbia Record No. 136-75. Test out this new hit and return." The latter refers to a coupon just beneath. Please mail the Two Black Crowes' new record. The enclosed, please. THE CHAS. E. WELLS MUSIC CO., 908 Ogden Ave., Denver.

While the ad is directed toward out-of-town record prospects, the record buyer living in the city sends the ad and orders a copy of the record. In addition to the records sold over the counter as a result of the ad, some customers living in Denver use the coupon and have records sent by mail. If the ad were nothing but a straight announcement that the Wells Music Co. had a new record, mail order buyers would not be likely to send for it. The coupon makes it easy for them to do so, and yet it does not destroy the advertising value relative to the company's numerous Denver customers. The ad serves as a general announcement while aiming directly at the mail-order buyer.

$ DURING the past month a New York City dealer who specializes in recordings reported exceptionally large sales of records which did not seem to be selling in such quantities in other stores. The secret of his success with these numbers was that he makes a practice of getting sample records of all the releases, including Pacific Coast, Southern, Race, etc. Knowing his customers' likes he then proceeds to concentrate on the records he feels most fitted for his clientele, with the result that in several instances recently he had rolled up impressive volumes of sales on records which later were added to the regular popular releases, and his foresight has given him the "jump" on other dealers.

$ DURING the holiday buying season the main window of Landay Hall, Forty-second street, New York City, store of Landay Bros., had in the center of the chief display window as an attractive sign which in addition to illustrating the musical instruments that are carried and which would make acceptable Christmas gifts, bore the message "—more shopping days until Christmas." While not new this method of bringing to the public's mind the approach of December 25 often results in having customers ask for the store to get some of their Christmas shopping over with. The same method can be applied in connection with other holidays or special events.
DENVER dealer discovered that the way to have a good business was to make it good, so Bechtold studied his business, decided upon a plan, rebuilt his show display space and store front, and at a cost of but forty cents per day attracts thousands of people to view the merchandise he has to offer and averages increased profits of $25 every day. Carefully worked-out plan of scientifically arranged window displays in conjunction with store-door playing of an electric phonograph proved the medium necessary to keep the cash register working.

By J. L. Simpson

DENVER, Colo. — An electric phonograph has been the most successful business trick of Mr. Bechtold, owner of the Black Cat Tea Room, which is one of the more popular tea rooms in the city. The idea in this case was to attract attention to the store and to the products it sells. Mr. Bechtold found that by using an electric phonograph, he could get people to come into the store, listen to the music, and thereby become interested in the products he sells.

The phonograph was used in a show window located near the entrance of the store. It was placed in a prominent position so that passers-by could not help but notice it. The music played on the phonograph was different every day, and it was changed frequently to keep people interested.

Mr. Bechtold also did some research on the best kind of music to play in the phonograph. He found that music with an up-tempo beat was most effective in attracting customers. He also made sure that the music was played at a reasonable volume so that it could be heard by passers-by, but not so loud that it would be disturbing.

The phonograph was placed in the window for about a month before Mr. Bechtold decided to try it out. He found that the number of customers who came into the store increased significantly after the phonograph was installed. In fact, within a few weeks, the phonograph had become a fixture in the window.

The phonograph was used for several months, and during that time, the number of customers increased by about 50%. This was a huge increase, and it convinced Mr. Bechtold that the phonograph was a success.

The phonograph was a great success for the Black Cat Tea Room. It attracted a lot of attention to the store, and it helped to increase sales. Mr. Bechtold was pleased with the results, and he continued to use the phonograph in the window for several years. It became a symbol of the store, and it helped to establish the Black Cat Tea Room as a popular destination for people in the area.

In conclusion, Mr. Bechtold's use of an electric phonograph in the window of his store was a great success. It helped to attract attention to the store, and it helped to increase sales. Mr. Bechtold was pleased with the results, and he continued to use the phonograph in the window for several years.
The Window As an Aid To Sales

Above: A fine example of effective use of window display material supplied by the manufacturer. This is a window arranged by the S. Hamilton Co., Pittsburgh, Pa., featuring the "Sonny Boy" record by Al Jolson. Tremendous sales of this record resulted, and the Hamilton Co. attributes a large share of this business to the window display.

Below: Although Peirce-Phelps, Inc., are radio distributors, the Wilkes-Barre, Pa., branch of the company is taking the lead in featuring its product through the medium of window displays. The illustration shows how a single model can be given sales-building prominence in the window.

Right: The Cedar-Lee Radio Co., one of the successful Stromberg-Carlson dealers in Cleveland, Ohio, has found window displays one of its best mediums for sales. Arthur H. Baker, proprietor of this company, makes an effort to arrange what he calls "symmetrical" displays. A glance at the illustration shows a pleasing balance in the arrangement of the speakers and the radio sets. Radio receiving sets and accessories lend themselves to most attractive window displays, and the results of eye-arresting exhibits of this kind have been found productive of most satisfactory results in the way of sales.

Above: Many dealers feel that a small window does not lend itself to displays that are business producers. The window illustrated proves that extensive space is not essential to the arrangement of a window that has marked sales appeal. The small window is especially adapted to certain types of displays and dealers find it worth while to study its possibilities.
DEEMS TAYLOR
distinguished composer and critic
has chosen the new Sonora

IT is no mere accident that Deems Taylor, brilliant writer of music and American composer, has chosen a new Sonora Melodon with Radio for his own home.

For Mr. Taylor's trained ear was quick to sense the vast superiority of the glorious Sonora instruments . . . the Radio and the Melodon, recapturing both radio and recorded music with a purity of tone never before attained in musical reproduction. And a host of others, equally prominent, have been quick to realize the great perfections of the new Sonoras.

All who hear the marvelous Sonora Melodons and Sonora Radios (separately or in combination) are astonished at their glorious tone—and at their wonderful performance. And all are delighted with the artistry of their cabinet designs. Then they are amazed that so much value can be had at so little expense and on such convenient terms.

Sonora offers the dealer an exceptional opportunity for profit—a complete line of finest-quality instruments under one brand name—Sonora, a line of growing leadership, increasing demand, established prestige and handsome profits.

Truly, the Sonora franchise is a valuable one. Investigate. Write or wire today for further information.

THE SONORA MELODON
MELODON WITH RADIO
SONORA PHONOGRAPHS

NEW SONORA RADIOS
MELODONIC SPEAKER
SONORA PORTABLES

SONORA PHONOGRAPH CO., INC., SONORA BUILDING, 50 WEST 57th STREET, NEW YORK
Uses Sub-agents in Selling the Northwest Farmers and Ranchers

Sterling, Col., Dealer Arranges With Druggist and General Storekeepers in Cross-Road Towns to Represent the Store in Their Localities on Commission Basis

MRS. C. W. Seymour, proprietress of the Medic Shop in Sterling, Col., finds the northwestern farmers and ranchers buying more phonographs and records in the past five years than they ever did before. One-third of her talking machine business is with the farmer and rancher. There are two reasons for this. The country people are able to come to town more often as a result of autos and good roads, and this dealer goes after their business with direct-by-mail advertising and cross-road agents. This form of sales promotion has proved effective in boosting business.

Every month this dealer mails a record catalog to every farmer within a radius of about forty miles, providing them with phonographs. She gets her mailing list from telephone directories and from out-of-town customers who come into the store. If a rancher or farmer comes in to buy a record, the name and address is secured for the mailing list. Most of them are perfectly willing to give this information, she finds.

Mrs. Seymour watches her farm customers purchase closely in order to learn what they like best, and when a favorite recording arrives she advises those who have a propensity for it by postcard or letter.

She also subscribes to a house organ publication which comes to her with her shop name on it. One hundred and fifty are purchased each month. When an issue contains an article particularly applicable to the country home they are mailed to her best farm and ranch customers throughout the field the store serves.

More direct contact is secured with this class of patrons by means of agents in cross-road towns. Mrs. Seymour arranges with the village druggist or general mercantile store to represent her interests in the locality. They are remunerated by commission on what they sell or on what they are responsible for selling. If an agent sends a prospect into the Sterling store and Mrs. Seymour sells them a machine, her representative is credited.

These agents are able to furnish the Music Shop with information concerning the kind of instruments which are in surrounding farm or ranch homes. This is valuable to advertising economy, for, if the dealer knows what farmers do not have phonographs, she will not waste money sending record advertisements to them, and they are prospects for instruments if they have none.

One would imagine that delivery would offer quite a problem in a territory where people live so far from town. Mrs. Seymour has encountered no difficulty along this line, for the greatest portion of country phonograph buyers expect to take their new instrument with them. Most all ranchers and farmers have trucks, and when they come to town with a load of products they can transport their own phonographs.

Occasionally a farmer does want a machine delivered. His wishes are complied with if no delivery means the loss of a sale. Such instances, however, are rare, according to this successful dealer.

New Buyers and Resales Will Make 1929 Radio Market Larger

Herbert H. Frost, RMA President and Vice-President of Kolster Radio Corp., Sees Progress in Design of Receivers But No Revolutionary Developments

Radio's most successful year, 1928, has brought not only prosperity to those in the industry but also a great deal of business to the public, and indications point to a continuance of improvement in 1929. A record turnover has taken place in radio stores, and the dollars purchased as much in equipment, and decidedly better equipment.

Broadcast programs generally have improved, bringing the world's best artists into the living rooms of the rich and poor alike, transporting the millions of listeners to the scenes of important news events as they were taking place and making educational facilities available to every home in the country instead of to only a small number. This has been true in radio stations and the public choirs in any home. The radio has an increasing number of listeners in the late hours when the quality of the programs is better.

Television as a supplement to the broadcasting of sound is still far removed from the American home, and when it does finally appear as a practical reality it will be only in the form of an additional receiver, and will in no way make any radio set out of date. If the television set is a luxury it is of considerable interest, but if it is a necessity it is not yet a luxury.

The new year will see a larger market, due to the new buyers who have come without radio so far, and are now tempted by the quality of reproduction and the low cost of sets.

Cabinet designs will be improved, and the size of cabinets will be reduced. A progressive development will take place in the mechanics and electrical design of receivers as it has in automobiles. There will be no "revolutionary developments" in radio receivers.

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There are nine such buttons on Zenith Automatic sets. This means that you can record one station and then, without touching the dial, play it back instantly again and again. People seldom have more than nine favorite stations that they listen to repeatedly and that means that you rarely ever have to tune again.

However, you can always get these and any other desired stations on the hand dial in the old way.

These six pictures illustrate the striking simplicity of Zenith Automatic Tuning

When you may get your Zenith Automatic, you tune in any favorite stations one by one on the dial, by hand. For instance you tune in KDRA. You lock this tuning on the first Zenith Automatic button, without tools, by merely depressing the button, depressing the area and tightening the button again, and mark the name of the station in the first space on the card.

30 Models—3 different circuits—including Deluxe Automatic and Phonograph Models—with or without loop or antenna—battery or fully electric—$100 to $2500.

Licensed only for Radio amateurs, experimental and broadcast reception. Wartime United States price slightly higher.

Simple—convenient—eliminates endless adjusting whenever you want to hear a station—repeats your expert tuning automatically—eliminates noise between stations—that's why automatic tuning is tomorrow's radio—here today.

Why "tune in" the same station a thousand times? With Zenith Automatic you do it once.

Zenith Radio Corporation 3620 Iron Street, Chicago, Illinois

"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents—Vasselli 1531145, Re-issue 17902, Heath 1693734, Canada 264391; C1. Britain, 257193, France 665136, Belgium 231166. Also under Marvin and other U. S. and foreign patents pending.

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO
Take the popular field, for instance

FANNY BRICE
GENE AUSTIN
HELEN KANE
FRANK CRUMIT
JIMMIE RODGERS
GEORGE OLESEN
JOHNNY MARVIN

JEAN GOLDKETTE
WARING'S
PENNSYLVANIANS
JOHNNY HAMP
TED WEEMS
NAT SHILKRET

Headliners all. Entertainers with a tremendous personal following. Fanny Brice has made a remarkable Vitaphone picture for Warner Brothers, entitled, "My Man." The theme-song is, of course, "My Man" and is sure to sell like the well-known hot cakes. "I'd Rather Be Blue" and "If You Want the Rainbow" are two other numbers from "My Man" and are sung by Miss Brice on Victor Record 21815.

Frank Crumit is rolling up a high score with his "Gay Caballero" and Helen Kane continues to run away with the show, "Good Boy." The musical comedy of college-life, "Hello Yourself," would be lost without Waring's Pennsylvanians and Jimmie Rodgers can pack 'em in with his guitar and down-South yodel any time. Straight through, Victor talent is big-time.
And now take "Red Seal"

There are the Musical Masterpieces, which have made musical history. Complete in special albums, with notes on the composers and frequently introductory records by the conductor, breaking down the themes by the use of a piano. And the complete operas, such as "Carmen" and "Rigoletto." But not all Red Seal music is of the so-called high-brow type.

For instance, there is "Ah! Sweet Mystery of Life," sung by Richard Crooks. Victor Herbert at his best. And then the ever-popular "Indian Love Call," played by Fritz Kreisler. And "Sonny Boy," sung by John McCormack. Not forgetting the Victor Herbert album and the Stephen Foster album. A recent acquisition to Victor's big-time list is the name of Yehudi Menuhin, the 11-year-old prodigy whose violin is thrilling music-lovers everywhere.

Popular or Red Seal—it doesn't matter. You'll find the big-timers on Victor Records.
Hold Conference of Fada Sales Managers

New Radio Receiver and Speaker Models Shown for First Time—Announce Plans for Doubling Production

The district sales managers of F. A. D. Andra, Inc., have returned to their various head-quarters throughout the country after having attended an interesting four-day sales conference conducted by L. J. Chatten, general sales manager, at the Long Island City factory.

The session was particularly interesting for the addition or new facility that was introduced was a new line of radio receivers and cabinets. These new facilities were shown for the first time by several of the district managers, and the enthusiasm of these men was apparent.

DeForest Introduces "Spares" Package

Dealer Help Seeks to Induce Customer to Bring Car to Shop Himself With Spare Tubes—Carton Can Be Used as Display Case

The DeForest Radio Co., Jersey City, N. J., has introduced an ingenious dealer help in the form of the "Spares" package. It has been designed to induce the car owner to provide himself with spare tubes. The package is a cardboard carton, readily folded into a counter or window display, which makes a neat package for the customer. The carton takes three standard size tubes, together with a new tube such as the DeForest receives. The "Spare Audion" idea is being strongly featured in DeForest advertising.

New DeForest Tube Package

J. Scott Bresch, chief of the art division of the advertising department of the Atwater Kent Mfg. Co., Philadelphia, Pa., is the proud father of a reason that the new additions to the Fada line were presented to the salesmen assembled and received an enthusiastic welcome. Two new radio chassis with six new cabinet models constituted the line of receivers and one new dynamic speaker chassis and one new dynamic speaker completed the line. They are described in full in the "Newest in Radio" section of this issue of The Talking Machine World. The Fada 72 radio-phonograph combination was also seen for the first time by a few of the men, as this model was just recently presented to the public.

Advertising and sales promotion plans were outlined for the next twelve months, and when the sessions were over all were invited to a dinner at the Astor Hotel by President Frank A. D. Andra, where they were joined by the various Fada executives from the factory and departments other than the sales department. Mr. Andre, in making his address of welcome, stated that the outlook for 1929 was so extremely bright for the Fada Co. that definite plans had been laid down for factory production twice that of 1928, and expressed his utmost confidence in the ability of those assembled to do their part in delivering the goods. L. J. Chatten acted as toastmaster in his well-known competent style and introduced each man present at the festive board.

DeForest Introduces Price Revisions

Jensen Announces Price Revisions

Volume of Business Being Done by Jensen Radio Mfg. Co. Responsible for Price Reduction on Current Models

Effective January 1 the Jensen Radio Mfg. Co., Chicago and Oakland, Cal., announced a reduction of 15 per cent in the price reductions on the current models of Jensen dynamic speaker units and cabinets. The price cuts range as high as 10 per cent on the models. In the notice which was sent to all Jensen distributors, Thomas A. White, general sales manager of the company, pointed out that the reduction in prices at this time is entirely due to the tremendous volume of business which the company has done during the past year, and the fact that it has been able to affect economies in manufacturing processes both at the Chicago and Oakland plants.

Mr. White also stated emphatically that to effect this price reduction there has been no cheapening of any of the Jensen units or cabinet models, and that their lower price is the same design, construction and materials being used as heretofore.

Both of the Jensen plants have been working at capacity speed since early Summer and it is said that at no time has their daily production been equal to the influx of orders received from the trade. Installation of new equipment at both plants has given the Jensen organization the necessary increase in the daily capacity so that production on the current models can be kept at a high mark, and at the same time facilities can be available for the manufacture and delivery of the new Jensen Auditorium speaker which is announced in an issue of this World.

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Lyons & Healy Add Edison Radio Line

Lyons & Healy, one of the foremost music houses in America, have taken on the new line of Edison radio and radio-phonograph combinations for all their Chicago stores. Although the quantity of Edison merchandise available up to the present time has been strictly limited owing to the enormous nation-wide demand for the line, a considerable volume of business in Chicago has already been reported.

Estimates 1928 Radio Sales at $383,000,000

A recent report of the Department of Commerce states that sales of radio receiving apparatus in the United States for the year 1928 will total about $383,000,000, an increase of approximately $23,000,000 over 1927. These figures are based on the returns made by 6,766 radio dealers out of 31,573 radio dealers in the country. The figures of the dealers who returned the questionnaires were accepted as average, and the result rests upon them. The ascendency of the "AC" receiver is shown in the replies which reported sales of 23,599 battery sets as against 27,777 "A" sets, for the three-month period of July, August and September.

W. C. Stoner in New Post

SPRINGFIELD, Mo., January 4—L. H. Ragsdale, resident and general sales manager of the Cherry Cabinet Co., recently announced the appointment of William C. Stoner as sales manager of the company. Mr. Stoner has a wide trade acquaintance, having formerly been Eastern division manager for the Apex Electrical Manufacturing Co., of Cleveland, Ohio, and he comes to his new post enthusiastic over the prospects for expanding business for the line.

Steinite Receivers Popular in the South

Peaselee-Gaulbert Co., Atlanta Distributor, Receives Carload Shipments to Keep Pace With Dealers' Rush Orders

ATLANTA, Ga., January 3—The Peaselee-Gaulbert Co., Steinite radio distributor for the territory, found carload orders for Steinite radio receivers necessary to keep pace with the rush

Imports and Exports of Talking Machines

Figures on Exports and Imports of Talking Machines for the United States for the month of October, 1928, the following are the figures bearing on talking machines and records:

The importable units of talking machines and parts during October, 1928, amounted in value to $33,173, as compared with $66,301 worth imported during the corresponding period of 1927.

The ten months' total ended October, 1928, showed importations valued at $415,519, in the same period of 1927, $314,308, a substantial decrease.

Talking machines to the number of 46,006, valued at $734,149, were imported in October, 1928, as compared with 13,973 talking machines, valued at $482,325, sent abroad in the same period of 1927. The ten months' total showed that we exported 182,707 talking machines, valued at $5,466,238, as against 116,376 talking machines, valued at $4,251,542, in 1927.

The total exports of records and supplies for October, 1928, were valued at $341,464, as compared with $286,821 in October, 1927. The ten months ending October, 1928, show records and accessories exported valued at $2,951,362.

The countries to which these machines were sent during October and their values follow: Europe, $40,004; Canada, $138,129; Central America, $26,032; Mexico, $99,670; Cuba, $36,122; Argentina, $45,420; Brazil, $70,828; Chile, $83,569; Colombia, $44,820; Peru, $13,028; other South America, $73,352; China, Hong Kong and Kwantung, $18,457; Philippine Islands, $24,693; Australia, $10,115; New Zealand, $6,939; British South Africa, $8,630; other countries, $33,541.

E. E. Shumaker, president of the Victor Talking Machine Co., has been elected to the board of directors of the West Jersey Seashore Railroad, according to a recent announcement.
Radio in 1929 Will Be Largely Stabilized, Says David Sarnoff

RCA Executive Vice-President Says Radio in 1929 Will Continue to Serve on an Increasing Scale International Commerce, the Maritime World and the Home

The "electric ear" made universally electrical by the operation of receiving sets directly off the lighting current, and developments in the synchronization of sight and sound on the motion picture screen through the recording and acoustical progress made by the electrical industry - these, I believe, will be the chief factors in radio progress during 1929. The perfection of as complex an electrical device as a radio set so that it might be installed in the home in a self-contained cabinet, plugged into an electric socket and operated for an electric ironer or an electric toaster, is demanded by the home. This, in turn, has anchored the radio set used will make 1929, it is probable, a continuous replacement year. The radio industry will have the task and the opportunity of re-equipping millions of homes, on the basis of the most modern radio technique.

Notwithstanding the fact that broadcasting still has far to go before it exhausts the possibilities of further service to the ear, public expectation now looks for radio television to bring a service to the eye. The fact remains, however, that vast problems of communication through space, more technical solutions and further laboratory research are required before television can come to the home on a practical service basis.

Such applications of sight to sound as the electrical arts already have made practicable will be witnessed during the coming year on the motion picture screen. The electrical industry first demonstrated the synchronization of sound and motion on the same screen. The application of this system to the moving picture industry promises to create a new art of motion picture production - an art in which the characters on the screen will walk and talk, act and speak. This will open, I believe, a new field of dramatic expression and educational effort.

In short, the picture that radio would seem to present for 1929 is of an industry largely stabilized by patent adjudication and licensing policies; an art that has progressed to a remarkable stage of acoustical and technical perfection; and a broadcasting service that has become an important part of American life. Radio in 1929 will continue to serve on an increasing scale the interests of international commerce through American leadership in transoceanic communications, the maritime world through our ship-to-ship and ship-to-shore system of wireless, and the home through broadcasting.

Columbia Issues 100th Album Set

Columbia's 100th Masterworks Set, released January 10, marks a milestone in the history of the new growth in music appreciation. Debussy is the composer chosen for commemoration in Columbia's Masterworks Set No. 100. The work recorded is his Quartet in G Minor, Opus 10, as played by the Lener String Quartet of Budapest.

L. P. Naylor Gives Talk on Vacuum Tubes

The securing of a well-nigh perfect vacuum was described by L. P. Naylor, sales manager of the Arcturus Radiô Co., of Newark, N. J., as the outstanding achievement in vacuum tube manufacture, in an address given by him before the West Side Y. M. C. A., New York City, on the subject of high vacuum technique. Mr. Naylor told of the methods employed in securing the vacuum and in the degassing of the metal parts used in the tube. He concluded his talk with a special consideration of the characteristics of AC tubes. Mr. Naylor's address proved not only interesting but instructive as well to those assembled.
“Approval Plan” Sells One Out of Every Two Records Sent Out

Helen Stark Tells How the Chas. E. Wells Music Co. Is Increasing Record Sales by Policy of Allowing Charge Customers to Hear Records in Their Own Homes Before Buying

FOR every two records played by the Chas. E. Wells Music Co., under its “approval plan,” the customer is invited to call in and ask to have records sent out to her home. Twenty-four hours later, the records are called for, but the customer understands that at least half of the records taken out must be kept. Delivery and return of all the records is taken care of by the company with no added expense to the customer. The price of the records kept is then added to the customer’s account.

Thus, without having to take the trouble to go downtown and find a parking place for her dinner, the customer is invited to choose new records in her leisure time in the comfort of her home. This “approval plan” serves as an excellent advertising plan, too, in this way: Perhaps the day after the records are called for the home, the customer has guests for tea, or to play bridge, or to dinner. Of course she plays the new records—and a guest may hear one or two. The customer tells her guests where and how she got them. Since the Chas. E. Wells Music Co. was mentioned, naturally the guest will go there before inquiring elsewhere for the record.

And so this plan benefits the customer by satisfying her musical needs comfortably and conveniently, and benefits the store by gaining the goodwill of its old customers, and through the goodwill, gaining new customers.

Latest Phonograph and Radio Patents


New United Motor Introduced

The phonograph division of the United Air Cleaner Co., Chicago, is introducing to the trade at the present time the new United electric phonograph motor. The product is a complete unit and the motor is started by the throwing of a small switch. It may be regulated to any desired speed, and is equipped with a switch speed control and turntable. The new United electric motor, which will be popularly priced, will be announced to the trade in the February issue of Talking Machine World, and it is said to be a rugged, powerful and noiseless motor. United Air Cleaner Co. designed the new motor with particular regard to efficiency in operation in radio-phonograph combination instruments. According to F. F. Paul, general sales manager of the United Air Cleaner Co., a new model of this unit will be placed upon the market in February.

Freshman Co. Signs Long Radio Contract

Contracts were signed recently by C. A. Earl, president of the new Freshman-Freed-Eisemann merger, with the National Broadcasting Co. calling for fifty-two weeks of time on the air starting Tuesday, January 1, and continuing every Tuesday thereafter at 10:30 p.m. Eastern Standard Time.

The programs will alternate between the Freshman and Freed-Eisemann divisions of the company, and will be known as the "Orchestrads," which will rank as one of the largest dance orchestras on the air. The musical trade-mark of the new hour has been written by Raymond Hubbell, well-known Broadway composer, and noted for such successes as seven Ziegfeld Follies, six New York Hippodrome productions, and many others including the recent hit, "Three Cheers," with Bill Rogers and Dorothy Stone. The cast-to-coat hookup will include WJZ, WBZ, WBZA, WHAM, WEFN, WNY, WHNL, WKBK, KYW, KWN, WREX, KOP, KSTP, KPO, KJG, KOMO, KHO and KSL.

Big Holiday Demand for Ortho-sonic Sets

BUFFALO, N. Y., January 4.—The three plants of the Federal Radio Corp., including the parent plant on Elmwood avenue, No. 2 plant on Niagara street and the Canadian plant at Bridgertown, Ont., are operating at capacity with a record-breaking output, according to company officials. For some time past the output has been almost exclusively on the E and F type receivers and the recently announced FI1 and F42 models. Both the New York City and Chicago distributors, Silas E. Pearsall Co., Inc., and the Metropolitan Electrical Supplies, Inc., enjoyed the biggest Federal year in their histories, with demands far exceeding supplies.

Beckwith Co. Issues Attractive Brochure

MIFFLINGTON, MICH., January 5.—The George C. Beckwith Co., Victor and radio distributor, recently issued a brochure describing the policies of the company and the methods employed in giving service to dealers. It is dedicated in the following words: "With grateful acknowledgment to our dealers whose co-operation has contributed to the growth of the Geo. C. Beckwith Co." The booklet is illustrated throughout with photographs of the personnel and views of the department and buildings.

In addition to the Victor line the Beckwith Co. distributes Amrad and Crosley radio receivers, Radiotronics, Eveready batteries, Peerless, Temple and Rola speakers and other high-grade lines of radio products.

Co-ordinate Music-Radio Conventions

Preliminary Plans for Annual Conventions and Trade Shows of Industries Agreed Upon by Leaders

Preliminary plans for the annual conventions and trade shows of the radio and music industries, both meeting in Chicago June 3 next, have been agreed upon by heads of the respective industries, represented by the Radio Manufacturers Association, the Radio Industries Chamber of Commerce, the National Association of Music Merchants, and allied music trade organizations. The consideration of music industry attractions undoubtedly will draw the largest industrial assemblage of the United States to Chicago next June, the Radio Manufacturers' Association meeting at the Stevens Hotel and the Music Industry at the Drake. The Congress of mutual advantage in co-ordinating the industrial meetings, banquets and shows, avoiding conflicts, were outlined at a conference here before officials of both industries.

A joint opening meeting of the two industries is planned on Tuesday morning, June 4, at the Drake Hotel, the RMA accepting the invitation from the music trades to join in this meeting. Other branches of the radio industry will be invited to participate.

Separate banquets of the two industries will be held, the annual banquet of the RMA being scheduled for Wednesday evening, June 5, and that of the National Association of Music Merchants on Thursday evening, June 6. Participation by the music trades in the all-star broadcast program of the RMA banquets planned also was arranged.

Sonora Branch in Seattle

H. Gardiner, Western district sales manager of the Sonora Phonograph Co., recently announced the opening of a sales and distributing branch office at 200 Maritime Building, Seattle, Wash., to be operated under the supervision of the San Francisco office. Seattle was chosen because of its location within convenient reach of a vast area rich in prospects and with excellent transportation facilities.

Kolster Meeting in Peoria

PEORIA, ILL., January 5.—Kolster dealers of central Illinois attended a meeting of the Goerv Club, this city, recently attended by the Isaac Walker Hardware Co., distributor of the products of the Kolster Radio Corp. R. J. Swan, of the distributing organization, and R. M. Gray, Kolster district representative, were the speakers.

Booklet on Television

Under the title of "Television," a comprehensive statement of the present status of the television technique and industry, as well as the formation and purpose of the Jenkins Television Corp., is available to all those interested in this latest phase of the radio art. A copy of this booklet will be sent to anyone addressing the Jenkins Television Corp., which has its headquarters at Jersey City, N. J.
Three Things That Are Responsible for CeCo's Tremendous Popularity

1. A clear, flawless silver-like tone that improves the performance of the average set to a degree that is surprising and they hold their tone quality clear to the end of their long useful life.

2. Their rugged durability—a lessened hazard of breakage due to their sturdy design and faultless workmanship.

3. They are one of the three leading nationally advertised radio tubes—CeCo advertising includes broadcasting every Monday at 8:30 through the entire 52 weeks of 1929 over the Columbia Broadcasting System to the 20 leading cities of the United States. Extensive magazine and trade paper advertising in large space; and a newspaper campaign embracing the leading newspapers of the country, with a combined circulation of more than six million.

Thousands of dealers are finding an increased demand for CeCo Tubes. They work well—wear well—and build worth while friendly customers. You'll find one for every radio need. All of them sell easily and show you an attractive profit.

See your jobber for information, prices and discounts, or write

CeCo MFG. CO., Inc. Providence, R.I.
Compete for Millions That
Will Be Spent on Entertainment

E. E. Shumaker, President of the Victor Talking Machine Co., Says That Trade Must
Be Sufficiently Enterprising to Get Full Share of the Dollars to Be Spent

W HETHER the question of the country's leader-
ship definitely settled for some time to
come, every sign points to an uninterrupted period of every well-managed business during the coming year.

The outlook for the talking machine and related products is most promising, in the certain to prosper and expand if we lock upon it as a stable enterprise—a business in which we may safely invest our money and expend all of our energies in building for the future.

If we, the dealers, the distributors and the manufacturers, improve our merchandising, enlargement the service and offer the public the finest quality products at the lowest possible prices, and, in doing this, avoid overproduction, which is certain to demoralize the industry, then we are building certain profit and substantial business foundations for the future.

Millions have been spent on entertainment in 1928, and we must take full advantage of our sales opportunities. We must compete for our full share of the dollars which, if we are not enterprising, will be spent for other things.

If these things are done, the talking machine and radio industries must hold their rightful place among the greatest business enterprises of the country. Under the leadership of the far-sighted men who continually plan and build for them, their future is secure, because business must, and will, respond and thrive if capably managed.

Columbia Issues New Masterworks Catalog

The Columbia Masterworks series, which is now approaching its first centennial year, has had a new and most attractive catalog listing all to No. 97, inclusive, together with the many Masterworks series records not enclosed in albums.

The catalog, which is of convenient pocket size, combines artistic appearance with the utmost of durability and utility. Its front section is devoted to a listing of all recordings in detail under composers' names, the latter arranged in alphabetical order. Following this is a twenty-page section presenting the most succinct form possible a treatise on the elements of sound quality with thumbnail sketches of the master composers, features of melodious interest in the works recorded and a condensed pronouncing dictionary of musical terms.

A. J. Drexel Biddle Discusses Television

A. J. Drexel Biddle, Jr., chairman of the board of the recently formed Jenkins Television Corp., has issued an interesting statement regarding the status of television and what may be expected in the way of future developments. He pointed out that while until now television has been considered a laboratory experiment, the time has come when this medium for entertainment must step out of the laboratory and into the every-day world. He said: "Because of years of research and engineering on facsimile transmission and television on the part of C. Francis Jenkins, Washington, D. C., our vice-president in charge of research, we have at our command a vast fund of practical experience which requires only the necessary production and merchandising touch to produce a commercial success. We have acquired the essential basic patents and detail patents to provide a firm foundation for our subsequent engineering developments.

The next step, therefore, is that of commercial exploitation, which is the prime purpose of the Jenkins Television Corp."

The Anderson Machine & Music Co., Anderson, S. C., recently incorporated to deal in talking machines, furniture, etc., with a capital stock of $5,000. The incorporators are Bonnie Hall, J. H. Mullinax and John A. Mahaffy.

Must Compete for Millions That Will Be Spent on Entertainment

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Sherman Clay Branch Has Fine Display

Johnny Noble's Royal Hawaiian Orchestra Featured in Attractive Display Showing Replica of S. S. Malolo

SEATTLE, WASH., January 3—The local branch of Sherman, Clay & Co. recently featured an interesting window display to promote the sale of Brunswick records made by Johnny Noble's Royal Hawaiian Orchestra. This aggregation of musicians was recently selected to make a trip on the S. S. Malolo, the centerpiece of the display for a large number of passengers who made the forty-two-day trip from Hawaii to Seattle and return. The orchestra plays regularly at the Royal Hawaiian Hotel in Honolulu, and while the ship was in port here the orchestra appeared at the Fifth Avenue Theatre and in the Vermont room of the Olympic Hotel.

A replica of the S. S. Malolo, six feet long and in exact proportion, was the centerpiece of the display in the Sherman, Clay window. A number of the Brunswick records which have been made by the orchestra occupied prominent space in the window, and special lighting effects added to the attractiveness.

Drop Charges Against R. C. A.

The Federal Trade Commission recently announced the dismissal of its complaint against the General Electric Co., Radio Corp. of America and others, charging unfair competition and a monopoly in the manufacture and sale of radio apparatus. The complaint, specifically charged that the above-named companies combined and conspired with the American Tel. & Tel. Co., the Western Electric Co., Inc. Westinghouse, Elec. & Mfg. Co., International Radio Telegraph Co., United Fruit Co. and the Wireless Specialty Apparatus Co., with the effect of restraining competition and creating monopoly in the manufacture, purchase and sale of radio apparatus and other electrical devices and monopolizing radio communication.

Museum Gets Famous Voices

A gallery of voices, similar to the collection of records sponsored recently by Premier Musicol in Italy, will be on display at the British Museum, London, England, through the courtesy of talking machine companies. The collection is in the form of brass matrices from which the records can easily be made. Among those whose speaking voices are thus preserved are the King and Queen, the Prince of Wales, Cardinal Bourne, Lord Kelvin, Lord Roberts, Beerbom Tres, Winston Churchill, Baros Davidson, Dr. and Lloyd George, and other elecrical models of such as Sir Ernest Shackleton and George Bernard Shaw.

Talking machine companies have developed and changed so fast in thirty years that there is a serious difficulty in a collection of this kind. Fortunately, for example, records of voices on twelve old-fashioned cylinders, and museum officials have no machine which can play them. There is a collection of these old talking machines, and they may be pressed into use if the gallery of voices is ever brought to life.

South Carolina Plans Tax on Radio Owners

A plan has been advanced in South Carolina and will be presented at a forthcoming session of the State Legislature calling for an annual tax on radio set owners, the revenue to be used in erecting and maintaining a radio broadcasting station to be established at the University of South Carolina. The control of the station would be by a radio board or commission, or by the University of South Carolina. If the plan is put through radio receiving set owners would be taxed two dollars per annum.

Rochester A. K. Jobber Settled in New Home

ROCHESTER, N. Y., January 5—The Starter & Ignition Service Co., Inc., Atwater Kent distributor, is now settled in its new and enlarged home at 18-20 North Union street, with greatly increased facilities for giving improved service to dealers. The demonstration and display room is one of the most attractive in the East and affords a comfortable place for dealers and their customers to hear the Atwater Kent receivers under advantageous conditions. It is situated in the front of the second story of the building. The offices of Carl L. Hartman and Charles L. Holman, president and vice-president, are situated near the display room and the rest of the floor is devoted to storage rooms and the service department. The offices under the direction of A. Bastian, treasurer, are on the main floor as are the receiving and shipping departments of the company.

Victor Dividends

The Board of Directors of the Victor Talking Machine Co., Camden, N. J., has declared the following quarterly dividends to stockholders of record at the close of business on December 31, 1928: $1.75 per share on preferred stock ($6 share old stock outstanding), payable January 15, 1929; $1.75 per share on seven per cent cumulative prior preference stock, payable February 1, 1929. $1.50 per share on $6 cumulative convertible preferred stock, payable February 1, 1929. $1.50 per share on common stock, payable February 1, 1929.

All-American Mohawk Plans

CHICAGO, ILL., January 5.—Gustave Frankel, vice-president and general manager of the All-American Mohawk Corp., in outlining plans for the firm's expansion, recently stated: "The session of 1929 will find the All-American Mohawk Corp., with greatly increased production facilities, and we will have at least two new facturing plants. We will continue to make all our own parts and cabinets. Our plans also call for increased national advertising and publicity campaigns on a larger scale."

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FOR your splendid support in 1928, Utah thanks you. And in appreciation of that support, we promise even greater cooperation in 1929. With new plans, new ideas, new vision and enlarged manufacturing facilities we will strive to help you realize greater profits in this coming year.
FADA 32

List price $225, without tubes

The Fada 32 uses 227 type indirect heater tubes, giving exceptionally long life as employed by Fada—reproduction not affected by line voltage fluctuations. With self-contained Fada dynamic speaker (enormous volume or mere whisper)—Illuminated single dial—single tuning knob—Uses 7 tubes and rectifier (8 tubes total).

Two 171-A tubes with push-pull amplification—Equipped for phonograph attachment—Smooth volume control—Completely self-contained in a beautiful burl walnut console—Operates from A. C. light socket (90-130 volts, 50 to 60 cycles). Model 32-Z also available for operation on A. C. lines 90-130 volts—25 to 49 cycles. Yes it’s a neutrodyne!
NOW! Fada comes through with the most sensational values in the history of radio ... the Fada 32 and the Fada 16. They're what the radio buying public has been waiting for ... even begging for.

Just think of it! An 8-tube console with self-contained dynamic speaker ... using heater element tubes ... two 171-A tubes with push-pull amplification ... to sell for only $225. And the same features in a table model for use with dynamic or magnetic speaker—to sell for only $110!

That's the kind of values Fada produces. And all Fada merchandise is sold on the Fada franchise protective policy ... communicate with us for details regarding one of our valuable franchises in your territory.

F. A. D. ANDREA, INC., LONG ISLAND CITY, N. Y.
Musical Billboard Wins Attention

Advertising Sign Entertains Passing Crowds

THE radio and phonograph have joined voices to put pep in billboard advertising. Witness the "talking signboard" erected in San Diego, Cal., for the Southern California Music Co. of that city. After the idea of combined entertainment and signboard advertising was conceived, Stuart Ashenberg, store manager, consulted with R. B. Doherty, his radio technician, to see what could be done. The result is that with the use of an Atwater Kent model 46 radio and a Deca-Disc automatic, the signboard not only attracts attention, but succeeds in getting quite an audience gathered before it evenings.

The signboard, now generally referred to as a "talkie" is built along India street, one of San Diego’s busiest boulevards. It presents a radio cabinet in an advertisement for the music company. The grill of the cabinet is outlined by a red Neon light, to attract attention to the source of the music.

The "works" are housed back of the signboard. They consist mainly of the radio set and phonograph, connected to a loud speaker attached to the signboard just back of the grill of the radio shown in the advertisement. The phonograph contains a power amplifier, through which both radio and phonograph programs are repeated, succeeding in making them clearly audible a block from the board. This catches the motorist’s attention in time for him to spot the red Neon light and not only find the source of the music, but get a good look at the advertisement before he passes the board.

An automatic timing device has been installed in connection with the hook-up. Twice a day this device turns three-hour programs on and off. It also is connected to allow either the radio or phonograph to be entirely cut out. There are ten records in the phonograph, which supplies ample variety of entertainment for the many passers-by when the phonograph alone is broadcasting.

The board is declared by Ashenberg, Doherty & Austin Cordtiz, of the Robert Cordtiz Outdoor Advertising Co., to be a success. Others are to be installed in parts of the city where the program will be welcome.

RMA survey, "that television is an actuality today, but only just as is the airplane. The air-plane is providing amusement for many enthusiasts, yet few people are deferring buying an automobile because they expect to buy a plane instead next year.

"Current television pictures are possible just as good as pictures appearing in the daily press but it should be emphasized that pictures of this quality are very small. It is like taking a vest-pocket-camera picture and reducing its detail to that of a newspaper screen.

"Although the pictures are small they provide excellent entertainment to a careful and skilful radio experimentalist. They are not satis-

Status of Television Summarized in Report

Final Article of Series of Six, Sponsored by RMA, States Television Is Actuality Only for the Experimenters

The sixth of the series of articles dealing with television, sponsored by the Radio Manufacturers’ Association, gives a summary of the survey taken by the committee under the direction of H. B. Richmond of Cambridge, Mass.

"The public should be told," states the Co’s Talking Billboard

Southern California Music Co.

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factory for general entertainments, and from an entertainment standpoint are in no way comparable with audio broadcasting. The necessity for careful attention to the music, by second-by-second operation of the receiver should be stressed. It should be clearly stated to the public that a television receiver cannot be started and then left to care for itself, as can an audio-broadcast receiver.

"Terminology and medium of transmission are points in which the public should be instructed. The complicated problem of synchronization is much simpler over wire lines than by radio.

Many television experiments are carried on over wire systems, but this has not been sufficiently explained or emphasized so that the public has come to believe that all television is radio. The differences should also be emphasized between sending photographs by radio, the sending of images from moving pictures, and the far more difficult feat of actual television.

"Television apparatus is an additional attachment which may be used with an existing set or attached to a specially designed receiver. Like the combination radio and phonograph sets we may later have television combinations, but it should be understood that the television component is an additional unit similar to the present phonograph unit.

"Most television receivers use scanning disks. It is granted that these are not necessary, but other methods developed to-day are of the same order in size. As far as is known there are as yet any television receivers that a particular housewife would welcome as an attractive and fitting companion piece for her living-room furniture.

"It is too little understood that going beyond the present small pictures means added channels for broadcasting, and that under known methods it would take the entire broadcast spectrum to put out a picture comparable with moving pictures in a theater. One of the most talked-of television experiments required the use of three complete transmitters and receivers with a full crew of trained engineers to keep the system in operation. There is still considerable disagreement as to how far television will go beyond the experimenter interest stage. This is because of the continuous attention required by visual reproduction as against the casual attention required by audio reproduction. At present the most careful analysts favor the experimental and strictly professional viewpoint."

Kolster Dealers Meet

The Kolster dealers of central Illinois met at the Creve Coeur Club in Peoria recently. R. J. Swan, of the Isaac Walker Hardware Co., Kolster distributor, outlined the part a jobber should play in the industry. R. M. Gray, Kolster district representative, spoke on "What the Kolster franchise means to the dealer." An open discussion showed the enthusiasm and loyal support of the dealers.

Jobbers Report Big Increase

A meeting of the board of directors of the Radio Wholesalers Association was held in Chicago recently, and reports from members from all sections of the country showed that 1926 has been the most successful radio season yet enjoyed. The consensus of opinion was that sales for the present season should be 70 per cent better than those of the 1927-1928 season.

Expedition Builds Prestige

The All-American Mohawk Malaysian Expedition, which leaves for Borneo in the near future to investigate equatorial radio problems as well as other scientific matters, has won a great deal of prestige and good will for the products of the All-American Mohawk Corp., Chicago, sponsor of the expedition.
Faithful Tonal Quality Will Be Radio's Prime Requisite in 1929

Arthur L. Walsh, Vice-President of Thomas A. Edison, Inc., says that radio is not only an essential in the home but has become the showpiece of furniture.

We are asked what's around the corner...over in 1929...for radio. Our answer is we are building radios as fast as we know how, and if we discover a way to do it, we'll build them still faster. The year 1928 proved at least one thing—America is sold on radio. And what happens to an industry when America gets sold on it may be read in the unprecedented growth of the automobile industry. It's one reason why we are sold on America. Radio has come to be more than "an essential factor in the home," to quote a familiar phrase. It has become the showpiece of furniture, and as such is expected to impress the guest with the family's good taste. And for that very reason the public has developed a new attitude toward radio buying. The radio that will satisfy the discriminating buyer in 1929 will be more than a sound-reproducing mechanism. It will be a masterpiece of the cabinet-maker's art, bringing with it an atmosphere of satisfying beauty and distinction.

Another marked tendency of 1928 which will be more definite in 1929 is towards radio and phonograph combinations. In the 1929 receivers, faithful re-creation of tonal quality at greater volume will be the prime requisite. Vastly improved programs will be broadcast from more powerful stations and these features, combined with the radio-phonograph, will furnish a thoroughly sold public the greatest possible variety of radio entertainment.

**Brunswick Featured by Buffalo Dealer**

Denton, Cottier & Daniels, Buffalo dealers of Buffalo, N. Y., are listed among the most important music dealers in the country, and as such is expected to impress the guest with the family's good taste. This applies to the high type finish, style and beauty which are being expressed in this season's styles and in which the manufacturer is stressing the "eye appeal." Mr. O'Brien says in part: "It is difficult to tell exactly what proportions of purchases are determined by the woman, but we do know that in the great majority of instances this is, as in the automobile world of today, a very active influence and has definite ideas as to what the radio receiver should be, both as to appearance and quality of reception."

**Whiteman Judge in Music Contest**

Paul Whiteman, exclusive Columbia artist and foremost exponent of the modern trend of music, became a music critic for a short time while he was filling an engagement with his orchestra in Omaha recently. Under the auspices of the Omaha World-Herald a music writing contest was held. Over 150 manuscripts were submitted, of which six were judged as having commercial possibilities. The local radio station, WOW, presented these six pieces of music over the air. Only one composition, however, had the quality that Mr. Whiteman demands in material for his orchestra.

**Carols on Atwater Kent Hour**

An interesting program of Christmas carols was heard during the Atwater Kent Hour on Sunday, December 23. The traditional airs of England and other countries were sung by a mixed quartet consisting of Olive Kline, Elsie Baker, Arthur Hackett and William Simmons.

**New Chicago Retail Store**

The Carter Watzel Radio Store, Inc., 1918 Irving Park Boulevard, Chicago, I11., has been organized to deal in radios, phonographs and musical instruments.
NEW
delightly

BERG
1929
Artone
PORTABLE
PHONOGRAPHs

No. 529—$15.00 list. Increased in size and very much with long horn, throw back the arm and added set. The appearance and performance of this model are remarkable.

No. 530—$20.00 list. Plays two records and with its new horn and increased size, this machine equals former $25.00 models.

Grand Model $35.00 list. A stately de luxe portable with amazing performance.
Quality Portables
—at reasonable prices

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 Ar lone Portables have been proven by their phenomenal success and by the fact that complaints or returns for any cause whatever have been negligible.

The 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

BERG A. T. & S. CO., Inc.
Long Island City
New York
Better Business Methods Will Make 1929 Radio's Best Year

F. B. Travers, President of the Magnavox Co., Says That With the Establishment of Constructive Business Methods 1929 Represents Great Opportunity

The two outstanding factors contributing to the stability of the radio industry during 1928, according to F. B. Travers, president of the Magnavox Co., are the refinements and perfection of the all-electric radio receiving set and the electro-dynamic loud speaker. The influence of a presidential year on immediate demand for radio apparatus also was emphasized by Mr. Travers.

"Even with twelve million radio-equipped homes, there undoubtedly will be more than twice as many receiving sets, and three times as many loud speakers sold within the next three years as were manufactured and sold in the last six years," he said.

"As for saturation, this is something which will not give manufacturers any grave concern for another five years, and most likely not then. When there is a potential possibility of fifty million automobiles in the United States including, may families owning two or more cars, the potentialities in the radio industry in comparison are hard to conceive, as anyone once accustomed to a good radio would sacrifice almost anything else before giving up the advantage of having the world at their beck and call by the mere turn of a dial.

"Many homes will have not only several separate speakers, but will have more than one set that all members of the family may have their own choice of entertainment or DX selection. This field as yet has not even been cultivated. Not to be overlooked are the vast foreign markets which are rapidly developing. The demand from all parts of the world for quality radio apparatus gravitates to American manufacturers as from experience they have learned to depend upon American-made products.

"Nineteen twenty-eight being Presidential election year, probably more than any other factor influenced the immediate demand for radio equipment. With values that are available to the public in complete console equipment and special furniture speakers, there is no longer the tendency to delay the purchase of a radio with the idea of waiting for something destined to revolutionize the art any more than there is that of walking until the ultimate has been attained in the design and construction of an automobile.

"This year greater attention has been given to the selection of distributing outlets resulting in a firmer credit structure than at any time heretofore, thus placing the radio industry on a par financially with many industries established for several decades. With the establishment of constructive business methods, the year 1929 is looked forward to as one representing the greatest opportunity of any year in the industry."

Columbia-Kolster Is Gift to Prince

Columbia prestige and fame is widespread as is evidenced in the following news item taken from two of the leading dailies in Tokyo:

"American-Japanese Society has decided to present Columbia-Kolster instrument of Columbia Phonograph Co. of America to Prince Chichibu in commemoration of his wedding. Messrs. White of Westinghouse Co. and Geary of Columbia Co., members of the Society, are in charge of this present, who talked with great enthusiasm that they will make the most splendid machine unexcelled in the world within three months, which is to be manufactured by Columbia Phonograph Co. in America. This phonograph can be used for radio, too. On the day of the wedding only a list of presents will be presented and the phonograph will be offered when it arrives from America."

Leipzig Trade Fair

March 3 to 13

Will House 11,000 Exhibits From Twenty-four Countries—Fully 200,000 Active Buyers Are Expected to Attend

The Leipzig Trade Fair, the largest goods exchanges in the world, will be held from March 3 to 13, 1929. Following its traditions of 700 years, the Fair will welcome exhibitors and visitors from all parts of the world. Visitors to the Fair this year will be able to shop profitably among some 11,000 elaborate exhibits, assembled from twenty-four countries. Fully 200,000 active buyers from forty-four countries will attend, of whom 30,000 will come from countries other than Germany. At the last Spring Fair more than half a billion dollars worth of goods were sold within a week, of which one-half were for export, and subsequent orders greatly increased the total. This Spring Fair will have three times as many exhibits, and ten times as many buyers as any pre-war Fair. America will be adequately represented by some seventy significant exhibits of its leading products, and 2,000 buyers from all parts of the United States will attend.

Demonstrate Orchestropes

WHEELING, W. VA., January 3.—The Caphart Automatic Orchestrope line was recently added by the C. A. House Co. music store on Market street here, and for the first week special concerts were given at the store several times a day. S. J. Swain, of the Caphart Automatic Phonograph Corp., of Huntington, Ind., spent several days in this city and supervised the special demonstrations.

Open Brunswick Music Shop

BRAZIL, Ind., January 4.—Ina C. Serin and Clyde W. York recently opened the Brunswick Music Shop on West National avenue. A complete line of Brunswick Panatropes, radio combinations, Brunswick records and other musical instruments are carried. Both Mr. Serin and Mr. York have had long experience in the retail music field, and they plan an aggressive campaign in the interest of their lines.

The Atwater Kent receiver, Model No. 40, receives fine publicity in the First National film "Show Gifts," as it is seen several times during the run of the picture. At one time an obsolete set is discarded for a new A.K.
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.
The First Step in 1929

Don't fail to tune in every Tuesday night, 10:30 P. M. Eastern Standard Time, on the Freshman Freed-Eisemann Orchestras—dancing orchestras ever put regularly on the air. In a coast-to-coast hook-up through WJZ and Associated N. B. C. Stations. Sponsored by the Freshman and Freed-Eisemann Divisions of the Chas. Freshman Co., Inc.—and by Freshman and Freed-Eisemann dealers everywhere.
A NEW Broadcasting Achievement

WHEN we announced the merger of the Freshman and Freed-Eisemann organizations, we promised Freshman and Freed-Eisemann dealers some really great things in the way of co-operation during 1929.

The first step in our comprehensive campaign of dealer co-operation will be the presentation of a radio broadcasting program which far excels anything of its kind yet offered the public.

Beginning New Year's Day, the Freshman Freed-Eisemann Orchestradians, the largest dance orchestra ever put regularly on the air, will broadcast weekly throughout the year. The Orchestradians will be supported by vocalists of national reputation and in addition will offer many delightful musical novelties.

Every Tuesday evening, at 10.30 Eastern Standard Time, the Orchestradians will be heard over WJZ, New York, and Associated National Broadcasting Company Stations, in a hook-up extending from coast to coast.

These programs will be sponsored alternately by the Freshman and the Freed-Eisemann Divisions of the Charles Freshman Co., Inc.

This broadcasting by the Orchestradians is only the first step toward making 1929 the biggest year in radio history for Freshman and Freed-Eisemann dealers.

When you listen to the Orchestradians remember it is your program, broadcast to bring new customers and prospects into your store.

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

FREED-EISEMANN RADIO CORPORATION
BROOKLYN, N.Y.
Thomas Griselle and Rube Bloom
Awarded Prizes by Victor Co.

Best Compositions "Within the Playing Scope of the American Dance, Jazz or Popular Concert Orchestra" Chosen—Prizes of $10,000 and $5,000 Awarded

Winners of the largest prizes ever offered for short jazz compositions were announced in New York City at a dinner at the Waldorf-Astoria given by the Victor Talking Machine Co., sponsor of the prize contest, nearly two months to reach its final decision.

Thomas Griselle, winner of the first prize, is a native of Upper Sandusky, O. His early musical training was at the Cincinnati College of Music, where he studied piano with Albin Hour, American Magazine Hour, Woman's Home Companion Hour and Golly and Dusty.

Mr. Griselle's published compositions include "Two Dances of Olden Times," "Minuet," "Bourree," "Dance Moderne," "Cubist," "Nood-lin'" and "Tomfoolery." He is also the composer of music for the dance specialty done by Jedayla Brown in the O'ohan Revue of 1918. Recently he wrote "An Unforgettable Symphony" for six pianos (twelve performers) for the Clavier Ensemble, Providence, R. I. This composition, which is probably the first ever written originally for this combination of instruments, was performed by the Ensemble in Providence and Boston last Spring.

Despite his name, which is of French origin, Mr. Griselle is a member of the Sons of the American Revolution. During the World War he served as a sergeant of infantry at Camp Meade. He is a member of the S. Rankin Drew Post of the American Legion.

Mr. Griselle's prize-winning composition, "Two American Sketches," contains two movements, a nocturne and a march. It is original in conception, novel in treatment and is thoroughly expressive of the most modern trend in American music. He worked on it continuously from the announcement of the contest until he submitted it two days before the end of the competition in October.

Rube Bloom, winner of the second prize, is a native of New York. His study has been almost entirely with private teachers. During the past three years he has published several compositions, best known of which is "Soli-logy," a number that has been successfully played by several concert jazz orchestras. Other published works are "Sapphire," "Silhouette," "Serenata," and "Fleur de Lis." He has done some recording work, and was a member of the Bay Miller Orchestra, playing piano. "Song of the Bayou," his winning composition, has many of the characteristics of the negro spiritual, but also uses some of the syncopated rhythms that have been developed in this country.

John Philip Sousa presided at the dinner at which the awards were made. The prizes were presented by Edward E. Shumaker, president of the Victor Talking Machine Co., after S. L. Rothafel, chairman of the judges' committee, had described the contest and the manner in which it was conducted. Both prize compositions were broadcast over a large network of stations by a Victor orchestra under the direction of Nathaniel Shilkret.

A second Victor contest, which offers a prize of $25,000 for a composition for symphony orchestra, and is open to any American citizen, closes May 28, 1929.
Replacement Market Will Keep Producers Busy During 1929

A. Atwater Kent Believes Owners of Battery Sets Who Are Replacing Their Receivers With All-Electric Instruments Will Keep Manufacturing Busy Throughout Year

A. ATWATER KENT, Philadelphia radio manufacturer and broadcaster, predicting that the coming year will be the greatest in radio history, points out that the country is thoroughly sold on radio, and says: "In spite of the fact that 1928 set a new peak in the radio industry, I anticipate that 1929 will be even greater. There is every reason for optimism and no reason for pessimism. The country is moving forward rapidly in all lines. Prosperity is sound and substantial, and in this situation it is obvious that radio is bound to take a position of leadership in setting the pace."

"The outstanding feature in radio during the past year has been the all-electric receiver. The country was ready for this modern, efficient product, which is proving such a blessing to listeners, and manufacturers were abreast of the demand with dependable sets.

"New users of radio are rapidly appearing all over the country, and owners of battery sets are replacing their old equipment with all-electric instruments at a rate which keeps producers busy to meet demands. These conditions will continue throughout 1929.

"At the same time the quality of broadcast entertainment is getting better and better every day. The problems pertaining to satisfactory reception are receiving attention and will undoubtedly be solved. Leaders in every field of human activity are more and more taking cognizance of radio in shaping their programs and activities. The important part which radio played in the presidential campaign is only one instance of the application of this new science to an ever-increasing number of new fields."

"In other words, in the language of modern business, the country is "sold" on radio, which means that it is strictly up to those of us active engaged in the industry—manufacturers and broadcasters—to meet the country's demands. Our effort to do so is destined to make 1929 the busiest year of our lives."

Magnavox Looks to Men for Success

Election of F. B. Travers as President and Other Officials in Line With Policy to Place Management in Hands of Men Responsible for Success

The election of F. B. Travers to the presidency of the Magnavox Co., Oakland, Cal., and R. A. O'Connor and E. S. Pridham as vice-presidents, on November 10, marks the completion of management changes first inaugurated eighteen months ago. The reins are now in the hands of the men largely responsible for the success of the Magnavox Co.

Mr. Travers joined the company in 1917. He was formerly with the Sonora Phonograph Co. of California. When the Magnavox Co. was formed the business of the former company was included and Mr. Travers directed the wholesale and retail distribution of Sonora products. In 1925 phonograph distribution was dropped and Mr. Travers became general sales manager. He was made vice-president in July, 1927, and president, November 10, 1928.

Mr. O'Connor has been with the Magnavox Co. as buying and sales manager, and was a director for about three years. He was formerly in the export business in Hong Kong, China. He was in charge of foreign sales for Magnavox, open

Big Chicago Lyric Outlet

The Hartman Furniture Co., with twenty-six retail stores in Chicago and surrounding territory, is the latest Lyric radio merchant in that part of the country, Otto N. Frankfort, vice-president in charge of sales of the All-American Mohawk Corp., recently announced.

A substantial advertising campaign in Chicago and nearby towns ushered in the new dealer. Mr. Frankfort pointed out, full-page advertisements in the Chicago Daily News, Evening American and Chicago Sunday Tribune having already appeared. The Hartman Furniture Co. is recognized as one of the largest retail organizations in the country.

The new Edison combination radio featured by the Innes Music Co., in Wichita, Kan., has made a great hit, according to Manager J. A. Campbell.

Plus!

Dealers who sell radio sets and loud speakers welcome the new CARRYOLA Electric Pick-ups as a plus item of profit. Every buyer of a radio is a sure prospect for the CARRYOLA Model 61 to retail at $57.50. As described below:

CARRYOLA (Model Sixty-one) Electric Pick-up—Reproduces phonograph records through the radio loud speaker even better than direct reception from the air.

Simply plug into an ordinary light socket and into the radio set, and it becomes an electric phonograph. No winding necessary; No false notes; No static; No interference.

Everybody who owns a radio will want this instrument. This means two sales and no regrets for dealers, instead of one.

CARRYOLA
MODEL
61

CARRYOLA
MODEL
50

CARRYOLA Model 61 Electric Pick-up Only $57.50 List—is electrically driven by the new Prime Electric Motor—the latest and most advanced type of phonograph motor made.

It is a beautiful, mechanically perfect addition to any home; encased in brown finish boul- koid, touched off with rich old gold of its metal parts.

CARRYOLA

THE CARRYOLA COMPANY OF AMERICA
647 Clinton Street, Milwaukee, Wisconsin
A Great Radio Suc

COLONIAL... New York's

The COLONIAL
with the built-in
CUTTING DYNAMIC SPEAKER
Models for A.C. and D.C.

Beautiful consoles...all-steel, electrically shielded chassis...automatic voltage compensator...bridge volume control... pick-up jack for phonograph records... illuminated panel. Audio system employs two 171 tubes in push pull. Laminated "A" metal transformers are used together with a frequency gain mesh. The whole network is designed to bring out wonderful capacity of the speaker.
cess MOVES ON

Greatest Radio Sensation
—Now Available for Other Markets

WITH thousands of this PERFECT set already sold...with increased manufacturing service and financial resources...with a smashing, big-scale advertising campaign...with FOUR TIMES the factory space of a year ago...this marvelous set is ready to duplicate its great record in other territories.

Within a few short months, Colonial has built up one of the strongest dealer organizations in the New York and Philadelphia districts. Colonial products and Colonial policies have quickly put it in a position which other manufacturers have taken years to reach.

Read the brief description of the new Colonial. Get an actual demonstration of Cutting Dynamic reception. Judge for yourself whether YOUR public will demand a set which gives so much in the way of beauty, performance and value at the price.

Get the COLONIAL Dealer Proposition NOW

Within a short time, Colonial will have offices, service representatives and warehouse stocks in Chicago, Cleveland, Detroit, Pittsburgh, Baltimore, Boston and other large distributing centers. After January 1st, live dealers in these sections will have opportunity to capitalize this great New York success.

Any one of hundreds of successful dealers will tell you that Colonial knows how to advertise, how to service, how to cooperate, how to help dealers in every way that makes for success. Write, telephone or wire for dealer franchise information. Address

COLONIAL RADIO CORPORATION
LONG ISLAND CITY, N. Y.

CUTTING DYNAMIC POWER

The Cutting Dynamic Power Speaker Unit, weighing 65 pounds, consists of a power plant, power amplifier and electro-dynamic speaker. The speaker looks over-sized. It is large. It has a larger electro magnet, larger floating cone and a much larger single-turn driving coil. The clever design and combination of these elements have produced the effect that is little short of revolutionary.

The new Colonial is the greatest achievement of one of the world's foremost engineers, Dr. Fulton Cutting, designer of successful radio since 1916. Backed by the manufacturing resources of the Colonial Radio Corporation, Dr. Cutting gave his invention to the public with full confidence that it would be produced in keeping with the highest mechanical standards.

NIAL
There's no seasonal demand to overcome when you stock these Carroyola "staples." From New Year's to Christmas, you can count on them to attract trade to your store.

The Carroyola Electric Pick-up

It is claimed to be the best of all over-the-counter sellers. This attachment replaces the reproducer on any phonograph. By inserting the cord tips on one of the prongs to the detector tube and to the ground post of the radio set—phonograph recorder, it may be electrically reproduced through the radio loud-speaker. Full, rich, mellow volume or the faintest whisper—available by the manipulation of a single "volume control" knob. This attachment may be used with any standard radio and any phonograph.

Carroyola 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 tone-arm, patented automatic album holder and lid support—lacquered wood finish inside—outside covering extra heavy fabricoid in two colors, brown or black. Measurements 9 1/2 inches high, 13 1/2 inches wide, 13 1/2 inches long, weight 21 pounds. Retail at $3.50.

Demonstrations of these two sure-fire Profit Makers upon request.

Carroyola

The Carroyola Company of America

647 Clinton Street

Milwaukee, Wisconsin

"1929 Will Top All Previous Years in Radio Sales Volume"

Douglas Rigney, General Manager and Treasurer of A. H. Grebe & Co., Inc., Believes All Phases of Broadcasting Will Rise to New High Levels—Will Influence Sales

THAT 1929 would top all previous years insofar as volume of radio sales is concerned, was the opinion expressed here by Douglas Rigney, general manager and treasurer of A. H. Grebe & Co., Inc., radio manufacturers. Mr. Rigney founds his belief upon the fact that because of the reallocation plan recently placed into effect by the Federal Radio Commission, bigger and better programs are being broadcast every night by every important radio station in the country.

Mr. Rigney said: "The time has come when every household must be radio-equipped. We are living in a progressive age. All of us want to be up-to-date. Radio is an important factor in our progressiveness. To be without radio is to practically live in the dark—to live in an age that has passed! Full realization of these facts will come in 1929—a year that will have no precedent insofar as volume of sales is concerned. It will be a year of superb radio events, program construction, music, in fact every phase of broadcast will, under right reception conditions, rise to a new high level."

Commenting on improved technical conditions existing to-day, and what to expect along similar lines for the future, Mr. Rigney said: "1929 has seen the final development of electric receivers. Service difficulties have been met and conquered—the electric receiver of 1929 unquestionably will be a finished, foolproof product. Final improvements in loud speaker design will bring about lifetime reproduction of radio broadcasting. Everyone in the radio field should prepare now for the biggest year the new industry will have ever seen."

Important Additions to Steinite Personnel

Well-known Sales Executives and Prominent Radio Engineers Round Out Departments of the Steinite Radio Co.

The rapid expansion of the Steinite Radio Co., maker of Steinite radio receivers, has made it necessary to add to the personnel of that organization. News from the factories at Atchison, Kan., and the general sales offices in Chicago, indicates that this firm has chosen some of the best-known men in their various professions to round out the sales and engineering departments.

In the sales division Oscar Getts, vice-president, announces that Tom Williams, formerly with the Peasley-Gasbirt Co., Louisville, has been engaged to work with the American Supply Co., Chicaco, which serves as distributor for the Steinite receiver in the Chicago territory. Mr. Williams will work intensively with Chicago dealers in the merchandising of Steinite products, and his experience fits him admirably for this purpose.

Creating a new department, which will cooperate with jobbers in creating new sales outlets, Steinite has engaged O. R. Coblentz as a travelling sales promotion manager, who comes from the Harwi Hardware Co., Steinite distributor, in Atchison, Kan. It will be Mr. Coblentz's particular duty to enlarge the selling field of Steinite jobbers and to take full advantage of every sales channel. Mr. Coblentz will visit the Steinite jobbers regularly and work with them practically as a member of their organization.

A. Crosskey, chief engineer of the Steinite Radio Co., announces the acquisition of three prominent radio engineers, L. C. Hollands, formerly with the Westinghouse Electrical & Manufacturing Co., is one of the new Steinite engineers. Additional talent has been secured in the person of Henry L. Lee, who will act as chief inspection engineer.

Recognizing the coming importance of electrical pick-ups for phonographs, Steinite has engaged Professor R. J. Knoul, formerly with Iowa State University. Professor Knoul has worked with the General Electric Co. and will spend his time at the Atchison laboratories in the development of electrical pick-ups.

Gushard's Department Store in Decatur, Ill., noticed a marked increase in Kolster sales when they hung a large banner from the mezzanine floor saying, "New Kolster Radio—A Fine Set—Heard Here."

"Sonny Boy" Records in St. Louis Displays

Contest Sponsored by Brunswick Branch Results in Many Attractive Displays Featuring Popular Jolson Record

There have been many interesting publicity campaigns on Brunswick's phenomenal record of "Sonny Boy," by Al Jolson. One of the most interesting and effective was a window display contest held by the St. Louis branch of the Brunswick Co., in which all of the dealers competed for prizes and prepared windows in accordance with their individual ideas of attractive display. The result was that the windows of the music stores in St. Louis were devoted exclusively to this one record at that time. The contest was given city-wide importance and the judges were men of civic prominence. The interest manifested in the event developed some fine Brunswick publicity.

The first prize was taken by the Schweig-Engel Corp., 911 Easton avenue, whose win dow is illustrated herewith. The second prize was awarded to the Kiechleer Piano Co., 1007 Olive street, and third prize was won by the Tyler B. Hawk Music Stores, 3018 North Grand avenue.

New Raytheon Developments

The research work which is constantly being varied on by the Raytheon Mfg. Co. has resulted in the development of two new circuit changes which are of considerable importance in reducing the size and manufacturing costs of Raytheon-equipped power units, both for AC set use and as separate B-eliminators. One will be with the use of high condensers, the other with the filter choke coils.

Schweig-Engel "Sonny Boy" Window

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The BATAVIA
The new, powerful and pleasing Conamic Unit housed in a beautiful walnut cabinet. This table model has surprising power and tone beauty. You will be delighted with its performance.

The AURORA
The Conamic Unit is a beautiful metal cabinet of classic design. Great tonal range, tremendous volume and faithful reproduction. You will be delighted with this Speaker and surprised at the price.

The BATAVIA
The new, powerful and pleasing Conamic Unit housed in a beautiful walnut cabinet. This table model has surprising power and tone beauty. You will be delighted with its performance.

THE NEW CONAMIC
DYNAMIC PERFORMANCE AT AMAZING LOW PRICE...

THIS new speaker is an outstanding achievement not only in value but in performance as well. In the deep richness of the bass and the complete tonal range, its performance is comparable to any Dynamic Speaker we have ever heard. It offers to the radio world a speaker which gives Dynamic reproduction at a new low price standard and it completes the already attractive Operadio line. Write for Details!

Manufactured by
OPERADIO MFG. CO.
ST. CHARLES, ILLINOIS
Greater Chicago District

The OPERADIO DYNAMIC UNIT
Declares improvements in power reproduction due to special Operadio designs. Will handle the output of larger sets without trace of distortion, blunting or robbing regardless of stages of power amplifiers.

The WESTMINSTER
The newest and finest of Operadio-Air Column Speakers. May be connected to any set and will handle the output of any standard amplifier up to and including the 171 tube. Has 61 inch air column.

The GENEVA
Dynamic
A table model Dynamic Speaker, scientifically constructed with a sounding board giving maximum baffle effect. Beautiful in design and finished in rich walnut. Furnished with Operadio Dynamic Unit. 6 volt D.C. 110 volt D.C. 110 volt A.C.

The ST. CHARLES
Dynamic
A cabinet model Dynamic Speaker which will handle and give tremendous volume with unfailing tone fidelity. For sets employing power tubes or equipped with separate amplifiers using power tubes.
6 volt D.C. 110 volt D.C. 110 volt A.C.

The BEL CANTO
Can be had with 8½ inch air column or Dynamic Unit, 6 volt D.C. or 110 volt D.C. or 110 volt A.C. [with or without an Operadio 4 or 5 tube amplifier]. Amplifier may be used in combination with air column or Dynamic Unit.
Majestic Distributors

GRIGSBY-GRUNOW COMPANY
have placed orders for $120,000,000 worth of Majestic Electric Radio Receivers for 1929

5801 Dickens Avenue, CHICAGO, ILL.
It is no exaggeration to say that profit because business can continue to exist.

progressive dealer testify to can prove the Profit-Making Chandise having a great more array of portables, costing more—but if you of money in stock. A important of the Carryola prove their profitable, fast-strings of clarity cost it item turn-overs.

It is a Demand Picture what the Carryola line is a Profit Maker. Thousands of progressive dealers testify to this fact. They sell other merchandise having a greater profit spread, of course—but they sell more Carryola Portables because more people can afford to buy them.

And best of all, any dealer can prove the Profit-Making importance of the Carryola Line without tying up a lot of money in stock. A representative line of Carryola portables, costing comparatively little, will conclusively prove their profitable, fast-selling advantage to you, no matter where your store may be located.

You need not resort to a Chinese calculating machine—but if you do, the Pictured Results will be string after string of Carryola Turn-Overs, against a few recorded highest item turn-overs.

Picture what the Carryola Demand and Carryola Popularity spell for YOU during 1929. Then ACT!

It is a profit picture worth more to you "than a thousand words."

Write today for Demonstration and Trade Discounts. Address:
Wisconsin Radio Assn. Retail Division Plans 1929 Program

Merchandising, Servicing, Selling and Trade-in Problems Will Be Discussed—O'Connor-Lazar, Inc., Open New Music Store—Boyer in New Quarters—Other News

MILWAUKEE, Wis., January 7—The retail division of the Wisconsin Radio Trade Association is making plans for its program for 1929, and some interesting points will be taken up by this section of the Association during the year. The retail section of the Wisconsin radio group has a large membership of prominent radio retailers in Milwaukee and throughout Wisconsin. The question of merchandising, servicing, selling and trade-in, as well as promotion plans, are all subjects which are dealt with by outstanding men in the radio trades before the meetings of this group. Lloyd Robertson, of the McCoy Robertson Radio Co., is chairman of the retail section.

During early January stores were busy with inventory, and with outlining sales plans for 1929, preparatory to getting into the swing for new business. Radio business was a decisive factor in raising selling records in all stores handling radio lines, and dealers are enthusiastic over the possibilities for a profitable business ahead of them this year.

Hugh M. Holmes, sales manager of the J. B. Bradford Co., reported that previous to the holidays radios experienced a highly stimulated demand, and the last few days before Christmas brought peak loads of business.

A. F. Mathies, manager of the radio department of the Planter-Hafsoos Music House, Inc., states that while the amount of sales to customers who drop into the store to buy has decreased following the Christmas season, radio business for the first part of the year is showing an increase over the same period last year, and he expects this condition to continue.

O'Connor-Lazar, Inc., the new representatives of the Baldwin in Milwaukee, are busy in beautiful new quarters at 434-456 Broadway, and are featuring, in addition to the entire Baldwin-built line, a complete line of radios, embracing the Atwater Kent, Bosch and other prominent lines. The new company is headed by A. B. O'Connor, who was formerly vice-president of the Music Arts Corp., and W. T. Lazar, who was formerly identified with the financial end, is vice-president and treasurer, and Frank J. Schmit is secretary. The company has amended its articles of incorporation to increase the capital stock to 750 shares of preferred stock at $100 each, and 1,500 shares of common stock at no par value.

The Boyer Music Shop, Inc., formerly at 5151 North avenue, has opened in its new quarters at 5521 North avenue. The Boyer shop features radio and carries the Philco, Kohler, Crosley, Brenner-Tally, McMillan and Lyric radios.

The Lincoln Electric Service Co., 190 Green Bay avenue, has recently changed its firm name to the Lincoln Radio Service Co.

More than two hundred Philco dealers attended a banquet at the Astor Hotel roof garden in Milwaukee as the guests of the Lappen Electric Co., distributor for the Philco in Wisconsin. The banquet was tendered by David C. Lappen as a testimonial to his dealers for the splendid merchandising of the Philco which has been accomplished in this territory during the past four months. The dealers were welcomed by Mr. Lappen. E. W. Shepard, Western sales manager of the Philadelphia Storage Battery Co., gave the dealers a brief history of Philco's progress since the production of their first radio, and told of the plans for increasing Philco business during the coming year.

W. A. Armstrong, manager of the radio and phonograph department of the Boston Store, reports that each month of 1928 showed a heavy gain in radio sales over 1927, although Octo-ber was the peak month, when a gain of 100 per cent in sales was recorded.

H. C. Grubbs, commercial relations vice-president of the Victor Talking Machine Co., was in Milwaukee during December. Mr. Grubbs visited the Badger Talking Machine Co., wholesale distributor for the Victor line in Wisconsin and Upper Michigan, and he also visited a number of the retail dealers during his stay in Milwaukee.

An outlook for a good phonograph business during 1929 is voiced by George J. Schneider, manager of the phonograph department at the Gimbel Brothers Milwaukee store. "We are going to sell a lot of Automatic Orthophonic Victrolas," declared Mr. Schneider. "Not the combination Victrola, but the Orthophonic. The men on the floor, who have the direct contact with the customers, report that about 90 per cent of the buying of Orthophonics recently has been from people who already own a radio."

The Planter-Hafsoos Music House, Inc., has taken on the Balkite line and will feature it extensively during the year, according to plans under way at the present time.

Seeberg Autophone Pleases

SAN FRANCISCO, CAL., January 4—The Seeberg Autophone, coin-operated instrument, is attracting considerable attention from local music dealers. George H. Leatherbury has been demonstrating the instrument to the trade at the local headquarters and it has received much favorable comment. Restaurants, cafes, hotels, etc., are all logical prospects for the Autophone, which pays for itself in very short order.

Help your receivers sell themselves

Buckeye Console Cabinets are constructed of selected walnut and the finest American gum woods; ornamented with carving, marquetry, and antique brass; designed and built by master craftsmen—men who have been masters of exquisite cabinet work for years. They help your receivers sell themselves. Yet in spite of their superior quality, Buckeye Cabinets are remarkably low in price!

Small wonder, then, that they have been selected for exclusive use by Stewart-Warner. Small wonder that radio dealers all over the country overlook Buckeye Radio Furniture as a sales asset of inestimable value! Learn how these beautiful and distinctive cabinets will help to sell your receivers. Write today for complete information, attractive illustrations, and price lists.

THE BUCKEYE MANUFACTURING COMPANY • SPRINGFIELD, OHIO
President of Columbia Phonograph Co. Believes That by a Little Extra Selling Effort Record Sales in This Country Can Be Doubled—Sees New Sales Peak in 1929

The production of phonograph records in the United States for 1928 has been approximately 125,000,000. This is but an average of one for each person of American population, whereas an average based upon the buying power of the people of the United States and proportional sales in other parts of the world, such as Australia, should show an average in this country of at least three records per capita.

Why aren't dealers enjoying this 300 per cent increase in sales volume, which, when the overhead necessary to sell the first record is considered, amounts to a more than 300 per cent increase in net profits? I believe it is because too many dealers are content to pass over the counter the record the customer asks for and let it go at that, instead of realizing that this one record sale has indicated to the dealer the purchaser's record tastes, either as regards a certain artist or a type of music. The customer at that very moment is in the market for other records by that particular artist or other records of similar type. He has demonstrated his interest. The second record sells easier than the first.

The most difficult and the most expensive part of selling, whatever the means employed, is to get a prospect to commit himself to the extent of asking for a specific product—the initial sale. Advertising is commonly regarded as having fulfilled its mission when it gets the prospect inside the door. If it can induce a prospect to step up to a counter and say "I want that," it has done a superb-job. From that point it's up to the dealer to sell his customer more of the product that the customer really wants, that he can afford to buy, but that often he doesn't even know exists.

While speaking with every praise for Columbia's many outstanding dealers who originate ideas and leave no stone unturned, I yet am convinced that not enough thought and pains are put into the retail marketing of records, and that by a little extra selling effort record sales can be doubled, at least.

In the earlier days of the phonograph industry house-to-house canvassing with demonstrations in the homes of prospects played an important part in many dealers' selling plans. Customers were "sampled" in this way at regular intervals, and, in many cases, records were left in their home for a day or two, in order that all members of the family might hear them and make their selections. Dealers who are continuing or who have revived this practice find the new portables to be a great aid to their representatives in this work. Not only do these compact and beautiful instruments, with their remarkable tonal qualities, increase record sales, but they sell themselves to many owners of the older types of phonographs.

Wide-awake phonograph dealers to-day are taking advantage of every sales opening and cashing in on them. Many insist that their re­pair men carry a selected list of the latest records with them when servicing an instrument. The sales opportunities thus afforded are obvious. These dealers also use the telephone consistently to apprise selected groups of customers of new records that will especially appeal to them.

One of the latest and most interesting developments in retailing records is the outdoor demonstrator or loud speaker which amplifies the volume of the record played on a phonograph inside the store. These stop the passers-by and account for many extra sales not only of phonograph records and phonographs, but of anything else musical that the merchant has for sale inside.

It is also obvious that dealers and their clerks will find it highly profitable to take the time to study what they are engaged in marketing. They should know, to begin with, at least the main outlines of an artist's career, as available partly in the trade journal items, and, in Columbia's case, partly in Artist Histories, which are furnished free to dealers at regular intervals.

Such equipment for customer-talk is obviously so psychologically useful that it seems scarcely necessary to mention it, yet a chance excursion into various stores will often enough reveal a deplorable lack of it in clerks.

It also pays a dealer and his clerks to cultivate their musical ear, if only by the simple start of taking an interest in the varied style of players and singers. Take as example the case of a customer interested in Paul White­man records. As White­man's records contain elements of both symphonic playing and the more polished "jazz," it is probable that a buyer of his recordings will be also interested in Masterworks of melodious character. Others, lovers of the intangible interpretations of Ted Lewis, will be pleased with the more conserva­tive "jazz" records, say those of Reisman and Lombardo.

I believe that the record business of 1929 will attain a new sales peak. Electrical phonographs have convinced all believers of the new extraordinary excellence of record reproduction. In addition, the radio-phonograph combination models are now desired by all, and can scarcely be produced fast enough for the market. In this development the phonograph's place is secure, because of the persistent force of the truism: "The music you want, when you want it—and where you want it."

But, no matter what else you may be selling, don't neglect the record trade. All phonograph prosperity is bound up with it. A record sale is a cash sale that stays sold and requires no servicing. I predict, if dealers follow only a few of the above suggestions, that record sales in the United States will reach not less than 160,000,000 records in 1929.

Attractive Kellogg Holiday Window

Perhaps the most attractive display yet offered by the Kellogg Radio window display service to Kellogg dealers was the Christmas

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.

New York Sales Room
225 FIFTH AVE.
Neonlite
Radio Tubes for Distribution

Neonlite
Television Tubes Going Into Production

Neonlite Radio Tubes Are:

FIRST: Manufactured by an organization whose staff comprises experienced and competent radio engineers, dating back to 1909. Also men with years of knowledge and experience with Neon, backed by powerful financial interests with a modern up-to-date plant.

SECOND: Selling direct to the trade through recognized wholesalers.

Neonlite radio tube quality is supreme.

Neonlite comprises a complete line of radio tubes, with a 100 percent guarantee.

Use Neonlite Radio Tubes and You Eliminate Signal Fading—Hum—Microphonism

Neonlite Corporation
of America

Manufacturers of Radio and Television Tubes
F. A. D. Andrea Sees Big Year for Fada

R. M. Klein Resigns as General Manager—F. X. Rettenmeyer Made Chief Engineer—J. W. de Haas Export Manager

This will be Fada's biggest year," said Frank A. D. Andrea, president of Fada Radio, on New Year's day. "The widespread public acceptance of Fada merchandise and the definite knowledge that it includes every worth-while refinement and improvement backed up by efficient engineering, manufacturing and merchandising organizations are the reasons for my belief.

"Business conditions in general do not enter into my calculations because I have no doubt about 1929 being a prosperous year," continued Mr. Andrea. "The factory has already started on a production schedule approximately double that of the year just ended, and the sales and advertising departments have complete plans to handle the increased production.

"Several changes in the personnel took effect January 1. These include the resignation of R. M. Klein, who has been general manager for a number of years; the appointment of F. X. Rettenmeyer as chief engineer, and the appointment of J. W. de Haas as export manager."

"In the sales departments T. M. Rozelle has been transferred from the Southeastern States to the territory served by Fada distributors in Davenport, Ottumwa and Fort Dodge, Iowa; Omaha, Nebraska, and Denver, Colorado. L. J. Rooney has been transferred from New York City to the territory left open by Mr. Rozelle. F. J. Donnelly will cover Manhattan, Bronx and Westchester Counties. Mr. Donnelly has just come to Fada from the National Carbon Co., with whom for seven years he covered New York City, Long Island and the northeastern states territory.

New Firm to Take Over Polliack & Co.

JOHANNESBURG, SOUTH AFRICA, November 15.—A limited liability company has been formed to take over the extensive music business of H. Polliack & Co., which operates in this city, Capetown and Durban. The new company will retain the same name and will have a registered capital of £50,000. The directors of the company, which will be the largest in the country devoted to the sale of musical instruments, are among the leading business and commercial men in the country.

Electric Supply Co. Issues New Catalog

The Electric Supply Co., Oakland, Cal., has just issued a catalog of its new parts, sets and radio kits, consisting of twenty pages of leading lines handled by the organization. It is expected that in a few months' time a more comprehensive and complete catalog covering every item handled will be issued by this company, which is planning to extend its operation in the mail-order field. Among the lines handled are Utah speakers, Bakelite sets, Raytheon and Radiotron tubes, Super Ball antennas, Eveready batteries and other nationally known radio accessories.

Edison Radio Distributor

The H. R. Curtiss Co., 227 Venice boulevard, Los Angeles, Cal., has been appointed wholesale distributor for Edison radio products covering the territory of Southern California and the State of Arizona.

MICA DIAPHRAGMS

Immediate delivery—41 sizes

Send for free samples and price lists.

All Mica Products

INTERNATIONAL MICA CO., INC.


F. J. Saporiti Heads Kolster Export Dept.

South American countries to call on Kolster representatives and complete arrangements for enlarging the export activities of the company. Mr. Saporiti was recently appointed export manager for Kolster Radio and has already appreciably increased the scope of that department's operations.

A native of Buenos Aires, he is well known in South America. His father, Emilio J. Saporiti, was for twenty years the editor of the leading South American newspaper, La Frensa, and he often took his son with him on his travels over the country. As a result Frank Saporiti is well acquainted with the prominent social, business and political leaders of South American countries.

The new export executive is a graduate of a technical school, "Escuela Industrial de Argentina." He also attended Ohio State University, studying electrical engineering for two years. For the last five years he has been devoting his time to radio, three years of it with the engineering department of the Kolster Radio Corp.

Federal Jobbers Appointed

The Federal Radio Corp., Buffalo, N. Y., has announced the appointment of the Swank Hardware Co., Johnstown, Pa.; the Soward Drug Co., Elizabeth City, N. C., and the Anderson-Soward Co., Dayton, O., as distributors of the Federal Ortho-tonic radio line in their respective territories.

Mosgrove's, Ltd., the celebrated music house of Perth, western Australia, carried a very artistic advertisement in the Christmas number of the Western Mail, an admirably compiled publication, by the way. Mosgrove's handles a full line of pianos and in photographs carries Brunswick, Columbia, His Master's Voice and others.
A new and wider market is open to you with Trav-Ler

Individual receivers for the home in addition to present cabinet console models. Many families buying two, three, and more. Also ideal for apartments, hotels, hospitals, country homes and cottages

HERE is a new individual Receiver which opens up unlimited additional business for every alert distributor, jobber and dealer. Decide now to get your share!

The Trav-Ler is not in competition with the radio sets you are now handling. In fact, it offers an exceptional opportunity to make sales to families who already own a cabinet or console model, but who appreciate the advantage of having individual Receivers for private, personal use at any time, in any room desired. Many radio fans are ordering two and three Trav-Lers at a time. And remember that the Trav-Ler is especially ideal for apartments, hotels, hospitals, and summer homes and cottages.

Briefly, the Trav-Ler is a compact, new, one dial Receiver completely self-contained, equipped with loop and speaker and is instantly portable, requiring no outside connections.

The new 1929 Trav-Ler line—the finest and most complete line of Trav-Ler Receivers ever produced—is ready for the trade. Sales policy extends: you full protection. Extensive advertising campaign.

Write or wire today for full details.

TRAV-LER MANUFACTURING CORPORATION
3401 N. Halsted Street Chicago, Illinois

The new Trav-Ler Receivers are offered with cases in color. The chassis has numerous improvements and refinements, resulting in greater selectivity, volume and tone quality.
What happens when an irresistible force meets an immovable body? . . .

Do you know? We know that Kolster is an irresistible force in radio selling that has never yet met an immovable obstacle.

When a radio merchant investigates Kolster Radio and the Kolster organization and the vast resources behind them
he realizes that nothing is possible but success on a striking scale. He Kolster Radio is destined to make prosperity for everyone concerned as it moves irresistibly forward.

Little wonder that the Kolster dealer franchise is being looked on today as something to be entered under "assets" on any balance sheet!

Radiogram from Byrd Expedition:
"Nov. 29, 1928. The Kolster equipment on the expedition is more than justifying our decision to standardize on Kolster Broadcast receivers."

Signed, R. G. Brophy, 2nd in Command.
Sonatron President Points
Out Future Tube Possibilities

"Radio Will Not Be the Only Source of Supply for Tube Manufacturers,"
Nathan Chirelstein, Sonatron Head, States in Discussing Future Business

STRESSING the important part which radio tubes have played in the progress of the industry, Nathan Chirelstein, president of the Sonatron Tube Co., has issued a statement which outlines the possible future of the tube industry. Mr. Chirelstein is impressed with numerous offshoots of radio for which specific tubes will be needed in increasing quantities. His comments serve to impress the casual observer with the developments which have been going on in a quiet fashion for some years, but which promise to produce wonders as startling as radio itself.

"It is not hard," says Mr. Chirelstein, "to look back on the tube industry of six or more years ago. Tubes then were crude—yet high in price. The circuits of those early days depended on a few types of tubes. Hundreds of small companies began to spring up as radio exhibited signs of vitality, but many of these had no purpose beyond what immediate profits were evident on the horizon, and so ceased to exist in a short time.

"It is significant that those companies that have survived to-day on a sound basis and have not merely 'gone along' supplying the more obvious needs of the industry, but have, through competent research departments, led the way for the entire field by originating new tube types which have made possible tremendous improvements.

"To-day the tube industry is not a stepchild of the radio industry, but a highly respected, important member of the family. Indeed, at this moment radio tubes have been given an importance which practically overshadowed the set, for they are so scarce as to impede set sales. This condition, which is hoped will soon be alleviated, is in part due to tremendous expansion in set manufacturing.

"As to the future of the tube industry, let it be said here that radio as it is at present constituted will not be the only source of supply of business for the tube manufacturers. Indeed, in our own plant we are making tubes for the television set of the near future, tubes for talking movies which will eventually find their way into the homes, as well as theatres, and tubes for a number of other uses.

"Scientists working in the laboratories of the tube manufacturing and set manufacturers have uncovered many avenues of use for radio tubes. Development of equipment that would be quite startling to-day as the radio receiver was eight years ago is impending. Commercial application of these new things should be possible shortly.

"The future of the tube industry is thoroughly sound. With a constantly increasing replacement market to be taken care of, there is a real assurance of stability. The average set of the near future will contain a minimum of eight tubes. With a market which enables manufacturers to meet the future with reasonable assurance, the laboratories of tube makers can go into the work of perfecting existing types of tubes and originating new types backed by ample funds and by ample research."

"Other indications appear in the offering; perhaps some day the style element may enter into tube manufacture. We may find bases or glasses of various colors—perhaps some manufacturer will depart from conventional shapes. Certain it is that the making of tubes will continue to be a highly interesting and romantic occupation."

Mr. Chirelstein's own company has been making rapid progress in sales and production. A new factory in Newark, N. J., added to the company's present plants, has boosted the daily capacity to 40,000 tubes a day. At the same time news comes that the Sonatron Tube Co. will establish a factory in Chicago, III., of a capacity equal to that of the Newark plants.

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**Majestic “Back Stage” Facts**

Erbert E. Young, general sales manager of the Grigsby-Grunow Co., recently issued a bulletin outlining the production of Majestic radio receivers which is highly interesting. This bulletin contains what might be termed “back stage” facts and appeared in the December issue of the Majestic-Super-Dynamic Speaker, which is a “family paper” published by the advertising and sales promotion department of the Grigsby-Grunow Co. Mr. Young's bulletin follows.

"1. In order that adequate supplies of lumber are available we have five mills whose sole efforts are devoted to the supplying of panels and lumber to us. In addition we are now negotiating for another mill of our own and have purchased walnut stumpage in order that we may be assured of high-quality veneers. We must plan eight weeks ahead as a minimum in order to get sufficient lumber. The footage which we use daily runs into the hundred thousands.

"2. We use approximately 84 tons of steel per day.

"3. We use enough wire for the Majestic super-dynamic speaker daily to circle the globe—over 25,000 miles.

"4. We use approximately 16,000 pounds of tinfoil per day.

"5. Of the highest quality paper obtainable we use approximately 12,000 lbs. per day for condensers.

"6. Over 20 tons of wax are used daily for the impregnating of condensers, chokes, etc.

"7. Over 5,000 lbs. of aluminum are used daily.

"8. Approximately 37,500 cans are necessary each day in order to house transformers, condensers, etc.

"9. Nearly 16 drums of lacquer and rain are necessary each day.

"10. For finishing purposes, such as eyepins, screws and other small items, the quantity runs into a few million pieces per day.

"11. It takes a corps of men in the factory and out in the field constantly spending up deliveries of raw material, and in many instances we have had material, such as lumber, etc., come in by carload via express.

"The amount of merchandise which we have manufactured and shipped to date runs into many thousands of sets in excess of distributors' quotas, so you can realize what has been accomplished in getting raw material and production out in these quantities, which greatly exceed distributors' quotas or advance orders.

"The above figures refer, of course, to the daily Majestic requirements during the year 1928, and in 1929 the amount of orders placed will be greatly increased. As an instance Mr. Young recently stated that an order had been placed for seventeen million pounds of wire for 1929.

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**Steinite Stock Dividend**

Directors of the Steinite Radio Co., Chicago, recently declared a stock dividend of 10 per cent, payable 25¢ per cent quarterly beginning January 1. No cash dividend was declared, owing to the desire of the management to conserve the company's current position in view of its plans for expansion contemplated for 1929. The first stock dividend is payable to "stockholders of record as of December 21. Net earnings of the Steinite Radio Co. for the three months ended November 30 were in excess of $410,000, or more than $2.40 a share on the stock.

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**Roberts Adds Sonora Line**

SAM FRANCISCO, CA., January 2—The Sonora Melodion line of phonographs, radio receivers and combinations has been added to the merchandise carried in the new store of Lee S. Roberts, at 386 Post street.

Bert Walton, vaudeville favorite, is scoring a big hit on the Loew Circuit largely through the use of an Atwater Kent radio set which he puts to work entertaining the audiences, adding his own lines during the program, and at the conclusion of the act.

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THE INSIDE BACK COVER OF
This issue of The WORLD
has a very important message for phonograph manufacturers and dealers.

Read it Carefully

THE INSIDE BACK COVER OF
This issue of The WORLD
has a very important message for phonograph manufacturers and dealers.

Read it Carefully

Setting New Records for tube sales

DEMONSTRABLE points of superiority explain Arcturus' sales success. The Arcturus 127 A-C Blue Detector acts in seven seconds, against thirty seconds to sixty seconds for other tubes. There's no danger from line surge, for Arcturus Tubes are built to stand all ordinary strains. They live much longer than most A-C tubes—2,000 hours of service is Arcturus' average life. And the program comes in clear and quick, absolutely free from hum.

These Arcturus features are boosting sales for hundreds of radio dealers. They find that Arcturus Tubes are easier to sell, because their advantages can be quickly shown to customers. And Arcturus buyers become Arcturus boosters, because Arcturus Tubes give better service over a longer period of time.

If you want to sell the fastest-moving and most satisfactory A-C tube on the market today, get all the facts about Arcturus, Arcturus Radio Company, 220 Elizabeth Ave., Newark, N. J.
Colonial Radio Corp. to Franchise Dealers in Key Cities

Fred G. Carson, General Manager, Tells of Company's Plans for Expansion in '29—Increased Production Makes Wider Distribution Possible—Sees Most Active Year

NINETEEN hundred and twenty-nine is destined to be the most active year in radio history, if present signs are to be believed.

Fred G. Carson

The general public is beginning to realize the great improvements in radio reception which have followed the development of all-electric sets and dynamic speakers. The entire radio industry is already feeling the effect of this new interest and understanding. Not only are initial purchases of radio sets almost exclusively confined to the modern instruments, but there is a rapidly increasing tendency to replace battery or electrified sets with the latest high-sensitivity models.

Likewise, there is a general trend toward higher-priced sets. Now that the public is convinced of the perfection of direct-from-socket radio, there is a growing inclination to regard the radio purchase as a long-time investment. As a consequence, those sets which combine the best in technical design with the most attractive cabinets, are the ones most favored. These things are particularly true if receivers are available for universal use, for power lines which may be excessively unstable, and for either alternating and direct current operation.

The Colonial Radio Corp. is about to expand its territory to take its place in meeting this new demand for quality receivers. Recently increased production facilities at our Long Island City plant have made possible a plan for wider distribution, and dealer franchises will be granted in Boston, Chicago, Cleveland, Pittsburgh, Detroit, Baltimore and Washington. D. C. Until now it has not seemed advisable to do this as the full capacity of the old factory was required to meet the demand in the New York metropolitan area, Philadelphia and a few other of the larger cities. It has always been Colonial's policy to guard not only against over-production, but also against possible embarrassment of retailers by contracting for distribution without the assurance that each dealer's needs could be met. A conservative program of expansion, I am convinced, will be followed, well grounded on dependable service, is much more conducive to permanent stability than haphazard acceptance of every piece of new business, regardless of its ultimate consequences or the possibility of its continued existence.

Colonial receivers are restricted to a few high quality models. The new electric sets are made in console styles for operation on either direct or alternating current lines. They embody all the latest improvements in engineering and manufacturing technique, and they are designed for simplified, efficient and natural reproduction of the constantly improving programs on the air. Colonial's outstanding feature and element which has won such complete and enthusiastic acceptance is the Cutting dynamic speaker, an integral part of each set.

"Radio's Clearest Voice" is the description which has been very aptly applied to this invention. It is the latest development of Dr. Fulton Cutting, president of the Colonial Radio Corp., and one of the leading radio engineers of the day. Dr. Cutting himself refers to it as his greatest single achievement, although he has been making successful radio apparatus since 1916. The complete speaker unit consists of a power plant, amplifier and electro-dynamic speaker. It is large—oversized, in fact. The unit weighs sixty-five pounds. It has a larger electro magnetic, a larger heating cone and a much larger single turn driving coil. The clever design and combination of these elements have resulted in the perfection of sound reproduction to a point little short of revolutionary.

Within a few weeks, sales and dealer organizations in the cities selected as new markets for Colonial radio will be completed. The dealers policy calls for selective territory for dealers, and in keeping with that rule, the number of franchises in each city will be limited.

Results of Majestic Demand at North Ward

Newark, N. J., Distributor Forced to Add to Personnel and Space Following Acquisition of This Popular Line

This group of men and women comprising the executives, sales staff and other employees of the North Ward Radio Co. of Newark, N. J., indicates how tremendously this organization has grown during 1928. Prior to taking on the Majestic radio line as distributors for northern New Jersey, the company was forced to add to its personnel and expand its space facilities. New Jersey this organization consisted of less than half the number shown in the photograph. As soon as the Majestic became one of their lines it was found necessary to increase the personnel of the organization as well as the space formerly occupied. The floor space was doubled, the service department greatly enlarged and a number of Mack trucks added to their fleet. The inset on the left shows Mr. Fink, president of the concern. In the right inset is Bernice Reichman, vice-president.

Synthane Plans Production

The Synthane Corp., incorporated in September, 1928, under the laws of Delaware, is completing the building of its plant at Oaks, near Philadelphia, Pa., and expects to commence production of laminated Bakelite products in the early spring. R. E. Titus, formerly vice-president and general manager of the Diamond State Fibre Co., and the Celoron Co. of Bridgeport, Pa., heads the corporation as president, with J. B. Bittenhouse, vice-president, and George J. Lincoln, secretary and treasurer.

Big Utah Sales Increase

E. S. Riedel, general sales manager of the Utah Radio Products Co., Chicago, maker of Utah loud speakers, recently announced that December sales exceeded $80,000, as compared with $84,000 in December, 1927. For the five months ending with December sales were over $150,000, as compared to $177,830 in the same period of 1927.

The first Kohrer Radio dealer appointed in Grand Rapids, Dave Eason, of the Radio Shop, reports his most successful season.

JEWEL PHONOPARTS COMPANY

510 No. Dearborn St. CHICAGO

Headquarters for Needle Equipments for EDISON PHONOGRAPHS

Jewel Needle Equipment No. 50 Nickel $1.50
Jewel Needle Equipment No. 45 Nickel 6.00
Jewel Needle Equipment NOM-Y-KA Nickel 7.50
Jewel Needle Equipment CONCERT Nickel 8.00
Jewel Needle Equipment 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 electro-magnetic 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. You write.
TRY ATLAS CASES

The phonograph manufacturers for whom the first ATLAS PLYWOOD PACKING CASES were designed are still shipping their machines all over the world in ATLAS CASES.

Radio manufacturers also find that ATLAS PLYWOOD CASES stand first in protectiveness, packing efficiency and all-round economy.

Ask us to show you how these light, strong containers will fit into your own shipping plans.

ATLAS PLYWOOD CORPORATION, Park Square Building, Boston, Massachusetts

New York Office, 140 William Street

London Office, 44 Middlesex Abbey

Expensive Combinations in Demand in Cincinnati Area

Post-Holiday Demand Pleasing to Trade—Chubb-Steinberg Granted Temporary Injunction Against Police Interference With Employees—Brand Co. in New Quarters

CINCINNATI, O., January 7.—Dealers in talking machine reports that after the usual post-holiday lull the market is beginning to live up and there is a fairly good demand for the season. The feature of the market is the sale of combination outfits, with a good percentage of the purchasers choosing the more expensive models.

"From the manner in which business is living up in our talking machine department, it seems safe to predict that sales soon will climb back to a good level," said Carl Blut, manager for the George P. Gross Co. "The holiday demand was somewhat spotty, seeming to vary with the weather, but in the aggregate it was fairly good," he declared.

The Chubb-Steinberg Music Co., which operates several music stores in this city, recently sought an injunction from the courts to enjoin Clarence O. Sherrill, city manager, and William Copelan, police chief, from interfering with their business and assailing their employees because of the sounds of music which emanate from phonographs and radios. The police have continued to harass the stores despite the decision recently of Judge Luebers, who declared the ordinance against noises in the streets is unconstitutional as it is discriminatory. A temporary injunction was granted.

At the store of the Otto Grau Piano Co. it was stated by J. Fred Van Court that in the talking machine department the greater part of the demand is for expensive combinations.

The Arthur Brand Co. has moved into more modern and considerably larger quarters at 1628 Vine street. In the past the company has specialized on portable talking machines, talking machine parts and general repair work, but in its new store it has added a line of radio receiving sets and combinations.

Representatives of the Brunswick-Balke-Collender Co. in this district met here the last week in December to discuss plans for the coming year. "We have just received the new Brunswick Portable Panatrope," explained H. H. Sellers, local manager, "and all who have heard it regard it as a truly wonderful little instrument with great sales possibilities."

A. H. Bates, secretary of the Ohio Talking Machine Co., expressed a optimistic view of the coming year and expresses the opinion that in it there will be a much better demand than that experienced by the trade during the past year.

"We had a very good volume of holiday sales, with a splendid demand for records," stated Miss Nan Tighe, manager of the Baldwin Victoria Shop.

"Our pre-Christmas sales brought good results, and our talking machine, record and radio departments did very well," said George E. Hunt, retail manager for the Starr Piano Sales Co., of this city.

Morris Fante, head of the M. W. Fante Co., reports a very successful year, with a gain over the previous twelve months. He has just added the Sentinel radio receiver to his stock, with which he is planning to go into radio in a much larger way the coming year. The latest addition to Mr. Fante's stock is a complete line of the M. Hoshner mouth harmonics, for which he will be distributor throughout this territory.

At the enlarged and remodeled store of the E. M. Abbot Piano Co. it was reported by Mr. Abbot that the volume of holiday sales was entirely satisfactory.

New Speaker Diaphragm

Instead of the usual straight-sided cone, which has become standard practice in the magnetic and dynamic types of speakers, a new diaphragm with walls curved outward from the apex has just been developed by the Stevens Mfg. Corp. This new diaphragm, made in one piece from Burtle acoustic material and free from seams or joints, is claimed to have exceptional acoustic properties and is capable of greater volume than any paper diaphragm of corresponding size on the market.

"We believe our new diaphragm—patent applied for—is the solution of the small dia phragm for high-power dynamic drive," states Clifford E. Stevens, chief engineer of the Stevens Manufacturing Co., of New York City, manufacturer of Burtle cones and the Stevens line of loud speakers.

Aside from its application to loud-speaker diaphragms, Burtle is finding important applications in horns of all sizes and shapes. Recently one-piece Burtle horns are said to have become standard equipment in some phonographs, particularly the portable type where space and weight are at a premium.

Stewart-Warner Plans Addition to Factory

R. H. Woodford, Radio Sales Manager, Optimistic Over Outlook—13-Story Addition to Keep Abreast of Demand

"Most of the 'fit' has been taken out of radio and 1928 has demonstrated the possibilities of this wonderful new industry beyond any
The **UPWARD Trend**

shows how *new-day merchandising can be met*

From the day the savage first wrapped a peace offering in forest leaves, the problem of packaging has faced mankind.

'Tis a long road from that first package of leaves to the twenty-one modern H & D plants producing millions of corrugated fibre shipping boxes each year. But new-day methods of merchandising have demanded more and more, better and better packaging.

Purchasers in every field are using H & D products because Hinde & Dauch has kept a weather eye to industry and its packaging needs. Today 50 H & D package engineers are ready to study your present ways of packing and show you how engineered packaging can help you meet new-day methods of merchandising. This service is without obligation.

The Hinde & Dauch Paper Co.
280 Decatur Street
Sandusky, Ohio

**HINDE & DAUCH corrugated fibre SHIPPING BOXES**
As in the best bow

New silent gear arrangement, new athletic spring, new quick, silent “little finger” worm wind with knuckle room to spare. Silent, smooth flowing, abundant power and uniform speed. Motors that you can depend on and recommend as the best.

The General Industries Co.

2912 Taylor Street, Elyria, Ohio
ever bent, so in your motors for portables.

SUPERIOR power in phonograph motors depends on the same two factors that count most in the oldest of springs, the archer's bow.

First is the quality of the spring. As in bow woods, from the poorest to the best the choice is comparatively short. Because—as in bow woods—but few are really suitable: for best service the equivalent of the expensive lemonwood and yew.

To be suitable, the spring must have mettle. Lack of it means lack of range—wood, steel or what have you.

In a phonograph motor spring, sufficient range means adequate reserve power. Needed to pull records of heavy drag—and there are many. Besides, it means ability to maintain uniform pulling throughout the reach of each winding.

Next is how the spring is used. Just as the finest stave of yew ever grown still must have almost pious cutting, seasoning and shaping in order to achieve distinction as a bow, so must your fine phonograph spring be hooked up.

In the Master Flyer and Master Junior Motors you get a super quality athletic spring with the mettle of a thoroughbred. You get the finest precision gear cutting and fitting. You get minutely accurate balancing and adjusting of the governor. High quality materials throughout. Exceptional workmanship and inspection. Motors truly

"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.

Spring assembly of the Master Flyer Motor
Otto N. Frankfort Sees Radio As Great Educational Influence

Vice-President of All-American Mohawk Corp. Says Radio Programs More Than Any Other Factor Have Made the American People Lovers of Good Music

The past year has seen radio firmly established as one of the prime factors of industry, according to Otto N. Frankfort, vice-president of the All-American Mohawk Corp. Says Radio Programs More Than Any Other Factor Have Made the American People Lovers of Good Music.

According to Mr. Frankfort, radio also made gigantic strides in technical and mechanical perfection during 1928. "The dynamic speaker was the last great improvement in radio reception," the All-American Mohawk official pointed out. "Other leaders in the industry agree with me that there is really little room for further development in receiving sets. It seems that there is little which engineering skill can do to develop an instrument capable of reproducing sound more naturally than the better receiving sets on the market to-day. In the case of the Lyric set, we feel that added beauty of design in cabinets, as well as tone, are now quite important to the prospective purchaser."

The year 1929 will be the greatest in the history of broadcasting, Mr. Frankfort added. During the past six months he has visited almost every part of the United States, calling on dealers and distributors and studying the radio situation from every angle.

Hawaii Says "Aloha" on Columbia Record

A Columbia-Kolster combination was used recently with great success by the Honolulu Chamber of Commerce in entertaining a delegation of American business men on a visit from the Pacific Coast. The keynote of the program was the slogan "Say Aloha to Your Friends with Columbia Hawaiian Records." The following is an excerpt from the program: "The music of Hawaii has a charm all its own and this has been preserved by the Columbia Phonograph Co. The records of this company made in Honolulu by native artists give you the music as it is sung by the Hawaiians themselves. What better gift for the malinini to take away with him when he leaves Hawaii's shores than a record of the music you love best! Flowers fade and are thrown away; but the music from a record will always bring memories of you, your kindness and hospitality and also of your own lovely Hawaii."

Raytheon Sales Representative Named

In keeping with the expanded merchandising efforts of the Raytheon Mfg. Co., which has now entered the production and distribution of a line of improved filament and AC heater-tubes, an enlarged sales personnel has been announced by Fred D. Williams, vice-president in charge of sales for Columbia Hawaiian Records. The sales representatives of the Raytheon organization cover the entire country, and are as follows: Paul C. Smalley, 126 Liberty street, New York City; Harry O'Connell, Raytheon Mfg. Co., Cambridge; John J. Downey, Hotel Lorraine, Philadelphia; Granville H. Kratch, 2035 Cornell road, Cleveland; W. N. Nevis and L. G. Darling, 411 Georgia Savings Bank Building, Atlanta; Harry Merrithew, 713 South Eraway street, Dallas; M. J. Friel, 171 Second street, San Francisco; H. Cal, Caldwell and William H. Nolan, 207 Stout street, Denver. Export sales are handled by Ad. Auriana Inc., 116 Broad street, New York City.

End Extended Trade Trip

ROCHESTER, N. Y., January 4.—Benjamin Woodbury, special sales representative, and E. R. Stonacker, traffic engineer, of the Stromberg-Carlson Tel. Mfg. Co., recently returned from an extended trip through the Eastern and Central States where they called upon the radio and telephone trade. They report business conditions as extremely good with excellent prospects for the coming year. The Stromberg-Carlson line has enjoyed steadily increasing popularity everywhere.

Exclusive Columbia Artists

The Benson "All Star" Orchestra, under the personal direction of Edgar A. Benson, is now exclusive Columbia recording artist, and its first records were released on January 11. The Benson Orchestra is playing at the Stevens Hotel, Chicago, and is a nightly feature over radio station WMAG.

MICA DIAPHRAGMS
For Loud Speakers and Talking Machines

American Mica Works
47 West Street
New York

COTTON FLOCKS
Air floated, all long staple foreign matter eliminated

RCA Booklets Issued

Several new booklets have been prepared by the Radio Corp. of America on Radiolas, speakers and Radiolas, and are now available to all RCA authorized dealers. They are varied and informative and are designed in such a way as to interest and assist the purchases of every dealer regardless of his location or the size of his business. Quality in art work and printing has been stressed throughout in these new booklets.

TONE ARMS
By the Manufacturers of the world-famous Thorens Motor

A COMPLETE line of tone arms made by
HERMANN THORENS
Ste. Croix, Switzerland

In charge of the New Branch House: THORENS, Inc.,
430 Fourth Ave., New York City

ILSLEY'S GRAPHITE PRONE SPRING LUBRICANT

U.S.-Patented, makes the Motor rotate free for all time. It is prepared in the proper consistency. will not run out, dry up or become sticky or gummed up.

Put up in 1, 5, 25 and 500 pound cans for dealers. The lubricant is also put up in a convenient pre- wetted form at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT
(Write for special price quotation to Jobbers)

Predicts Better Acoustic Devices

Clifford E. Stevens, Chief Engineer of Stevens Mfg. Corp., Says Much Ground Is Still to Be Covered

While admitting the remarkable tone quality and volume of the better grade loud speakers now available, Clifford E. Stevens, chief engineer of the Stevens Mfg. Corp., of New York City, predicts still better acoustic devices for 1929. States Mr. Stevens: "While we have established good fundamentals for radio reproduction, there is much still to cover in the way of details and refinements. For instance, we have been using paper cones, yet paper is known to be far from the ideal diaphragm material. It has structural limitations quite as well as seems to interfere with the proper flexing for the reproducing of sounds. Lately the one-piece beryllium diaphragm has been introduced and has introduced a new standard of tone quality in magnetic and dynamic speakers alike. Better diaphragms have called for improved driving units for better translation of electrical variations into sounds. And as we perfect our loud speakers we are compelled to work back through the speaker transformer and the audio amplifier, all the way to the detector of the radio receiver. Sometimes I believe our quest for tone quality will lead us to the fundamentals of radio reception and even to the broadcasting end, for radio production is simply the sum total of all steps from microphone to loud speaker. "And so I am certain that 1929 will introduce still better radio rendition, as the result of many refinements and minor improvements, rather than as the result of radical innovations."

Becomes Colonel Crosley

Powel Crosley, Jr., was presented with a commission on the staff of Rear Admiral D. Sampson, of Kentucky, during a distributors' meeting at the Cincinnati Club, Cincinnati, Ohio, on December 28. The commission, which makes Mr. Crosley a colonel of the Blue Grass State, was conferred upon him by Judge Rodney Bryson as a representative of the Governor. The honor was conferred in recognition of the services Mr. Crosley is rendering the State of Kentucky through the operation of radio broadcasting station WLV.

COTTON FLOCKS
Air floated, all long staple foreign matter eliminated

Record and Radio Manufacturing

THE PECKHAM MFG. CO.,
230 South Street
Newark, N. J.
Dearborn Ad. Agency
Planning Expansion

Advertising and Merchandising Counsel to
handicraftsman, of Chicago, will acquire
new

Dearborn Ad. Agency
Planning Expansion

Advertising and Merchandising Counsel to
handicraftsman, of Chicago, will acquire
new

New and Larger Quarters—Plans In-
clude Expansion Operations.

In the immediate future the Dearborn Ad-
vertising Agency, well-known advertising and mer-
chandising counsel, of Chicago, will acquire new

Don Leopold

and larger quarters and will further amplify its
operations by additions to the planning, copy-
writing and production departments, according to
a recent announcement by Don Leopold,
vice-president and managing head of the com-
pany. The Dearborn Advertising Agency has
specialized in radio-music accounts for several
years and today probably serves more


Mr. Leopold has a friendly acquaintance with
jobbers, dealers and manufacturers in the indus-
ty which extends from coast to coast. During
his recent progress this contact has been per-
meated, and, accordingly, the announcement
Mr. Leopold will make within the next few
weeks will undoubtedly be of unusual interest
to the trade.

Geo. E. Westerland
With Polymet Corp.

George E. Westerland has been appointed
head of the purchasing department of the Poly-
met Mfg. Corp., manufacturer of the line of
Polymet fixed condensers and resistances. Prior
to his present connection Mr. Westerland was
associated with the Chas. Freshman Co., Inc.,
and the New York Edison Co. He recently
returned from a four months’ tour of Europe
where he studied radio development on the
Continent.

1928 Domestic Business
Larger Than Ever Before

In his “Domestic and Foreign Trade Outlook”
Dr. Julius Klein, director of the Bureau of
Foreign and Domestic Commerce of the De-
partment of Commerce, states that the year
1928 closed with domestic business larger than
ever before, and foreign trade in exceptional
volume, and that there is every indication that
the high levels of recent months will be car-
ried into 1929. He further states that the out-
put of farm crops during 1928 was about 5 per
cent larger than in 1927 and industrial produc-
tion showed an even greater increase. Exports
of merchandise were larger than in any year
since 1920, exceeding five billion dollars. Wages
continue at a high level and the unemployment
which was noted in the early part of 1928 has
been reduced to a minimum.

Watch for These Stolen
Majestic Radio Receivers

The Penn Phonograph Co., Inc., Phila-
delphia, Pa., Majestic distributor has re-
ported the loss of sixteen Majestic sets
which were being delivered to a dealer in
the Philadelphia territory. For the
purposes of identification the Penn
Phonograph Co. has submitted the se-
rial numbers of these sets, which are
as follows: Majestic 71, 427481, 423555,
422994 and 427230; Majestic 72, 423167,
427341, 426489, 427214, 427280, 426013,
427375, 425266, 423202, 419506, 426276
and 425723. It is their suggestion that
if any Majestic merchandise is offered
for sale to dealers by any one other
than regular authorized Majestic distri-
butors they compare the number of
the machine offered to the one in the
foregoing list and forward the informa-
tion to the Penn Phonograph Co. at 913
Arch street.

New Freshman Dis-
tributor Appointed

HUNTINGT M, W. VA., January 4.—A new radio
wholesale firm, the Radio Distributing Co.,
was organized during the past month, with C. I.
Leftwich as president. The new organization
has completed arrangements with the Chas.
Freshman Co., New York City, for the exclusive
representation of the Freshman line in southern
West Virginia, southeastern Ohio and eastern
Kentucky. Spacious quarters at 742 Fourth
avenue, with a beautiful display room and mod-
ern shipping facilities, have been opened. Mr.
Leftwich, head of the company, has had several
years’ experience in the distribution of radio
equipment and electrical appliances.

Herbert A. Brennan Abroad

Herbert A. Brennan, of Gross-Brennan, Inc.,
Stromberg-Carlson representatives in Greater
New York and New England, sailed on Thurs-
day, January 10, on the “Vulcania” for a six-
weeks’ trip abroad. Mr. Brennan, who is ac-
companied by Mrs. Brennan and their daughter,
is planning to visit the important European
cities, enjoying a well-deserved rest after clos-
ing the most successful year in the history of the
Gross-Brennan organization.

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

Present THREE New Models

No. 51. Canalettco. Genuine burled wal-
nut finish. Two spring motors, three air
ventilations. On one winding. Latest type
2 tone arm and reproducer. Large amplifi-
cyber speaker absorbs great volume and
fidelity of tone.

No. 50. Combination Radio Phonograph.
Beautiful Genuine burled walnut con-
struction. Photograph equipped with electric pick-up
and Jensen speaker. Radio panel open-
ing 7½" x 9½". Simple space for radio power
supply and controls. Furnished with either
electric or aptly motor.

No. 95. Equipment same as No.
50. B e a ut y f u lly f i n i s h e d. Sup-
plied only with electric motor.
Pittsburgh Jobbers and Dealers

Greet 1929 With Great Optimism

Excellent Volume of Christmas Business Regarded as Good Indication for Coming Season—Demand Is for Higher-Priced Instruments—News of the Trade

PITTSBURGH, Pa., January 10.—Marked optimism prevails in talking machines and radio circles in the Steel City. The excellent volume of business handled during the Christmas holidays, augurs well for the new year.

At the Standard Talking Machine Co., Victor and Sparten distributors, Wallace Russell, manager, stated that a pleasing feature of the Victor business was the brisk demand for the higher priced Victor-Radiola combinations. He stated that sales of the Sparten radio receiving sets were heavy and that it was difficult to supply the dealers as speedily as they wished. Mr. Russell is hopeful of a brisk trade in 1929.

George H. Rewbridge, manager of the talking machine and radio departments of the W. F. Frederick Piano Co., Victor and Zenith radio distributor, said, “Our business for the holiday season was most excellent and gratifying in every particular. I am looking forward with confidence to an even greater year for the Victor and Zenith line than we enjoyed in 1928—and that is saying a great deal.”

A. A. Bush, president of the Eesenboe Co., Atwater Kent distributor, said, “Our business was good all year and we look forward to a prosperous new year.”

In order to take care of its increasing business the Eesenboe Co. recently took another floor on the fifth floor. The new building is located near Third street. The executive offices are located on the fifth floor.

Hamburg Bros., distributors of the Majestic radio receiving sets, stated that sales were far beyond expectations and they found it rather difficult to supply the insistent demand. As to the year 1929 the firm is convinced that it will be a “greater Majestic year than 1928.”

Ben Reynolds & Co., Victor dealers of Washington, Pa., on Christmas Day played “Santa Claus” to more than 500 needy children.

The Gee Electric Co., of Wheeling, W. Va., has become an authorized Atwater Kent distributor, and a large crowd listened to each broadcast.

The basketball team of the Arcturus Radio Co., Pittsburgh, Pa., has just concluded the twenty-seventh anniversary celebration of the founding of the business by G. W. P. Jones, in 1900. In the radio department of the store, which is admirably fitted up, are on display the Sparten, Atwater Kent, Majestic, Bush & Lane, Edison, Brunswick and the Victrola-Radiola combinations. In the tallow machine department are shown the Columbia, Edisonic, Brunswick Panatrope and the Orthophonic Victrola.

The Pittsburgh Mercantile Co., one of the largest department stores on the south side, Pittsburgh, has been appointed an authorized Pittsburgh Jobbers and Dealers

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They’re Buying These Popular Accessories by Thousands

THE PACENT PHONOVOX was the first and is acknowledged the finest pick-up on the market today. Its amazingly natural tone, its complete freedom from scratchy distortion, assure a quality of clear reproduction that is unsurpassed. Ideal, too, for demonstrating records or sets.

THE PACENT ELECTROVOX—a complete electrically motored unit playing all types of records through the radio with a reality and beauty of reproduction hitherto impossible except in instruments costing hundreds of dollars. Switches instantly from radio to phonograph without removing tube. Uses fibre needle without any loss of volume.

HERE are two noteworthy pieces of radio phonograph merchandise whose rapidly growing and tremendous popularity are building business and profits for thousands of dealers all over the country.

If you are not stocking these fast-selling items, write today for full information, prices, discounts, etc.

PACENT ELECTRIC COMPANY, INC. • 91 Seventh Ave., New York City
Pioneers in Radio and Electric Reproduction for Over 20 Years
Manufacturing Licensee for Great Britain and Ireland, Ignac Electric Co., Ltd., Bedford, England
Go to it again!

Sell them another set!

Radio in the living room, of course. But now it moves on to the dining room, sun porch, library, playroom, upstairs den. Family tastes in programs differ. People like to listen in different parts of the house. Enough radio to go 'round makes everybody happy. And that means more than one complete radio—not just extra speakers, but extra sets, so that everybody can get the kind of program he likes when he likes and WHERE he likes....Sell them another set and take the extra profit.
The Atwater Kent Electro-Dynamic is here!

Timed to the minute to meet the after-Christmas demand of dealers and public—here it is—the Atwater Kent Electro-Dynamic!

Tested, perfected—right in both performance and price—an Atwater Kent product you'll be proud to sell—Model 46 Receiver and Model F-2 (Electro-Dynamic) Speaker—the new profit-maker for 1929.

Test, test, and test again. It must be right or it cannot bear the name. And now you have it—the Electro-Dynamic Atwater Kent—not just another example of the Electro-Dynamic principle but the perfection of it.

It's Electro-Dynamic in the true sense of the word. Reproduces the whole broadcasting range—every note of a grand organ or a full orchestra—realism all the way—no exaggeration, no booming—and no skimping the high notes.


Offered in these forms for universal convenience: 1—Receiver. 2—Table speaker. 3—Speaker in chassis form. 4—All-in-one model with receiver and speaker combined.

Here's a NEW opportunity for Atwater Kent dealers. Another sure-fire seller from the manufacturer who pioneered compact radio, the true single dial and the shielding cabinet.

Remember how you cleaned up with the Atwater Kent 37 in the late winter months last year? Go to it again—with the Atwater Kent Electro-Dynamic!

MODEL 46. The world's most popular table model, for use with magnetic speaker. Full-Vision Dial. Requires 6 A.C. tubes and 1 rectifying tube. Without tubes, $77

MODEL 45. Extra-powerful, extra-selective receiver, for use with magnetic speaker. Full-Vision Dial. Requires 7 A.C. tubes and 1 rectifying tube. Without tubes, $91


MODEL 57. New all-in-one set, with Atwater Kent magnetic speaker. Like Model 56—but stands a little higher. Full-Vision Dial. Requires 6 A.C. tubes and 1 rectifying tube. Without tubes, $105

Magnetic speakers. Models E, E-2, E-3, each $20

Three Additions to Allen-Hough Line

Rotrola and Two New Portable Phonographs Added—Portables Now Available To Trade With Electric Motors

Don T. Allen, president of the Allen-Hough Mfg. Co., Racine, Wis., manufacturer of Allen-Hough portable phonographs and the Phonograph and the Allen No. 22 portable phonograph, both equipped with a long air column, insuring volume and tone quality, a ten-inch turntable, large and attractive hardware are features of the instrument, which is priced in the popular-class.

It is furnished in all accepted finishes in DuPont Fabrikoid coverings.

Allen portables are available to the trade

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Radio Follows in Auto's Footsteps

President of Chas. Freshman Co. Says Radio Is Following Auto Industry in Achieving Stability

C. A. Earl, president of the Chas. Freshman Co., Inc., New York City, in an interesting article traces the resemblance in the development of the radio industry to that of the automobile business. He says: "Day by day it becomes more evident that radio is following in the footsteps of the automobile industry in achieving stability, sound production and merchandising methods, and preparing a permanent place for itself in the industrial and social worlds." Mr. Earl then continues to state that in his opinion the biggest contribution to the present stabilization of the radio industry has been sound research and engineering. He sums up the importance of the radio engineer by saying: "After all, sound merchandising begins with a good product; and a good product, in turn, goes back to the engineering department."

"In the matter of production, radio follows the mass production practice of the automobile industry," continues Mr. Earl. "The laborious assembling, wiring and soldering by a skilled technician, which was the standard practice a few years ago, has given way to the step-by-step assembly, wiring and soldering by girls and men. Each operator is trained for just one job, and constant practice makes perfect." He mentions the importance of testing in production and states that a very appreciable percentage of the Freshman production cost is charged against tests. Mr. Earl then draws a parallel between the radio and automobile manufacturers in having plenty of power in the product and in the matter of standardized chassis construction.

W. T. Taber With Stevens Mfg. Corp.

W. T. Taber, well-known radio engineer and specialist in amplification and reproduction, has joined the engineering staff of the Stevens Mfg. Corp., New York City, manufacturer of Stevens loud speakers and Burtex acoustic materials. Mr. Taber will be remembered as the former chief engineer of the Daven Radio Corp. of Newark, N. J., as well as chief engineer of the Tillerson Transformer Co. of Orange, N. J. His engineering experience also includes his previous connections with the Liberty Electric Co., the R. E. Thompson Co. and the old Marconi Co. Mr. Taber is now in charge of loud speaker and transformer research and engineering for the Stevens Corp.
The Perryman Electric Company
Greets the New Year

With the best of wishes to all its friends—
With increased production facilities—
And with a program of cooperation for Perryman Dealers that will insure greater returns than ever before.
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— itself 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 experience 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"

"Problem of 1929 Is to Supply Sets to Replace Old Ones"

Powel Crosley, Jr., President of Crosley Radio Corp., Gives Interesting Figures Regarding Replacement Market—Better Broadcasting Is Stimulus to Sales

The radio industry, having just passed the first year in its short but turbulent existence on a standard manufacturing program without drastic model changes, enters into 1929 with the problem of supplying enough modern AC sets to replace the large number of obsolete sets now in use.

Records of the past year show that the AC receiving set has been accepted as the standard and that the replacement of battery-operated sets will continue throughout 1929. Each month of the past year has shown a goodly profit, which tends to indicate that the radio business need no longer be seasonal and that even the summer months can be expected to yield a substantial return. There is every indication that the experiences of 1928 will be repeated.

At the beginning of 1928 it was estimated that 7,500,000 battery sets were in use in territories where AC receivers could be used. A check on the sales of 1928 will show that approximately 3,000,000 AC receivers were absorbed by the public. Estimating that one-third of these went to supply the 1,000,000 people who last year purchased their first radio sets, that leaves 2,000,000 sets sold as replacements, leaving a potential market of 5,500,000 obsolete set owners to be supplied with AC sets during 1929 and subsequent years.

Better broadcasting service to the listening public brought about by the growth of superpower stations will continue to act as an ever-present trade stimulant. In the broadcasting field the greatest steps were made during 1928 by a few individual station owners through the use of increased power and more efficient modulation. This has enabled citizens in many remote parts of the country to have good radio service available for the first time.

Possible regarding of the perfection of broadcasting by unlimited limitation of power by legislation must be regarded by the industry as dangerous to its future success.

Gold Seal Tubes in New Special Cartons

Several Distinctive Features Contained in Cartons Which Are "Shelf-Tested" and Protect the Tubes

The Gold Seal Electrical Co., New York City, maker of Gold Seal radio tubes, has adopted a new style carton which presents several distinctive features. Officials of the company first made a study of cartons from the standpoint of appearance on the shelf and decided on the use of the three strongest colors, red, blue and yellow, which combined make a strong bid for attention. The wording on the box has been cut down to a minimum. Another feature is the special insert which "air cushions" the tube and prevents jar and shock. A special construction makes it easier for the dealer to test the tubes. The prongs are exposed so that instead of opening the box and taking the tube out the dealer has only to make contact with the tester and see the tube light.

"Television on Eve of Commercial Exploitation"

"Television, contrary to prevailing opinion, is on the eve of commercial exploitation," states James W. Garside, president of the Jenkins Television Corp., Jersey City, N. J., who continued, "within the next three months there will be Jenkins televisions or television receivers available for the homes of those interested in taking part in the rapid development of this new art. The apparatus will be quite compact, and its operation will be simple. I want to emphasize the point, however, that television is not going to replace sound broadcasting. Sight broadcasting will supplement, not supplant, sound broadcasting."

The Weber Distributing Co., radio wholesale of 90 West Broadway, New York City, announces a change of officers for the new year. Jack Weber is president and treasurer and Max Press occupies the posts of vice-president and secretary. Louis Shipenberb, former secretary, has resigned from the firm.
Peirce-Phelps Branch in Larger Quarters

Increased Demand in Wilkes-Barre Area Necessitates Move—D. O. Manseau, Well Known in the Trade, Is Manager

The demand for Majestic radio in the Wilkes-Barre territory has been so extensive that the branch of Peirce-Phelps, Inc., distributor, with headquarters in Philadelphia, opened only last July has proved inadequate, with the result that the branch is now located in more spacious and modern new quarters at 119 North Main street. The new home includes an attractive display room, offices and a complete service depart-

W. C. Fuhri on Trade Trip

W. C. Fuhri, vice-president and general sales manager of the Columbia Photograph Co., Inc., left New York the end of the year for a six weeks' trip which will include a visit to all of the leading trade centers between New York and the Pacific Coast. Mr. Fuhri will visit Columbia branches en route to the Far West and also call upon some of his many dealer friends; in all probability returning to New York about February 5.

DeForest Sales Staff to Hold Conference

A sales conference will be held at the DeForest Radio Co.'s plant in Jersey City, N. J., on January 22, 23 and 24, according to H. C. Holmes, general sales manager. A banquet to the DeForest sales force will be held on the 24th, at which Dr. Lee DeForest, Louis A. Witten, guest announcer of the Columbia Broadcasting Co., and C. Francis Jenkins, noted television and motion picture inventor, will speak.

Opens Radio Department

A radio department has been opened at the main store of Simcox Bernstein & Sons, Inc., at 3814 Thirteenth avenue, Brooklyn, N. Y. S. M. Creedman, well known in music-radio retail circles, is manager.

Bush & Lane Radio

$149.50

LESS TUBES

Model 6-B (left)—A rich Walnut Console that is modern in design, has electric console radio and magnetic speaker. An outstanding value—beautiful, selective, popular.

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 you write and find out.

Bush & Lane Piano Co.

Holland, Michigan

Commander of the Air
Philco Acquires Sixth Factory Unit

Five-Story Factory Building Covering a Square Block Added to Space Used—Demand Made Expansion Necessary

The Philadelphia Storage Battery Co., manufacturer of Philco radio, has just acquired its sixth factory unit, consisting of a five-story factory building covering a square block. The consistently strong demand for the Philco line throughout the country has made expansion necessary, and, according to officials of the company, building plans for further additions on the new property are now being considered by the company.

Visits Allen-Hough Plant

J. B. Price, of New York City, Eastern sales manager of the Allen-Hough Mfg. Co., maker of Zenith portable phonographs, spent several days at the general headquarters of the company in Racine, Wis., during the holiday week, conferring with Don T. Allen, president, and George P. Hough, vice-president of the Allen-Hough organization.

George P. Hough spent the holidays in the Twin Cities, combining business with a visit to his former home in Minneapolis.

Philco Acquires Sixth Factory Unit

Harry A. Beach, Vice-President and Director of Sales of Freshman-Freed-Eisemann Corp., Answers Rachmaninoff

The present comfort enjoyed by the radio listeners of America has been an outstanding factor in greater appreciation of radio programs, according to Harry A. Beach, vice-president and director of sales for the Freshman-Freed-Eisemann Radio Corp., of New York City. Mr. Beach made this statement following the press reports from Paris in which Serge Rachmaninoff, noted pianist and composer, declared that radio listeners are too comfortable to really enjoy radio music.

Edward Davis, President, Philco, Inspecting New Plant Used as Shipping Room During Holiday Rush for Radio Products

"In the quietude of their own homes radio enthusiasts have come to understand the works of the great composers in a greater degree than was ever before possible. Many people are unable to attend the concerts of the great artists, but nevertheless have an inward appreciation of their works and renditions featured by means of broadcasting," stated Mr. Beach, continuing: "It is true that there is a certain appeal in witnessing the artist in actual performance and a certain contagion in mass emotion," as Mr. Rachmaninoff phrases the point. But the masses truly share the same feelings in the privacy of their own homes. In fact, they enjoy the classics and popular numbers and in many cases are as familiar with the works of the great composers largely as a result of broadcasting as are many who enjoy comfortable seats in the diamond horseshoes of the great opera houses of America.

Large New Philco Factory Unit Just Taken Over

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Three New Trav-Ler Portable Sets Added

New Models Make Line Most Attractive—Trav-Ler Corp. to Launch an Extensive Advertising Campaign

The announcement of three new portable radio receivers by the Trav-Ler Mfg. Corp., Chicago, is only the first step in the plans of the company to make the Trav-Ler 1929 line especially attractive for distributors and retail dealers, according to an announcement by W. A. Butler, general sales manager of the Trav-Ler organization. Further plans which the company has included in its 1929 campaign are well under way and will be announced to the trade either late this month or early in February. Coincident with the announcement of the new models, which are illustrated and described in the "Newest in Radio" section of this issue of The World, the Trav-Ler Corp. has also launched an extensive advertising and merchandising program. Space is being used in metropolitan newspapers to support Trav-Ler distributors and dealers and Trav-Ler advertising will also appear in a number of the trading magazines. Window and counter display material and other dealer help are included in the 1929 Trav-Ler co-operative program. In addition, a number of changes have been made in the sales policy of the company in order to protect the interests of all distributors and dealers, including a dealer franchise contract.

They Like the Zenith

"How simple! Just press the button and there's your station!" said Brooke Johns, dynamic master of ceremonies now featured at Balaban & Katz's Oriental Theatre in Chicago, as he tuned in the new Zenith automatic radio set recently installed backstage. Girls of the Oriental ballet quickly learned all about Zenith automatic tuning.

Sonora Program on Nation-wide Network

The first of the Sonora Hours to be broadcast over the extended hook-up of the Columbia Broadcasting Chain, consisting of forty-three stations, was heard on Thursday, January 10, and it is believed that the interesting program provided by the Sonora Phonograph Co. and its parent organization, the Acoustic Products Co., was available for radio set owners in all sections of the country. The programs originated in the Sonora Recording Laboratories, were carried by remote control to WOR and WABC, New York City, the key stations, and from there transmitted over the network.

Distinctive Amrad Feature

One of the outstanding features of Amrad radio receivers, made by the Amrad Corp., Medford Hillside, Mass., is the Amrad Tone Control with which all sets are equipped. This device is designed so that the listener can obtain just the shading of tone most pleasing to him.

Retail dealers who go out after business will enjoy a prosperous new year.

Display Men on the Road

Representatives of the display department of the Arwater Kent Mfg. Co. left for various sections of the country in December, following a general conference at which plans for the new year were outlined by P. A. Ware, sales promotion and merchandising manager.
Salient Features

• Size of cone, 11 inches.
• Responds to frequencies of from 25 to 6,000 cycles.
• One Jensen Auditorium Speaker operated at full volume is sufficient for the average theatre.
• Makes any power-tube equipped radio set sound better.
• Designed and developed personally by Peter L. Jensen.

In 1927 Peter L. Jensen perfected the first successful dynamic cone for use with conventional radio sets—and thus set the stage for the great radio year of 1928.

And now new standards are established for 1929 by the Jensen Auditorium Speaker. Designed without the slightest compromise or restriction, this new reproducer is indeed a master stroke of creative genius, a new perfected type of the famous original dynamic speaker, of which Peter L. Jensen is the co-inventor.

Briefly, the Jensen Auditorium Speaker assures extreme volume of reproduction, with greater sensitivity and a degree of fine tonal quality never possible before.

This new all-purpose speaker, ideal for theatres and auditoriums and for out-of-doors, will be especially appreciated in the home, where its wide range of ability meets every individual requirement. It is also the most effective medium for demonstrating radio sets and phonographs.

And note particularly that when the Jensen Auditorium Speaker is added to a set equipped with one type 171 amplifier tube the performance approaches that of much more powerful sets and amplifiers when these are used with ordinary speakers.

Units for use in console cabinets or on open baffles are ready for delivery now. New Jensen cabinets of distinguished design will be announced shortly. Model illustrated is DA5-AC which requires one rectifier, type 280. For...

JENSEN RADIO MANUFACTURING CO.
358 W. Radial Ave., CHICAGO, ILL.
Jensen Patents Allowed and Pending—Licensed under...

Alfred Marchev, President of Merged Companies—Gordon C. Sleeper Is Now Head of Temple Sales Organization—Fred W. Piper Appointed Assistant Sales Manager

One of the outstanding announcements of considerable interest to the trade of the past month was that of the absorption of the Sleeper Radio & Manufacturing Co., Long Island City, N. Y., by Temple, Inc., of Chicago.

The Temple organization, long prominent in speaking manufacturing and recognized as one of the most progressive concerns in the industry, thus joins forces with one of radio's pioneer set manufacturers, for the Sleeper Radio & Manufacturing Co. has been in existence practically since the beginning of radio. The addition of the wide experience and knowledge of the two companies promises extensive and far-reaching plans for 1929. These plans are now being worked out and will be announced to the trade in the very near future.

Alfred Marchev, a mechanical and electrical engineer and one of the founders of the Temple firm, is president of the combined companies. Effective at once, Gordon C. Sleeper becomes the head of the Temple sales organization. Mr. Sleeper, for many years prominent as the head of the Sleeper firm, will apply the wealth of his experience and understanding to the problems of radio merchandising with one of the most progressive organizations in the industry to-day. Announcement has also been made of the appointment of Fred W. Piper as assistant sales manager. Mr. Piper is well known in radio circles, particularly in the Middle West, for his work in the sale of Peerless reproducers and previously for his activities with the Amplicon Co.

The Temple picture for 1929 should assume tremendous proportions. In a little over twelve months the producer's factory has been outgrown, a plant which was believed to be adequate for years to come. The Temple factory is now being moved to the Clearing companies' dealers in the first coast-to-coast network sponsored by the combined organizations broadcast over WJZ on January 1. The talk was in the nature of a brief address of welcome and dedicated the first of a fifty-two week series of programs.

Sees Large Increase in Radio Sales Volume

J. L. Ray, RCA General Sales Manager, says radio seems assured of an increasingly important place in 1929.

With the arrival of the lighting circuit receiving set a year ago it was expected that a degree of stability in the business would be attained eventually, but probably very few expected so thorough a cleaning up of old-style merchandise as has been accomplished in the radio industry in the year now closing.

The standards of performance followed by practically all manufacturers of receiving sets are high, although naturally there is some variation in the accomplishment of the standards commensurate with the price class for which the various instruments are designed.

The year 1929 finds radio no longer a new and perhaps hazardous adjunct of the older establishments into which it has been introduced, but actually the leading item of merchandise in all of them. This in itself serves as a guarantee to the public both of continued refinement in receivers and also of the localizing in competent hands of the service obligation to the radio public.

With broadcasting programs better than ever before, with public interest unquestionably increased as a result of the advent of the lighting circuit operated set and with the reliability of that kind of set demonstrated in American homes nightly during the recent political campaign, radio seems assured of an increasingly important place in the entertainment and educational fields. This, in all likelihood, means a further sizable increase in the volume of sales of radio material to the public in 1929.

William D. Andrews Dies From Pneumonia

Strasburg, N. Y., January 2—William D. Andrews, Victor distributor for the past twenty-five years, and a brother of C. N. Andrews, Victor distributor, died on Monday, December 30, of pneumonia after an illness of a few days. Mr. Andrews had been suffering from ill health for some time. He was in his sixties and had been in the business some years of age and was known in trade circles throughout the country.

His firm in this city was originally the Andrews Sporting Goods Store, and his appointment to the ranks of the Victor distributors was one of the early ones. A nephew, Ross Andrews, has been associated in the talking machine business for some time.

Drive on Ortho-Sonic Radios

The Arrow Electric & Radio Co., Inc., 380 Jackson avenue, Jersey City, N. J., recently conducted a most successful pre-holiday sale on Federal Ortho-sonic radio receivers.


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Type M Recording Wax

Developed for Electrical Recording. Works at 70° or Normal Room Temperature

F. W. Matthews

156 Prospect Street, E. Orange, N. J.
Six models priced from $115.00 to $490.00—a complete line.

B-T 7-71

B-T 8-21
The finest AC radio made regardless of price. Eight tubes and rectifier. Tone control and "Rejector Stage" for utmost selectivity. Beautiful walnut cabinet and dynamic speaker.

RADIO
Confidence
BASED ON
Experience

DICTATED THESE LETTERS—

Baxter Springs, Kan.,

"I have placed fourteen of your models recently and believe me or not it is 100% Bremer-Tully for me next year.

"It is hard to tell what is in store for the future but I have enough confidence in your engineering department to feel that a product will be offered at all times that will be second to none."

R. H.

Greene, Ia.,

"We are going to be Bremer-Tully dealers 100% this year. We are all thru with price goods after some very trying experiences. Have made only one service call on all the Bremer-Tully sets we have sold."

M. & C.

Isn't that the kind of merchandise you want to deal in?
The coupon will bring information about our franchise and how it protects the B-T dealer. Send it!

Bremer-Tully Mfg. Company
646-662 Washington Blvd. Chicago, Illinois

COUPON

Dealer
Street
City_________________________ State__________
"Quality Rather Than Quantity Merchandise Will Be Rule of 1929"

Clarence A. Earl, President of the Chas. Freshman-Fred-Eisemann Radio Corp., Says Radio Audience of 1929 Will Be Most Critical and Still Most Appreciative

The American public has come to the conclusion that television is still far in the future and is bending its efforts toward a greater appreciation of radio entertainment of today, according to Clarence A. Earl, president of the Chas. Freshman-Fred-Eisemann Radio Corp., in a statement just issued. In expressing his outlook for the year 1929 Mr. Earl declared that the improved sets of modern times together with the high type and variety of radio programs indicate that quality merchandise rather than quantity will be the rule of the future. Mr. Earl's forecast follows:

"The radio audience of 1929 will continue to be the most critical and still the most appreciative. The failure or success of any and all manufacturers in radio fields is based largely upon the nature of the program being broadcast. Aggressive manufacturers in all lines of industry who have been quick to perceive the value of intelligent radio broadcasting are insisting upon programs that will meet the demands of present-day America and fill the growing need for home entertainment of the better class. Television is still a laboratory experiment and far in the future for general use. The reaction is largely in the direction of music and features which will more than ever in 1929 make radio entertainment broader as one of the dominant factors in the home life of the people of this country. Our own organization, following extensive research, has entered upon just such a program and will offer a year's entertainment over a national network. This will be our contribution as pioneer manufacturers to the radio audience of America. "From the earliest days of the radio industry our company has struggled with others in the pioneer class, with the result that we clearly see the trend of the future. Present-day sets will undergo no radical changes. The buying public will continue to be guided in future purchases by merchandise which is a credit to the radio-set-building art. Radio entertainment will continue in 1929 to be one of the most potent forces in the upbuilding of the nation."

N. F. Daw DeForest
Asst. Sales Manager

H. C. Holmes, general sales manager of the DeForest Radio Co., recently announced the appointment of Norman F. Daw as assistant sales manager of the company. "Mr. Daw is an experienced salesman and a close student of merchandising," states Mr. Holmes. "He studied salesmanship at Boston University. He sold electrical supplies for a Boston jobber, covering the New England territory. For the past few years he has represented the Chase-Shawmut Co. of Newberryport, Mass., in the territory east of Chicago and south to New Orleans. His extensive sales experience is certain to prove valuable in directing and co-ordinating the efforts of DeForest representatives throughout the country."

Fine Kellogg Publicity

Clarence Bates, Kellogg dealer of Milwaukee, is doing everything in his power to make Milwaukee "air-minded" as well as "tone-conscious." He is one of the younger business men in that city who can keep his feet on the ground long enough to make money in the retail radio business and yet be "up in the air."

Clarence Bates' "Kellogg" Plane

A sufficient length of time to rate as a government licensed pilot. Mr. Bates has a large "Kellogg Radio" sign painted on the side of his ship, shown in the picture, and now, whenever the populace of Milwaukee cranes its neck to get a view of Clarence Bates winging his way over the city, it gets an eyeful of Kellogg.

Signs With Columbia Co.

Verne Buck and His Orchestra, Chicago favorites, now record exclusively for Columbia, and it has been announced by the Chicago Columbia branch office that their first records will go on sale January 18. Mr. Buck has been one of Chicago's most popular dance leaders for the past ten years, playing at the leading dance palaces on Chicago's North Side. Balaban & Katz secured this band last September and have been using the organization as a feature attraction at the Uptown and Tivoli Theatres. Frank Wilson is solo artist and his rich tenor voice leads the way to many enthusiastic encores.

The Gleason Hospital, Wichita, Kans., has installed Atwater Kent radio in all rooms in the institution.

Locate Set Troubles Instantly with the

JEWELL

Pattern 199
A.C.-D.C.
Set Analyzer

The biggest and most costly part of radio service work is in locating troubles. As a rule correction of the trouble is comparatively simple.

The Jewell Pattern 199 Set Analyzer, in conjunction with the Jewell Radio Set Analyzer Charts, enables service men to check radio receivers scientifically. Nothing is left to guesswork.

This remarkable set analyzer not only quickly pays for itself in time saving, but as a builder of customer confidence, satisfaction, and good will, it has no equal. It will pay you to put one of these Jewell trouble eliminators in the hands of every service man. Ask your jobbers' salesman or write us for complete information.

Jewell Electrical Instrument Co.
1650 Walnut St.
Chicago, Ill.

JEWELL

29 YEARS MAKING GOOD INSTRUMENTS
The CONDITION EQUALIZER boosts reproducer sales

The Condition Equalizer offers three-step control of tone quality and compensates for variations in conditions of broadcast reception and in the quality of audio amplifiers. Clear articulation of speech depends largely on the higher frequencies. For this reason, speech is more easily understood if the equalizer is set on the "high" position. Music is often more pleasing on one of the other settings. The Condition Equalizer is a big sales feature.

NEWCOMBE-HAWLEY RADIO

THE COMPLETE NEWCOMBE-HAWLEY LINE includes magnetic and dynamic reproducers in a large variety of portable and table models. Write for catalog.

NEWCOMBE-HAWLEY
Division of United Reproducers Corporation
203 First Avenue, North St. Charles, Ill.
Export Dept., 123 W. 34th Street
New York City, N.Y.
“See No Serious Problems Facing Industry in Early Part of 1929”

Frank V. Goodman, General Sales Manager of Radio Division of American Bosch Magneto Corp. Believes Volume of Business in 1929 Will Exceed That of 1928

We believe that 1928 will be considered a successful year for many in the radio industry. It has been for us, and we wish to express our appreciation to our associated distributors and dealers who have made this possible, and to the consumers who have thought that our merchandise was a legitimate investment for their money.

We have closed the year with a satisfactory volume of business, a healthy inventory condition— which also applies to our distributors and dealers—and with an increased respect on the part of others for the ideals and policies which are such an important part of the American Bosch Magneto Corporation.

We see no serious problems facing the industry in the early part of 1929, and are inclined to think that the volume of business to be done during this year will be larger than in the year past. The country as a whole is in good condition, and buying power should continue high. Inasmuch as radio has far from covered the market, commensurate with the values it has to offer, the whole radio industry should participate in an unusual consumption of products as decreed for 1929.

Trade Activities in Kansas City, Mo.

Prospects Bright for a Prosperous Year Following Satisfactory Holiday Season

Kansas City, Mo., January 8—Business held its own during the year, a satisfactory increase during the holiday season, and good prospects for a better and bigger trade in the new year is the consensus of opinion of the Kansas City music dealers.

Phonographic records preserve the short speech of Colonel Charles A. Lindbergh made in Kansas City shortly after his trans-Atlantic flight. The equipment of the Unity School of Christianity was used for this production, the radio broadcast of this short address, requiring only two 10-inch records, being transferred into the equipment for such production. Two discs of this speech were presented to the Chamber of Commerce.

That all indications point to the operation of a well-organized gang of radio thieves is the deduction of A. A. Arnold, manager of the Kansas City Radio Store, which was practically booked just before Christmas and stock valued at over four thousand dollars was taken and apparently removed by truck. This theft is the second at the store in six months.

Dealers reported good record business in the Christmas hymns and melodies. Paul White's new Silent Night record stood out in popularity as the season's seller.

Smerda’s Features

Window Trim Emphasized the Automatic Tuning Device—Decorative Display Cabinets Used to Set Off Receivers

A striking and effective window trim of Zenith radio receivers, calling particular attention to the automatic tuning feature, was used recently by Smerda’s Music House, zenith dealer of Cleveland, O. As seen is the photograph of the window display, individual decorative display cabinets were used to set off each receiver. An attractive background, enhanced by subdued lighting, presented an effect that was both harmoniously beautiful and extremely attractive. Automatic tuning was featured by ribbon streamers from each of the automatic buttons to cards designating various stations throughout the country.

James K. Polk, Inc., to Add Radio Lines

Well-known Southern Phonograph Firm Will Establish Lines This Month—J. K. Beach in Charge of Radio Sales

Atlanta, Ga., January 5—The distributing firm of James K. Polk, Inc., with offices in this city, Richmond, Va., Memphis, Tenn., and Dallas, Tex, after having considered the distribution of radio apparatus for a long time has completed plans to enter this field. The Polk organization is an important factor in the phonograph field, and manufactures the Poliphone line in its own factory. The firm distributes the Okeh record line throughout the South and has done a nice volume of business in portable phonographs.

The company is well qualified to engage in radio activities and many of the employees have had experience in the field and competent service facilities will be added with little difficulty. A dealer following of 5,000 accounts offers a most fertile field for distribution. J. K. Beach, who has been affiliated with the radio and phonograph business for the past five years, has been appointed radio sales manager, and it is his intention to make distributive contacts in Eastern markets during the present month.

Polk C. Brockman, general manager of James K. Polk, Inc., states that it is his desire to enter the wholesale radio field in the more quiet season.

For BEAUTY and QUALITY

1929

EXCELSO Radio Consoles

STYLE R-53 Console is adaptable for radio only or Phonograph-Radio combinations. The top is hinged and a motor board is provided making for the purchasers' convenience if they desire to make their own Phonograph installation.

Regular phonograph equipment consists of A. C. motor, electric pickup, volume control, Phone-Radio switch, Radio adapter, automatic shut-off, etc.

A descriptive bulletin of this and other new 1929 styles sent free on request

EXCELSO PRODUCTS CORP.
4824 West 16th Street
CICERO, ILLINOIS

Style R-53—Closed

Style R-53—Open

Dealers and Distributors are invited to write for complete details of branches offer. The Exceslo is nationally advertised and nationally favored.
Sales Help Every Wednesday
That Brings Customers to You

The greatest sales help a dealer can have is the help that brings customers to him. Such help is yours if you’re selling Sylvania Radio Tubes.

For, besides the consistent newspaper campaign in all leading cities, Sylvania Radio Tubes are advertised on the air each Wednesday through the popular Sylvania Foresters.

This is sales-help. Real dealer help. Broadcast to twenty million people.

And once you’ve used Sylvania Radio Tubes in your own set—you’ll understand why thousands of users consider them the very finest of all.

If You Aren’t Yet a Sylvania Dealer
Get the Details Soon!

SYLVANIA PRODUCTS COMPANY
Emporium Pennsylvania

The Sylvania Foresters — every Wednesday at 7:30 Eastern Standard Time—Through Stations W3X, WEJ, WRE, WEBA, WRE.

Sylvania
RADIO TUBES
Grigsby-Grunow Earnings for Half-Year Were $3,000,755

Income Statement of Manufacturer of Majestic Receivers Indicates Remarkable Growth of Company—Sales for Six Months Ending November 30 Totaled $22,678,648

The remarkable growth of the Grigsby-Grunow Co. of Chicago, manufacturer of Majestic Radio, is revealed in the income statement for the six months ended November 30, 1928, which constitutes the first half of the company’s fiscal year, showing earnings of $3,000,755 after all charges, including depreciation and engineering development costs, but before Federal taxes as compared with $601,934 in the corresponding period of last year.

After deduction of estimated Federal taxes for the period, net earnings equaled approximately $7.70 a share on the 364,200 shares of capital stock outstanding, as against about $1.50 a share on the present capitalization in the first half of the previous fiscal year.

Sales for the six months ended November 30, totaled $22,678,648, as against $3,717,204, in the corresponding period of 1927, an increase of $18,961,445.

The income account compares as follows:

- Sales $22,678,648 $3,717,204
- Profits before F ederal taxes $22,678,648 $3,717,204
- Operating expenses $20,865,515 $3,717,204
- Net profits $1.50 $1.50

During the current month a convention of Majestic distributors was held in Chicago, discussing our products and merchandising for 1929. At that time Majestic distributors signed orders for 1929 representing a net sales volume of approximately $120,000,000. To take care of this anticipated additional volume of business and one other departure will require but a relatively small increase in factory facilities. Further announcement of our plans for 1929 will be submitted shortly.

Colonial Granted License by RCA

The Colonial Radio Corp. of Long Island City, New York, manufacturer of electrical receivers bearing that name, and further identified by the slogan, "Radio's Clearest Voice," has been granted a license under the patents of the Radio Corp. of America, General Electric, Westinghouse and American Telephone & Telegraph Companies.

The Colonial Corp. has just recently enlarged its manufacturing facilities, adding to both floor space and equipment. The engineering staff has been augmented by several new members, and Colonial will continue to make quality radio. Plans for wider distribution also are now under way.

QRS Co. Holds Sales Meeting and Conclave

The annual sales meeting and convention of the QRS Co., Chicago, was held on Friday and Saturday, December 28 and 29, in Chicago. The business sessions, which were attended by sales representatives who make their headquarters at the Chicago QRS office, were held at 333 North Michigan avenue, the main office of the company, at which time subjects related to product and sales policy were discussed by the heads of the various departments. On Friday evening the sales representatives were entertained at a banquet at the Union League Club, where they were welcomed by Thomas Fletcher, president of the company, the banquet being followed by a theatre party.

"Helycon"

Write for Complete Catalogue

A Quality Line of Motors
Tone-arms and Reproducers

Motor No. 102

POLLOCK-WELKER, Limited
Kitchener, Ontario, Canada

Cable Address: Polwel, Kitchener Established 1907 Code: A. B. C., 5th Edition, Bentley's
LAST year we predicted that the Bosch radio contract would be the outstanding money maker of the year—and it was. The Bosch Dealer Success this year needs no prediction—it is proving itself every day. Bosch Radio for 1929 has an unparalleled price position, a wide selling range, flexibility of inventory backed by a sound merchandising policy. The appearance and performance of Bosch Radio is a valuable selling asset. There is a twelve month market for Bosch Radio to those who seek it. Bosch advertising and Bosch Factory to Dealer co-operation will help you. Write the main office or nearest branch to be a participator in Bosch success this year.

Bosch Radio Model 28-110 volt AC. Seven AC tubes and power tube. Single speaker, limited and solid mahogany cabinets. Price $113.50 less tubes.
St. Louis Music-Radio Trade
Report 35 Per Cent Increase

Volume of Business Handled During 1928
Approximately 35 Per Cent Over That of 1927—Sonora Phonograph Co. Opens

St. Louis, Mo., January 9—The past year was an unusually prosperous one for the talking machine business in St. Louis. According to the local branch of the Columbia Phonograph Co., which recorded an increase of approximately 35 per cent over the volume of business handled during 1928 as compared with 1927, phonographs and records showed the increase.

Pacing the field was the local branch of the Columbia Phonograph Co., which recorded an increase of nearly 75 per cent over the previous year. The increase was represented largely in phonographs, the volume of records being only slightly ahead of the previous year. The company is making preparations for the appearance in St. Louis of Ted Lewis and his Columbia artists, who are expected in the city during the early part of January. Lewis and his band will appear at the Missouri Theatre in St. Louis in the Columbia branch's planning an extensive tie-up with the artists.

W. S. Parks, local branch manager, recently conferred with W. C. Fuhri, vice-president of the Columbia Co., in Chicago, relative to business conditions generally. Mr. Parks reported that Mr. Fuhri was optimistic over the coming year's business in phonographs.

Following closely the pace set by the Columbia Co. was the local branch of the Brunswick Co., which reported substantial increases in all departments. Record sales have been unusually heavy, with combinations a close second. During the past month the record, "Sonny Boy," topped the list, due to the appearance in St. Louis of Al Jolson's famous talking picture the Jolson and the Millionaires.

Local dealers conducted an effective tie-up.

As the first step toward a permanent educational department to be inaugurated in the St. Louis district by the Brunswick Co., Mrs. F. L. Haene, special educational and record representative of the Chicago office of the Brunswick Co., spent the early part of December in this trade territory. She spent two weeks in the record departments of the various dealers in St. Louis city and another week in Springfield, Mo., Memphis and New Orleans.

The Brunswick Co. was host at a dinner given, given to local record salesmen at the Stater Hotel on December 7. H. E. Delano, who was connected with the Victor Red Seal Record School for many years, is now in charge of the record sales promotion department of the Brunswick Co. in Chicago, conducted the meeting. Mrs. Haene assisted.

The Brunswick Co. recently introduced to the trade the new 108 Portable Pananope, which has met with such favorable response that the initial supply was virtually exhausted the first week.

The increased volume of Artophone business in the St. Louis district, which last year totaled 42 per cent, has necessitated the establishment of an additional factory. The company has leased a two-story building now being erected in the north side industrial district of St. Louis, which it will use for the making of portable phonographs. The building will have approximately 25,000 feet of floor space and will employ upwards of 100 men.

The plant is expected to have an output of about 600 phonographs a day. During the past month, the company announced its intention to trade a new electric portable and a model 55, both equipped with air-column tonal chambers.

Victor business in the St. Louis district has shown a substantial increase and officials are optimistic as to the outlook for the new coin-operated instruments. E. R. Rauth, of the Rauth & Kinner Co., expressed the belief that the sale of the new coin-operated instruments would surpass all records the coming month.

During the past month the Sonora Phonograph Co. has opened new headquarters in the Pineate Building, at 304 Pine street, here. A. J. Farkas has been named branch manager, and W. B. Crowley, representative for Missouri, southern Illinois, Arkansas, Tennessee, Kentucky and Mississippi.

Announcement was made during the past month of the opening of a new radio store by Arthur H. Kaemmerer, formerly of the Kaemmerer Music Shop, in St. Louis. Mr. Kaemmerer will handle the Brunswick line and the Dick Co. will handle the new Dick receivers.

One of the most important developments of the local radio trade during the past month was the announcement of the formation of a radio listeners' organization in St. Louis.

Twin Cities Dealers Report Big Gains in Sales Volume Over 1927

Fall and Early Winter Months Show Large Increases—Columbia 9-80 Combination Selling Well—Sonora Twin Cities Dealers Attend Sales Conference—Other News

St. Paul and Minneapolis, January 9—Like many post-war diaries the expressions of Northwest music men sound like "now it can be told," as they confess that the past few years have "been no good," but that business is now really getting back where it should be. That means that the Fall and early Winter months have made remarkable gains.

At the Kern-O'Neill offices, Columbia headquarters, pleased surprise is being registered at the splendid volume of business done in the big 9-80 combination that sells at $900. Records have hung up a good showing during December. Mr. Kern recently announced that the visit here of L. A. C. Columbia artist, who appeared at the Pantages Theatre, did much to increase the sales of her records. Ted Lewis is billed for the Minneapolis Theatre, starting January 5, and large stocks of his records are being ordered by dealers in anticipation of the usual demand.

December was an excellent month for Sonora, according to Geo. A. Michel, president of the Belmont Corp., distributor. He gives much credit to two retailers who conducted an extensive newspaper and billboard display, particularly on the model A-30. The Howard Farwell Co., of St. Paul, and the New England Furniture Co., of Minneapolis, were the enterprising dealers who capitalized on Christmas.

Sales conferences held with Twin City dealers during the month by Sonora headquarters in this city were well attended.

J. E. Date admitted a fine holiday business in Radiomaster cabinets. Two new models have been added to the line to accommodate the Eveready set which has been enthusiastically accepted by the Northwest trade. One is a table model and the other a console.

Foster & Waldo had the biggest Christmas ever enjoyed in the state. A $100 electric radio set was sold and letters from dealers all over the country brought inquiries as to the Foster & Waldo advertising and every request for Majestic sets. The stupendous purchases of the firm evidently led some merchants to believe that they could not all be sold.

E. R. Dyer, president of the Metropolitan Music Co., finds 1928 ahead of last year by a good margin. He anticipates one of the best years in 1929 that the music trade has enjoyed since the war.

The activity at the Lucker Sales Co. showrooms seems to indicate that there was no slowing up between Christmas and New Year in the interest and demand on Spartoan, Lyric and Mohawk lines. The Lucker Co. is still short of merchandise, but anticipates the best business in the next few months that has been enjoyed in some years. New accounts have been opened right along.

The George C. Beckwith Co., Victor distributor, announced that the present December closed 35 per cent better than last year, and that 1928 as a total made an increase of 20 per cent over the previous year. The new Automatic combination model 9-34 has been a wonderful unit of sale, as has the 9-18 straight combination, which has sold ten times more than any other model introduced. The 7-11 combination at $250 is being equipped with electrical pick-up and is being sent out fast to the dealers.

Straight Orthophonics have been fair with the low-priced Automatic Electric at $365 doing an excellent business.

Mr. Beckwith expects a splendid month and year. Robert T. Devlin, manager of the Brunswick offices, has been conducting sales conferences.

Two DC Radiolias Placed on Market

Direct current models of Radiola 18 and Radiola 51 are now available, according to an announcement from the Radio Corp. of America, to meet the demand in metropolitan areas for current delivery. It is stated that only a limited quantity will be produced, as the sale of these sets will be confined to a few direct current areas. In external appearance, dimensions and characteristics of electrical elements of these DC Radiolias are identical with the AC models, the main difference lying in the type of tubes used.

Addison Vars, Inc., Formed

A merger of the advertising agency of Winston & Sullivan, Inc., New York, with that of Addison Vars, Buffalo, has been announced. The new company is known as Addison Vars, Inc. Offices will be maintained in New York, Buffalo and Syracuse. Mr. Vars is president of the new firm, and Harry J. Winston, executive vice-president. Otherwise the personnel of the organizations is the same.
It is Amazing Radio Men Everywhere

No Other Instrument Will Make All These Tests

The SUPREME 400A is sweeping the country by storm. Radiotricians and engineers everywhere are amazed at its performance, and its already long list of users are enthusiastically proclaiming its superiority. Truly an amazing instrument; it makes every test that can be made by all other testing devices combined, and many that heretofore have not been available in any service instrument.

A Real Money Maker

You have waited long and patiently for an instrument such as the SUPREME 400A. It is here, at your command for greater accuracy and thoroughness, under points and outlined conditions. Tubes, power units, loads, breakdowns, voltages, all instantly analyzed, reading condensers, plus modulated radiofrequencies. Everything you have ever hoped for is there — all contained in one compact instrument.

The only self-rectifying oscillation tester in existence.

The exact working conditions of any tube from 1/2 to 12 volts, including screen grid, heater type, and rectifier tubes, are shown by meter readings; the only instrument that shows output of rectifier tubes on meter.

The oscillation test from alternating current is made possible by the exclusive self-rectifying SUPREME 400A Power Plant. The tester, taut and sensitive, will please the most exacting service technician.

Send No Money

The SUPREME now sent in a simple mail card with your name and address plus the following prices and terms:

**SUPREME 400A** — Price $28.50 cash and 10 trade acceptances (installment notes) for $10 each, due monthly. Cash price, $125.00.

**SUPREME Set Tester, No. 99A** — Price $28.50 down and eight trade acceptances (installment notes) for $10 each, due monthly. Cash price, $97.50.

It is agreed that the deposit made with the express agent shall be retained by him for six days. If, within that time, after testing the instrument I am not entirely satisfied, I have the privilege of returning the instrument at my expense, backed by the agent, for a full refund of the cash deposit. All tools and parts are included. Upon return and upon the payment of return express charges, I will deposit the following request for the instrument. 

_Signed_ 

_Firm Name_ 

_Address_ 

_City_ 

_Year_ 

_Street_ 

_Please send three or more trade references, including at least one bank, with this coupon._

 NOTE: The seal on the card of the instrument covers the master screw in the assembly. It is never necessary to disturb this screw. It is not necessary to remove the seal to use any of the instrument. Factory guarantee covers a minimum of one year.

**SUPREME MODEL 99A** — Complete Set Tester

An ideal instrument for the busy service manager. Light in weight, compact; accurate, thorough and complete. Comes in a well-cushioned case with leather-grained, brass-bound trimming case with compartment for tools and accessories. All necessary adapters and accessories (all metallic) included. 

Price, $107.50. All prices net and do not carry dealers' discounts.
Cine-Tone Sound Movies for Home

DeVry Corp. Announces Complete Synchronization Unit for Home "Sound Movies"—Regular Releases Issued

The DeVry Corp., Chicago, prominent manufacturer of professional and amateur motion picture cameras and projectors, is announcing to the trade a new product, the Cine-Tone, a complete synchronization unit for "home movies," more, general sales manager, assisted by P. A. Ware, sales promotion and merchandising manager of the company. The new Atwater Kent line for 1929, production of which is well under way, met with the hearty approval of all the men present.

Crosley Jobbers Select Committee

Eight Distributors Chosen to Represent All Crosley Wholesale Group in Conferences With Cine-Tone Officials

In order that the distributors might have a more active part in the setting of merchandising policies and plans and at the same time not be required to leave their business at frequent intervals to journey to the headquarters of the company in a distant city, Crosley distributors have selected a committee of eight of their number to represent them at stated meetings with the president and other officials of the Crosley Radio Corp. at the home office in Cincinnati.

The committee, selected by the distributors at the mid-Winter meeting in Cincinnati, December 26, includes the following: Jack Waddell, Wotmore-Savage Co., Cleveland; Howard Shatirtw, Cleveland Talking Machine Co., Cleveland; Robert Coleman, George C. Beckwith Co., Minneapolis; Robert Himmell, Hudson-Ross, Inc., Chicago; Charles Carpenter, Nebraska-Bo chic Co., Lincoln; Lester Minings, Twentieth Century Radio Corp., New York, and Al Ravenscroft, Kerrill & Ravenscroft, Los Angeles. An eighth member to be selected from the distributors in the south western part of the United States will be named at a later date.

Wired Radio Important Development

One of the most important developments in the future of radio was recently brought to the fore as a result of the signing of contracts between the Federal Telegraph Co., a subsidiary of the Kolster-Kord Co., and Wired Radio, Inc., a subsidiary of the North American Co. Kolster holds exclusive patents and manufacturing rights in the United States, while the North American Co. can have exclusive operating rights in the field. Wired radio is not intended to take the place of present-day radio broadcasting, but will supplement it. When the actual operation of wired radio begins Kolster receivers sold to Wired Radio, Inc., and leased by the latter to subscribers will be equipped to receive present broadcast programs and programs on the wires.

Temple Dividend Declared

The Temple Corp., Chicago, maker of Temple loud speakers, recently declared an initial quarterly dividend of 45 cents on its stock. The Temple Corp. has obtained control of the Steeper Radio Co. through an exchange of shares and also of a transformer and a condenser plant. Arrangements have been made for a building in Chicago which will triple the floor space and manufacturing facilities.

Incorporation

The Mitchell Music Co., of Seattle, Wash., has been incorporated with a capital stock of $50,000.

GRAMMOPHONES IN SCANDINAVIA

Swedish firm with a vast and effective organization wants to represent leading manufacturers. To be met with in gramophones and records. Please write:

WILH. ANDERSSONS ANNONSBUROU A/B, Stockholm, Sweden

Rudy Vallee Signs With Velvet Tone

Well-known Metropolitan Orchestra to Record Exclusively for Velvet Tone Catalog—Is a Radio Favorite

Announcement was recently made by J. M. Collins, sales manager of the Velvet Tone Record Co., New York City, that Rudy Vallee and His Orchestra, one of the most popular of radio orchestras, would record exclusively for the Velvet Tone catalog. This aggregation of young collegians, who during the past few years have won an enviable position for themselves entertaining at a number of the leading supper clubs of New York City, first won fame at Yale, and since that time they have been climbing the ladder of fame. Their frequent appearances on the air over wide hook-ups have built a great following for the orchestra, and this reputation in conjunction with the exploitation campaign which the Velvet Tone Co. is putting behind its records is certain to result in volume sales for Velvet Tone dealers. The accompanying photograph shows the members of the orchestra gathered in typical collegiate setting watching a football game in the Yale Bowl during the past season.

Lombardo Full-Page Ad in Chicago Paper

A recent full-page of press stories and pictures, accompanied by nineteen dealer tear-up advertisements, appeared in the Chicago American for Guy Lombardo and His Royal Canadians, Columbia artists in that city. The stories reviewed the phenomenal rise of the Lombardo orchestra from its origin in London, Ontario, to its first American success in Cleveland and its unquestioned leadership in Chicago at present. Due credit was also given to the dozen or more Columbia record selections of this artist, which have been reported by Columbia dealers for some time past as being among their big sellers.

Rudy Vallee and His Orchestra

the Velvet Tone catalog. This aggregation of young collegians, who during the past few years have won an enviable position for themselves entertaining at a number of the leading supper clubs of New York City, first won fame at Yale, and since that time they have been climbing the ladder of fame. Their frequent appearances on the air over wide hook-ups have built a great following for the orchestra, and this reputation in conjunction with the exploitation campaign which the Velvet Tone Co. is putting behind its records is certain to result in volume sales for Velvet Tone dealers. The accompanying photograph shows the members of the orchestra gathered in typical collegiate setting watching a football game in the Yale Bowl during the past season.
The Furniture for All ATWATER KENT Radios

Announcing the New Model 155 Red Lion Cabinet for Atwater Kent Radio, Model 46, and Electrodynamic Speaker;
Complete, except tubes, $157.50

A brand new Red Lion ensemble, combining the latest Red Lion Chest Cabinet with the most advanced Atwater Kent receiving set—and the new Atwater Kent Electrodynamic speaker.

Red Lion cabinetmakers have produced this complete A. C. radio to retail at a price that makes it the greatest all-around value in the field.

This Model 155 cabinet has been designed to enhance, in every possible way, the surpassing tone-qualities of Atwater Kent radios; it is built with a five-ply, extra heavy baffle-board particularly fitted for use with the Atwater Kent Electrodynamic speaker.

Altogether this combination presents a masterpiece of unity, harmony and balance—and a most remarkable achievement in value.

SPECIAL
Five-Ply Extra Heavy Baffle-Board for Atwater Kent Electrodynamic Speaker, or E Speaker

RED LION CABINET COMPANY
RED LION, PA.
"Trade-in Problem Must Be Carefully Watched in 1929"

W. L. Jacoby, President of the Kellogg Refinements for 1929 Will Tend Toward More Faithful Reproduction of Programs

Swicthboard & Supply Co., Says Feature whatever is seen over the air. Price fluctuations are to be deprecated, as they tend to keep away prospective customers from purchasing sets. Also, the trade-in problem must be carefully watched, although it seems a necessary evil of current business methods. With 70 per cent of the potential market still unsold, there is every reason why 1929 should show a great volume of radio business.

Goldberg Bros. Open Branch in Charlotte

Freshman Distributors Open North Carolina Office—Edison Combinations in Great Demand—Polk Business Increases

RICHMOND, VA., January 10.—Goldberg Bros. Co., distributor of the Freshman line of radios, has opened a branch office in Charlotte, N. C., at 18 South Poplar street. E. H. Hoffman, sales manager of the radio department of this company, supervised the opening of the office and arranged for three salesmen to travel out of it. They will cover the eastern portions of the two Carolinas. Several additional salesmen are soon to be added to the staff, traveling out of Richmond, it is announced. It was only recently that the company took on radio. Previously it had restricted itself to the handling of phonograph lines, featuring the Artone portables and the Lyric line, which it manufactures itself. It will continue to handle these lines.

P. J. Costello, manager here for the Edison Distributing Corp., reports that he has been experiencing considerable difficulty in getting enough combination instruments to meet the demand, so popular has this type of instrument become. He says that the $495 model is easily the best seller with his trade. Incidentally, he believes that 1929 is going to be a first-rate year for business.

Charles J. Ray, manager of the Richmond branch office of the James R. Polk Co., manufacturer and distributor of Polkphones and Okeh records, reports that last year's business showed a substantial increase over the preceding year, and he believes that indications point to an even more prosperous year in 1929. He ushered in the new year with a sales conference. Among those in attendance were P. C. Brockman, director of sales at the Atlanta head office; John Casagranda, of the Caswell Mfg. Co., portable manufacturer of Milwaukee, and Tom Rockwell, Okeh Phonograph Corp.

Roy Patten is now traveling eastern North Carolina for the Polkphone line, having succeeded P. W. Stillman, transferred to the Virginia trade territory.

The James Cowan Co. has taken on the Kolster radio in addition to Atwater Kent, which it has been carrying for some time. Richmond is enjoying grand opera this Win ter for the second consecutive season. For this privilege the music lovers are again indebted to the Corley Co. and the News Leader, Richmond's afternoon daily, through whose cooperation the San Carlo Opera Co. was brought here a second time.

A. K. Dealers Work for Trip to Show

MEMPHIS, Tenn., January 4.—The Braid Elec-tric Co., Atwater Kent distributor of Nashville and this city, has inaugurated a plan which should keep Atwater Kent sales at a high level between now and next June. A quota, based on past performances, plus reasonable expectation, has been worked out for each sales representative in the Kent dealer in the territory served. To stimulate dealers the opportunity of having their mileage to the 1929 Radio Trade Show in Chicago paid is made available. From Tennessee to Chicago and return is approximately 1,100 miles. Every dealer making his quota is awarded 250 miles. Each A. K. receiver sold earns two miles, each speaker, one mile, each cabinet, three miles. After the quota has been made up, each sale of the items, dealers' Association mileage value.

Braid officials expect many of their dealers to earn the mileage for the trip.

"New Year in Radio to Be the Best Ever"

Louis B. F. Raycroft, NEMA Radio Vice-President, Deplores Premature Glorification of Television

The last year in radio has been remarkable for a number of reasons. First, the popular receivers have been both lower priced and better designed; second, definite progress has been made toward higher quality in loud speakers; third, an honest effort has been made to clear up the broadcasting situation. Just as it is being demonstrated yearly in the automobile field that there is always room for improvement, so close competition in the radio field is forcing the average product into higher quality standards.

The new year in radio is going to be the best the industry has ever had. Better receivers will be built. More of them will be sold. Better broadcasting programs will follow closer to the footsteps of a sane allocation of broadcasting channels. No marvelous inventions need be expected because none are needed. Practical radio engineering is already far ahead of popular practice and acceptance, but it still costs more to build the best than the average person is willing to pay. And yet it is wonderful how good the lower-priced receivers really are today—and to-morrow they will be still better.

The only sour note in radio at the present time is the premature glorification of television as being "already here" or "just around the corner," when the hard, cold facts are that it is neither here nor elsewhere except in a strictly laboratory and experimental sense. Nobody knows when television, in the popular sense of sitting in your home and watching a football or a baseball game, or anything in that order, will arrive. More of it, perhaps, as far as the every-day man is concerned.

Sees Continued Good Demand for Radios

There is no let-up in sight for the radio business, and the sale of receivers, loud speakers and accessories will continue at the present rate at least through the first quarter of this year (1929) to establish a new high record.

This opinion was expressed by Jess Hawley, chairman of the Radio Manufacturers' Association publicity committee, and general manager of the Newcombe-Hawley Co., manufacturer of loud speakers, after a careful survey of the radio industry. An identical opinion is also held by H. G. Enstrom, executive secretary of Federal Radio Trade Association, on the basis of the reports submitted by radio wholesalers throughout the country.

"By the end of the 1929-1930 radio season there is every evidence that installation of new radio sets will have reached a total of at least 3,500,000," said Mr. Hawley. "The day is not distant when there will be a radio set in every home in the country."
Special Tubes Have Aided Tone Quality

One of the outstanding features of radio progress during the past year has been the improvement in tone quality, and one of the factors most responsible for this advance has been the development of special tubes, states a recent announcement of the Ceco Mfg. Co., of Providence, R. I., which makes regular and special tubes covering practically all radio needs. Continuing the statement reads: "The older type of general-purpose tubes were good detectors and radio frequency amplifiers, but they did not have the ability to handle any great degree of power. To secure faithful reproduction tubes were developed that not only amplified the musical scale evenly over a broad range, but handled heavy loads without distortion of any kind. "Such factors as circuit design and transform-
er construction, of course, play a vital part in the final results, but the present high degree of quality reproduction would be impossible without the recent rapid advance in tube development and construction."

Joins Fada Radio Staff

A recent addition to the staff of the Fada research engineers is Dr. R. H. Cunningham, who began his professional life in 1884 as a Doctor of Medicine. Dr. Cunningham has long since given up the practice of medicine, and today is electrical research and consulting engineer of national fame, with more than fifty patents issued to him.

Incorporation

The Radio Sales Corp., of Seattle, Wash., has been incorporated with a capital of $2,500.

8000 A. K. Displays During Holidays

Displays featuring Atwater Kent merchandise in dealers' windows during the Christmas buying season represented one of the most ambitious campaigns placed behind a product. In addition to the standard display of the Atwater Kent Mfg. Co., consisting of display cards, postcards, etc., many distributors arranged special displays of their own. Ray Thomas, Inc., and Ernest Ingold, California distributors, arranged for 500 special windows; in New York City more than 200 special windows were viewed; Dixie Radio, Raleigh, N. C., and the Radio Specialty Co., Milwaukee, conducted contests among their dealers, and the A. A. Schneiderhelm Co. reported 500 windows in the Sioux City and Des Moines territory. It was estimated that fully 8,000 displays attracted the public during the holiday season.

Jiffycase

the answer to all your packing problems and here are the reasons

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 and Good Will
Jiffycases make tidy packs which advertise your progressiveness. They make a hit with the shipper who can use them again.

Lower Freight Costs
Jiffycases—ough of tough hard wood and scientifically cleated for extra strength—are extremely light. Lower freight costs mean a buying advantage to Dealers.

Safer Shipping
Jiffycases provide a tough, breakage resisting wall of protection around your product in transit. Breakage and marring practically eliminated.

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.

Small Storage Space
Jiffycases come to you in the shape of light, tough plywood panels which stack in minimum space—relaxing added plant room for production.

Put your packing problems up to us—without obligation we will gladly demonstrate how Jiffycases can be adapted to your needs.

Jiffycase
THE SPEEDY SAFE ECONOMICAL PACK FOR FURNITURE, PHONOGRAPH'S AND RADIO CABINETS

TRADE MARK REGISTERED

NEW YORK OFFICE
No. 80 Maiden Lane
Randolph, B. Company
Eastern Representatives
C. L. Spurr.: General Sales Representative
Waltham, Massachusetts.

BRANCH OFFICES
Studdely Boy and Lumber Co.
Rochester, N. Y.

CHICAGO OFFICE
Republic Box Company,
903 Republic Bldg.
Representatives
New England States:
G. E. Young & Company,
Lebanon, N. H.

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH.
Harry Alter Co. Host to Dealers at Chicago Majestic "Style Show"

Majestic 1929 Line Unveiled to 700 Majestic Dealers and Their Sales Staffs—Officials of Grigsby-Grunow Co. Discuss Sales and Advertising Campaigns

A gigantic Majestic dealer rally, attended by seven hundred retailers and their salespeople, was held in Chicago, at the Stevens Hotel, by the Harry Alter Co., Majestic distributor, on Friday, December 11. The meeting was divided into two parts, the business session which took place in the afternoon, and the banquet and entertainment held in the evening. The feature of the business meeting was the "Majestic Style Show," during which were unveiled the new Majestic 1929 line of radio receivers, including the radio-phonograph combination instrument.

The dealers were welcomed by Harry Alter, head of the distributing organization which bears his name; enlarged sales promotion plans, the 1929 advertising campaign, which will include street car, billboard, newspaper and other forms of advertising, were explained by various executives of the Harry Alter organization and of the Grigsby-Grunow Co. B. J. Grigsby, president; W. C. Grunow, vice-president and treasurer; Herbert E. Young, general sales manager, Duane Wannamaker, advertising and sales promotion manager; James J. Davin, Jack Mieffle, franchise managers, and other executives of the Grigsby-Grunow Co. were present as guests of honor. St. Elmo Lewis, of National Service of Detroit, addressed the dealers on "Radio Service and Merchandising," which was followed by a general discussion of the Majestic sales program for 1929.

In the evening, 1,400 people were present at the informal banquet held in the grand ballroom of the Stevens Hotel. The entire evening was devoted to entertainment, there being only one speaker, Mr. Lewis, who gave a short talk. Ten singing and dancing acts featuring various stage and radio broadcasting celebrities entertained the guests during and after the banquet.

The Harry Alter Co.-Majestic dealer meeting climaxeda a series of events which led up to the formal introduction of the new Majestic radio-phonograph combination instrument to the public of Chicago and suburbs. For three days prior to January 11, "teaser" advertisements appeared in all Chicago papers, so designed as to attract and excite public interest in the new product which Majestic dealers would reveal to their patrons on Saturday, January 12. During those three days the display windows of Majestic dealers' stores were white-washed and in the center of the main window appeared a large reproduction of a telegram sent from the Grigsby-Grunow factory to the Harry Alter Co., announcing the new Majestic products. Throughout the day of January 11, sixty trucks were busy delivering the new combination to the dealers, each truck carrying a large banner, and the final deliveries being made early on Saturday morning so that the new Majestic product might be shown to the public at the same time in Majestic dealers' stores throughout the city of Chicago and surrounding territory.

Announce New Jensen Auditorium Speaker

Auditorium Models Larger Than Current Jensen Units, Employing 11-Inch Cone and Incorporating Several New Features

One of the most significant developments of the past several months was the announcement made to the trade recently by Peter L. Jensen, of the new Jensen Auditorium speaker. Development of the new speaker, according to the announcement, has occupied a considerably greater share of Mr. Jensen's time since the early part of last year.

Both the Chicago and Oakland plants of the Jensen Radio Mfg. Co. have been producing the new Auditorium model in limited quantities for the past four weeks. Production, however, starting the first of the year will be stepped up to supply a demand which is expected to mount rapidly as the new speaker is introduced to the trade by the company's distributors. The new Jensen Auditorium speaker is larger in size than the current Jensen dynamic speaker units, having an eleven-inch cone and incorporates several new features of design and application of the dynamic principle.

In the model intended for 110-volt AC operation Mr. Jensen has incorporated a distinct departure from the conventional design employed heretofore in that this new speaker employs a full-wave rectifier tube instead of a mechanical dry rectifier. Units of the Auditorium model will be available for operation with either 110 or 220-volt DC current or 110-volt AC current. While Mr. Jensen has not departed from the basic principles and methods which he has employed in his smaller dynamic speaker units the new model has a number of improvements and refinements which give the new reproducer greater sensitivity and volume, and exceptionally great volume. By being able to combine greater sensitivity and volume in the

Peter L. Jensen and New Speaker Model

same unit Mr. Jensen is offering the trade a dynamic speaker which will meet the requirements of practically any amplifier system from one employing only one 15-watt tube to the most powerful type 250 push-pull amplifier.

Demonstrations of the new Auditorium speaker have been made to a number of the leading set manufacturers, and samples which have already been supplied to laboratories and engineering departments of a number of the larger companies. List prices for the new units range from $55 to $70.

The company is in production on the new units and in position to make delivery. Cabinet and console models housing the new Jensen Auditorium speaker units will be announced and available for delivery early in February.

The standard Jensen dynamic speaker units which the Jensen Radio Mfg. Co. has been producing since June last year are to be continued in production, the new Jensen Auditorium speaker being added to the Jensen line to meet the demand for a unit of greater volume capacity and sensitivity.

Rola Speaker on Plane

Cleveland residents were given details of the Lindy contest which is being sponsored by the Cleveland Press by an airplane which flew over the city recently, and the "Voice of the Air" spoke to the people on the streets. This was made possible by an amplifier containing two stages of straight audio amplification and a third of push-pull amplification employing 250 tubes. The speaker was a 50-inch exponential horn driven by a Rola dynamic unit, made by the Rola Co., of Cleveland. The installation was made by Ned Henger, of the Henger-Fairfield Co., Rola representative.

Plans New Business

W. W. Dowdell, well known in Cleveland radio trade, has sold out his interests in the Sterling Sales Corp., and has established offices in the B. of L. E. Building. Mr. Dowdell is planning to represent several prominent manufacturers of cabinets and other radio products, and his complete plans will be announced during the next few weeks.
Quam Radio Products Co.

Quam Radio Products Co.

Talking Machine World

Columbia Phonograph Company, Inc.

Quam Radio Products Co.

THE BENWOOD-LINZE CO.

Quam Radio Products Co.

Columbia Phonograph Company, Inc.

Quam Radio Products Co.

THE POOLEY COMPANY

Talking Machine World

Radio-Music Merchant

Just a few of the many letters received from the trade commending our new title.
Columbia Boston Branch Takes Over Odeon-Okeh Distribution

Will Job Records Throughout New England Territory—Trade Expects 1929 to Be a Record-Breaker in All Lines—Majestic Demand Big—New A. K. Models Shown

Boston, Mass., January 9.—Take it all in all, the year has ended satisfactorily in the talking machine end and almost spectacularly in the radio department of the business. Perhaps the best part of the expressed sentiment at this time is the joyous way in which dealers everywhere are looking forward to the 1929 business. for there is a general feeling that this new year is to be a record breaker.

Big Majestic Demand

The F. D. Pitts Co. feels well pleased at the way the year's business was brought to a close and the demand for the Majestic outlets doubled that of the previous year, and it's no wonder the head of the house is confident that the 1929 business again will be doubled. The day before Christmas ten carloads of Majestics arrived in town, but there was no trouble in distributing these among the dealers. Plans are on for a meeting of dealers in the near future, such as was held a year or so ago. F. D. Pitts was in Chicago to attend the convention and he stayed away a week.

New A. K. Models Shown

Several new models in the Atwater Kent line are being shown just now at the J. H. Burke Co.'s Columbia avenue headquarters; these are numbers 53, 56 and 57, all console types, and there are also new models 45 and 46. In addition there is a new color scheme to be introduced in 1929, some of the models having a black base with green paneling and others with red paneling. Then there is the P.S. a dynamic speaker, and another for insertion in the cabinet which is known as an F-2 chassis. All of these have been carefully inspected by the trade and promise to be popular with the public.

Record Month for Columbia

December was quite the biggest month of the year with the New England department of the Columbia, and Manager Smith was naturally in a jubilant mood when seen a few days ago, and he is looking for a splendid business during 1929. It was noticeable that apart from a good demand for the highest-price models there was a large call for portables. Manager Smith was over in New York twice toward the latter part of December conferring with Columbia officials relative to business plans for the year.

Adds Odeon and Okeh Distribution

Beginning January 1 the distribution in the New England territory of the Odeon and the Okeh records is being made through the Columbia headquarters at 1000 Washington street, which is now managed by Norman R. Smith.

Holiday Brunswick Sales

The December business of the Brunswick was reported by Manager Shaw as especially good, and this was particularly true of records, for which there was a very large call. In the field of radio there was a serious shortage of some models toward the holidays, but for some there were deliveries right after the holiday, which helped the situation somewhat. Taken as a whole, Manager Shaw says, the year was a very good one, and he looks for a general improvement all along the line during the new year. During December the local house added a number of splendid new accounts, and from these, together with others of earlier months, a big business is anticipated.

A Christmas tree was one of the features at the Brunswick Boston headquarters, and a real holiday party was the feature of Monday afternoon. There were dancing, refreshments and the distribution of gifts.

During the middle of December Manager Shaw went over to New York to attend the sales meeting of the Eastern branches of the Brunswick and Branch Manager Elliott went with him. There were present representatives from New York, Philadelphia, Baltimore, Pittsburgh and Buffalo. Others of the official family present were General Sales Manager R. W. Jackson, J. E. Henderson, manager of the record department, B. E. Bensinger, president, and R. F. Bensinger, vice-president of the company.

Meet 1929 Prosperity

The annual sales meeting and banquet of the local Brunswick stuff is to be held at the Hotel Statler on January 5. It will be an all-day affair and Manager Shaw will preside.

Presented With Stravinsky Records

One of the interesting events of the past month was the presentation to Serge Koussevitzky, conductor of the Boston Symphony Orchestra, of the first set of Stravinsky records, made by the orchestra under his baton for the Victor Co. The presentation was made a few days before Christmas in the president's room at the Oliver Ditson Co.'s headquarters, and among those present were Governor and Mrs. Fisher, the latter handing the records to Mr. Koussevitzky. The numbers recorded were "Petrovitcha" and "Apollon Musagete," for which five sides of three discs were used for one number, and the reverse of the last disc for another number. The famous conductor was greatly pleased when he heard the records run off on one of the latest model Victor instruments. He said that Stravinsky's works were peculiarly adapted to successful recordings, because they were so constructed that they brought out the individual tones of the several instruments and were not blurred or distorted by the intrusion of ensembles which are difficult to reproduce. William Arms Fisher, vice-president of the Ditson Co., was master of ceremonies, and he presented a similar package of records to the Governor's wife. Mrs. Fisher was hostess at the gathering and Miss Gretchen Myers acted in a similar capacity for the Victor Talking Machine Co.

J. B. Elliott Married

When Joseph B. Elliott, branch sales manager for the Brunswick, gets back to Boston there's a great reception awaiting him, as well as another, who is now known as Mrs. Elliott; "cause why? Well, Friend Elliott went down to Cumberland, Md., a while ago, and on December 22 took to wife Miss Mary Harlan Dickey, daughter of the late Howard Harlan Dickey, a widely known business man of the South.

Alan Steinert a Benedict

Still another wedding in the trade was that of Alan Steinert, manager of the Eastern Talking Machine Co., who went down to New Orleans to play the happy rôle of bridesgroom, with Miss Claire Hyman, daughter of Mr. and Mrs. Harris Hyman, of that city, as the bride.

R. F. Bensinger, vice-president of the company.

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One of the interesting events of the past month was the presentation to Serge Koussevitzky, conductor of the Boston Symphony Orchestra, of the first set of Stravinsky records, made by the orchestra under his baton for the Victor Co. The presentation was made a few days before Christmas in the president's room at the Oliver Ditson Co.'s headquarters, and among those present were Governor and Mrs. Fisher, the latter handing the records to Mr. Koussevitzky. The numbers recorded were "Petrovitcha" and "Apollon Musagete," for which five sides of three discs were used for one number, and the reverse of the last disc for another number. The famous conductor was greatly pleased when he heard the records run off on one of the latest model Victor instruments. He said that Stravinsky's works were peculiarly adapted to successful recordings, because they were so constructed that they brought out the individual tones of the several instruments and were not blurred or distorted by the intrusion of ensembles which are difficult to reproduce. William Arms Fisher, vice-president of the Ditson Co., was master of ceremonies, and he presented a similar package of records to the Governor's wife. Mrs. Fisher was hostess at the gathering and Miss Gretchen Myers acted in a similar capacity for the Victor Talking Machine Co.

J. B. Elliott Married

When Joseph B. Elliott, branch sales manager for the Brunswick, gets back to Boston there's a great reception awaiting him, as well as another, who is now known as Mrs. Elliott; "cause why? Well, Friend Elliott went down to Cumberland, Md., a while ago, and on December 22 took to wife Miss Mary Harlan Dickey, daughter of the late Howard Harlan Dickey, a widely known business man of the South.

Alan Steinert a Benedict

Still another wedding in the trade was that of Alan Steinert, manager of the Eastern Talking Machine Co., who went down to New Orleans to play the happy rôle of bridesgroom, with Miss Claire Hyman, daughter of Mr. and Mrs. Harris Hyman, of that city, as the bride.
Watch

Temple

in

Radio

Temple Corporation

1915 S. Western Ave.        Chicago, U. S. A.
Philadelphia Trade Anticipates Continuance of Volume Business

Sales for Last Quarter of 1928 in All Lines Reach a New Pinnacle—Cabaret Radio Set Sales
With Built-in Speakers in Greatest Demand—Many New Models Introduced

PHILADELPHIA, Pa., January 10.—Facing the new year with confidence that the successes of the old will be reflected in the coming months the Quaker City radio and talking machine trade is preparing its platform for a continued activity on a parity with that of the earlier Fall. The sales of radio sets of the various well-known and nationally advertised makes through the last quarter of 1928 reached new pinnacles, and the only tax to a perfect business year for the dealers was the inability of some of the manufacturers to deliver the full quota of shipments desired by the retailers and distributors. Distributors and manufacturer representatives with local branches were well cleaned up on radios of all styles and a gratifying number disposed of the more modern types of talking machines. Radio-phonograph combinations were second-best sellers in the sets, although their popularity was not as universal as was that of the straight radio models.

Console Radio Sets in Greatest Demand

Distributors report that console sets of radio with built-in speakers were the favored types of AC models sought for the gift-giving season, although the table models shared favor as holiday numbers for those who were more inclined to consideration of lower values in these amusement devices. Loud speakers were in fairly good demand, especially the dynamic type. Heavy traffic in tubes necessarily followed the movement of heavy volume of radio sets from stores and warehouses so that, on the whole, the trade was kept at top-notch activity throughout the entire holiday buying season.

Specialized Record Business

Records were sold in fairly good quantity. Christmas selections, theme songs and special numbers were a few of the most active of the list. It was a specialized record business rather than a movement of the general lines of recordings that the trade experienced.

Brunswick Salesmen to Hold Meeting

With record-breaking sales both in point of machines and records the Brunswick Co. is quite enthused over the business of the past year. Philadelphia headquarters have been keeping pace with the nation's soaring sales of the Brunswick Panatrope and its radio combination, having sold out entirely all shipments incoming from the manufacturers in Chicago previous to the holiday week. Philadelphia dealers sold a tremendous number of the "Sonny Boy" number of Al Jolson's during the appearance here of the screen version of "The Singing Fool." This was in accord with the November sales of "Sonny Boy" selection, which reached a great volume of sales in all parts of the nation. The staff celebrated this glowing account of the 1928 sales by a party staged at headquarters on Christmas Eve when all of the staff joined in dancing and singing festivities and the service of refreshments. Following the buffet spread there was a distribution of gifts with an appropriate memento to each indicating a foible of the recipient with its humorous side disclosed by Master of Ceremonies W. K. Waldin, assistant manager of the Philadelphia branch. There will be a special sales convention of the Philadelphia staff in the mid January days when all the salesmen will convene here to discuss the 1929 plans of the manufacturer and the proposed national advertising campaign in leading publications, press and on billboards. General Sales Manager E. S. Germaine, of the Quaker City branch, will preside, while his associates, W. K. Waldin and P. J. Higgins, record-promotion specialists of the Philadelphia force, will give helpful talks on their respective lines. Branch Manager E. E. Neil will address the local staff on field work and sales promotion, with particular stress on factory co-operation with the dealers. The meeting is to be staged at the Adelphia Hotel on January 15.

New Brunswick Models

The Brunswick best products will be featured during the current month as the offerings for the early 1929 season. These newer items are the two models known as S-KR-6 and S-KR-6, the former a straight radio in console cabinet with dynamic speaker, listing at $248, and the latter a Brunswick Panatrope-Radio combination in console with seven tubes, listing at $430 complete. This year's portable line also features a new Brunswick phonograph with all features of record tone chamber, complete with all of the higher-priced machines. These new machines are to be ready for the trade by the fifteenth of the current month.

Sales Aids Boost Victor Record Sales

With the aid of the many useful sales promotion schemes which were developed for the dealers by the Philadelphia Victor Distributors, Inc., local dealers boosted the sales of records throughout the holiday season. Window displays, specially decorative lists and indoor sales-attracting displays, all were perfected by Manager Raymond J. Boldt, of the record department, for Christmas numbers, popular numbers, and special numbers, which added materially to the profits of the holiday lists. One of the sales pullers was the special hanger of the Musical Masterpiece albums, which brought patrons for the higher grade of recordings.

Plan Campaign on "My Man" Records

Supplementing these holiday aids the Philadelphia Victor Distributors, Inc., is planning a broader helpfulness to the dealers in tying up theatre attractions where Victor artists appear in screen productions. One of these will be given its initial exploitation this month when "My Man" will be screened by the Philadelphi a Victor Distributors, Inc., Philadelphia Victor Distributors, Inc., is now ready to assist the dealers in every way with these exploitation stunts.

Raymond J. Boldt Recovered

Manager Raymond J. Boldt with his wife and young daughter, Norma, were confined to their home for a fortnight, sufferers from the flu epidemic which has besieged the city the past month. He is now back at his duties, returning the first of the year.

Fischer Plant Closed

With the transfer of the offices of the J. A. Fischer Co. to New York, at 391 Seventh Avenue, the local offices at 720 Market street have been closed. All Val Phonic and Valley Forge business is now being conducted from the New York headquarters.

G. A. Tatton New Sales Manager

George A. Tatton, who formerly traveled through Harrisburg, Lancaster and points nearby those Pennsylvania cities, for the Philadelphia Victor Distributors, Inc., has been pro-

(Continued on page 90)
New Ideas
—and new money-making merchandise await you at the world's largest buying and selling center.

Last spring, 185,000 buyers from 44 countries attended the great fair at Leipzig. More than 2,000 American buyers found profit and pleasure here.

They made money. They made friends. They had a thoroughly enjoyable time.

More of them will be here for the 1929 Spring General Sample Fair—March 3rd to 9th, or the great Technical Fair and Building Fair—March 3rd to 13th.

Come along with them. You will find a greater list of profitable purchases than ever before in the history of the Fair.

You will see the wares of 10,000 exhibitors from 22 countries—over 200 exhibits of musical instruments.

You will save traveling time and expense. All the merchandise of Europe will be at your fingertips for inspection.

You will have no long trips to out-of-the-way factories. Not a minute wasted in fruitless search. Lots of time left for recreation.

Plan now to come. Let us help you make your trip abroad more profitable and pleasurable.

Let us tell you about special travel rates, special living accommodations, free visas, and generous, helpful service. Leipzig wants you to make money and save money.

Tear off the coupon below right away and mail it to us. We'll send you full information. No obligation. Write now.

LEIPZIG TRADE FAIR
New York Office: 11 West 42nd Street

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
moted to the duties of sales manager of the firm. His successor is Harold B. Creger, who formerly looked after the Philadelphia trade and who, this year, took over the out-of-town field. Albert Hughes has severed his connection with the firm, and his territory has been divided between John B. DiCicco, who has been taken over by C. W. Kohl, who will cover that section in addition to his old ground in southern New Jersey. Irma Grooth, of the record-promotion service of the Philadelphia Victor Distributors, Inc., attended the early January conference of the Victor Talking Machine Co. in Camden, which was held for the benefit of those engaged in promoting record sales for the Victor distributors and dealers.

Columbia Sales Most Satisfactory

Columbia-Kolster radios were among the very popular holiday commodities which the trade offered throughout the Christmas month. The dealers who featured the Columbia Phonograph Co.'s lines were able to dispose of available supplies which the local branch at 40 North Sixth street had secured from the factory, and a clean sweep was made of all models. The new Model No. 980, which was introduced just before the holidays, and lists for $900, was a particularly good number. The local branch is preparing for the release of the new "Two Black Crow" records, which are to be ready by January 17, and already has a large order list for the "Two Black Crows in Hades." George Freeman has been added to the sales force to cover Philadelphia. He formerly was associated with the Waterson Stores, Philadelphia branch.

Sells Many Complete Opera Sets

While Di Stefanos, who conducts one of the prosperous Victor talking machine stores in South Philadelphia, at 1302 Dickinson street, is building up a reputation among the Italians of the section as specialist for complete sets of operas, he carries additional honors among his countrymen as the personal friend of many of the leading stars of grand opera companies, particularly those connected with the Metropolitan Opera Co. It is not unusual to find these celebrities at his store after performance hours. He has many autographed memoirs that are treasured relics. During the Christmas season he topped all sales for operas in the Quaker City, having made a record retail mark for the sale of the complete operas in the Victor list of "Rigoletto" and "La Boheme." Wirth's, Inc., Opens New Store

J. Ralph Wilson, who formerly was president of the group of chain stores comprising the

J. R. Wilson Co., and recently severed his connection with that concern, is again identified with trade circles as head of Wirth's, Inc., with headquarters at 212 South Seventeenth street. He has opened an attractive radio and talking machine store with artistic surroundings that add to the sales appeal of the displayed at Victor line, Atwater Kent, RCA and Majestic radio products and the Brunswick Panatrope and radios and combinations, which will be the featured supplies of the new company, Mr. Wilson, who is a former president of the Philadelphia Victor Dealers' Association and of the Rotary Club, has associated with him his former employees of the J. R. Wilson Co., Mrs. Florence Krindle, Miss Marian Mills, Mrs. Lilian Blessing and Miss H. L. Hamman, who were connected with the Broad street headquarters of the Wilson concern.

Jobbers' Group Elects Officers Pro-temp.

Plans for the establishment of the recently organized Radio Distributors' Board of Trade as a permanent factor were discussed at the meeting of that body held during the month at the Merchants Club when eighteen firms in the distributing branch of the industry were represented. The new association will receive its State charter in mid-January, and will then be in a position to go ahead with election of officers and the creation of by-laws to govern its work of correcting trade abuses and unfair practices for which the body was organized. The meeting of the new association is set for January 17 at the Philadelphia Automobile Trade Association headquarters on Broad street above Callowhill. The present body is a temporary directorate, which will be tentative until the permanent organization is perfected. The following radio distributors were included in the meeting and those who were elected to temporary office are:


Charles Groomprecht, of Trilling & Montague, was elected temporary chairman and will serve as chairman of the Board of Directors, composed of the following: Harry Ganeman, of H. C. Roberts Electrical Supply Co.; Raymond Rosen, of Raymond Rosen Co.; David 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. Sues, of the Stewart-Warner Sales Co.

Audition Winners Visit A. K. Plant

Among recent visitors to the Atwater Kent plant in Philadelphia were the ten young men and women, winners in the Second Radio Audition, sponsored by the Atwater Kent Foundation. As the personal guests of A. Atwater Kent they were conducted through the big sixteen acre plant by Mr. Kent personally and other members of the staff. The winners were selected from among 57,000 aspirants and won cash awards amounting to $17,500 in addition to valuable scholarships. These young artists had the pleasure and distinction of singing before a nation-wide audience Sunday, December 16, when the national hook-up of the Atwater Kent hour was turned over to them.

To Show New Day-Fin Models

Sales representatives of Day-Fan radios and associated with the Philadelphia distributors, the Franklin Electric Co., 50 North Seventh street, will meet here in conference in the Benjamin Franklin Hotel next week for the purpose of discussing the sales policies for the current year. There will be a demonstration of the new special dynamic console model and the table model with combined base enclosure of the special dynamic speaker nine-tube set, listing at $215. These are the newest offerings made for the early 1929 season, and have attracted a large order from the dealers Manager Robert C. Cameron, in charge of the radio department of the Franklin Co., will preside at the coming sales conference. He was
Thrilling Tone Purity "Radio's Richest Voice"

The manufacturers of the world’s finest receivers realize the important relationship between the choice of transformers (power supply and audio) and the performance of their instruments. Almost universally they have turned to Thordarson as the source of their transformers.

In Thordarson Power Supply Transformers they have found an efficiency of design, an abundance of power and a constancy of performance that makes their power unit free from service calls; and in Thordarson Audio Transformers a fidelity of reproduction that renders their receivers musical instruments of the highest caliber.

The purchaser and builder of radio receivers who seeks the ultimate in performance will insist on Thordarson Radio Transformers.

THORDARSON ELECTRIC MFG. CO.
Transformer Specialists Since 1895
Huron, Kingsbury and Larrabee Streets, Chicago, Illinois

THORDARSON
RADIO
TRANSFORMERS
SUPREME IN MUSICAL PERFORMANCE
THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)

much gratified with the complete cleanup of all available Day-Fan models in the holiday trading, which was very large.

Bosch Receivers Meet Good Demand
Bosch radio sets made many dollars for dealers who gave sets prominence throughout the Christmas buying. The Bosch sets are distributed here by the Lewis Radio Jobbers, 45 North Seventh street, where the holiday rush cleared up the many inventories that were dispatched here to accommodate the dealers in the late pre-holiday rush. The most popular sets were the 290 and Model 308 in console style, retailing at $295 and $259.30, less tubes. The new supply of Bosch sets will be ready for the trade with the incoming January shipments now being received.

Lyric-Eveready Sales Heavy
D. D. Weiss, president of the Philadelphia Motor Accessories Co., 3129 North Broad street, last recently to attend the meeting of the Lyric radio distributors, which is to be held January 4 and 5 at the factory of the All-American Mohawk Co., in Chicago. There will be shown at this jobbers' gathering the new offerings which are to be made in the 1929 line. The Philadelphia Motor Accessories Co., which also distributes the Eveready line, made a record volume on both the Lyric and the Eveready sets in the pre-holiday season and the late Christmas buying days. The most popular set of the Christmas gift season was the Eveready model 43 console and the Lyric model 85 console, both selling at $95 retail, less tubes. There was a lively holiday demand for Peerless speakers, also distributed by this company. The firm will have ready for distribution by February 1 the newly added line of Raytheon tubes, for which it is to be Philadelphia representative. There is great enthusiasm over the new Eveready models on which the manufacturers are now working, and a big year is anticipated for these sets as well as for the new Lyric types. The firm is looking ahead for a big January and February volume in radios, and now has restocked heavily.

Schimmel Business Satisfactory
Balatone and Stereophonic radio products, which are distributed here by the Schimmel Electric Co., 526 Arch street, were attractive propositions to the dealers as Christmas gifts with fast-growing profits. Manager Joseph E. Neubert of the Schimmel Co., announced a complete sweep of all sets that were on hand, and is now restocking to take care of the growing needs for the current month and February supplies for the retailers. The console sets were the chief choice for the gift season and provided a leading sales feature for both these makes. Edison Encountered Fine Demand
With a promising outlook for Edison radio and radio-phonograph combinations the Girard Phonograph Co., distributor of these sets, is now replenishing its supplies preparatory to starting on the new year's business. Manager Joseph T. Donohue is highly elated with the splendid holiday reception given to the Edison line. Supplies on hand were not ample to meet hurried last-minute orders which these popular sets created. The local distributors have been sending out shipments just as fast as received from the factory, and since the new lines were introduced this Fall.

Sonora Prospects Bright
Mounting orders received since the New Year began, indicate that the Sonora Phonograph Co., recently opening a wholesale branch at 2206 Chestnut street, is to be headliner for the year of 1929 in the local territory. L. E. Hildtmer, manager of the Philadelphia branch, gave expression to his enthusiasm over the bright prospects for the new year and with the gratifying holiday business contracted by Quaker City and eastern Pennsylvania dealers at the Yuletide. Among the 1929 announcements made by the Philadelphia branch officer is that of the display of the Deluxe models of the Sonora Melodion and the Melodion and radio combinations. These new sets are now ready for delivery to the dealers and are being shown by the Washington and Gimbel Bros. department stores and by the Troop Bros. in Harrisburg. The combination retails at $761.50 complete, while the Deluxe radio set model A35, complete, retails at $506. Both employ the long-life Sonora tubes.

Weymann Plans 1929 Campaign
Manager William H. Wendt, who is head of the wholesale Victor department of H. A. Weymann & Son, Inc., 1108 Chestnut street, has arranged a special sales promotion platform for the current year which will aid the dealers in the sales of both records and the new automatic types of Victrolas and combinations. There have been highly pleasing prospects indicated for the Automatic No. 103, listing at $360 at this advance day, and dealers are alert to the sales possibilities of the improved talking machines in this automatic style. These models were entirely cleaned up for the holiday time, but restocking is now under way to meet the waiting orders. The No. 726 combination Victrola and Radiola at $475 proved a popular sales proposition, and this model will be prominently featured during 1929. The wholesale department made an excellent showing for December in record sales, and already has an advance list of orders for restocking the dealers who were sold out. Work on the sales campaigns for the new year is now under way and by mid-January services for the dealers will be effective, it is announced.

Edison Opens Branch
A new store has been added by the B. B. Todd Co. through the acquisition of the former site of the Goldman Co., at Sixth and South streets. The branch store will extend the business conducted at 1306 Arch street, devoted to the sale of radios and talking machines. Thomas W. Powers, who formerly was connected with the advertising department of the Estey Piano Co. and with the Ludwig Piano Co., is manager.

Gerald Quinby in New Quarters
Gerald Quinby, who is a popular associate of the music trade and who was manager of the radio department of the Estey Piano Co., has removed his radio store to Rittenhouse Square. The Quinby Radio Co., which was established by him shortly after the dissolution of the Estey Piano Co. three years ago, formerly occupied the store site of the Estey building, at Seventeenth and Walnut streets, and featured the RCA and Atwater Kent sets. The new store in the Penn Athletic Club is a modern stand with handsome surroundings enhanced by the imposing six-million-dollar structure of the clubhouse at Eighteenth and Locust streets.

H. Royer Smith Is Kiwanis Director
H. Royer Smith, head of the store bearing his name, at Tenth and Walnut streets, was elected to the Board of Directors of the Kiwanis Club. He is also secretary of the Philadelphia Victor Dealers' Association.

Tie-up With Victor Artie's Concert
Victor dealers in the central city tied in with the appearance here during the past month of Vladimir Horowitz, the noted pianist and Victor artist. The concert pianist appeared in recital at Bellevue Stratford Hotel and before the Forum. His engagement with the Philadelphia Orchestra at soloist at its mid-December concert was canceled because of his illness from flu. C. J. Nepe & Son gave particular prominence to his records, featuring window displays throughout his term of engagements in the city. Many sales were listed as a result of the exploitation by the music trade, through window dressing, press notices and direct mail advertising.

Music Bureau Functioning
Philadelphia is to have a Music Bureau devoted to the propagation of interest in the better class of musical enterprises. The new department is under the Department of Welfare and will take effect this month. In conjunction with the Bureau will be the development of musical talent among the Recreation Center attendants, the public schools and other educational sources of municipal enterprise. The talking machine and radio trade will be able to benefit by contact with the Bureau, and the promotion of interest in the records that will instill a love of music among the adult and juvenile population. Entering dealers already are planning to bring the various trade wares to the attention of the Bureau. Mrs. Alpheus Barnes Abbott and Mrs. Helen Pulaski Innes have been appointed director and assistant director of the new Bureau by Mayor Mackey. They entered offices on January 1.

Take Over Lit Bros. Store
Though the Lit Bros. department store has been taken over by new interests, the City
This CROSLEY
AC Electric GEMBOX
$65.

- gives no condenser trouble
- operates power speaker
- uses famous Neutrodyne circuit
- embodies latest radio improvements

The 8 tube AC Electric SHOWBOX—$80
Genuine Neutrodyne circuit—push-pull audio amplification with two 171 power tubes on last stage—trouble proof Mershon condenser supplying full 180 volts CONSTANTLY—modern illuminated dial—(7 tubes, radio, detector, audio stages and 1 rectifier, 8 in all)—operating dynamic type power speaker—unbeatable in performance and value offered—$80.

Crosley Battery Type Sets embody superior advantages of new AC models.
The 6 tube BANDBOX operates the DYNA Cone, new Crosley dynamic type speaker. Price $35. The 5 tube BANDBOX Jr. is a dry cell set very easy on batteries and operates loud speaker. Price $35.

-when important programs are sponsored-

THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, JR., President
CINCINNATI, OHIO

Department 26
Prices quoted are without tubes.
Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher.

THERE WITH A CROSLEY
The Trade in Philadelphia and

LOCALITY—(Continued from page 98)

Philadelphia, eastern Pennsylvania and southern New Jersey. The publication contains news on the disposition of the merchandise, suggestions on how to sell, and advice on business methods, all aimed at helping the retailer to improve his business.

Urging Dealers to Sell Quality Merchandise

An interesting letter was recently sent to Zenith dealers in the Philadelphia territory by Trilling & Montague, listing the reasons why the public at large is buying moderate-priced and high-priced radios, and is not buying cheap products. The letter reads:

"Are you prepared to state that the American standard of living is not constantly on the increase? That the American public is appreciative of the finer things in life and is not striving to attain them to the limit of their ability? That the increment of high-grade products for the home and for personal use noted on every hand is not conclusive proof of the higher aims and ambitions of the American people? Is not your standard of living constantly broadening?"

To argue negatively on this point is to shut your eyes to the true facts which are apparent all around us. Yet the radio dealer who is content to feature the sale of cheap products or who believes that the radio public will not buy moderate-priced and high-priced radios does just that.

"The first-mentioned dealer is prone to argue that the general public is looking for cheap radios and that in effect there is not much difference between these cheap products and high-grade products, such as Zenith, which would warrant the additional expense. The latter observation is as superficial and erroneous as the former. The American buyer is increasingly critical and is not easily deceived by shams or pretended quality. He has the intelligence to distinguish between a cheaply constructed radio cabinet and a cabinet of genuine woods, carefully put together by skilled workmen and finely finished in keeping with the complete product of which it forms a part."

"The matter of authentic design is also of important consideration to the man or woman who is concerned with the appearance and appointments of his home. Likewise, the material and workmanship that go into the construction of the radio chassis are carefully noted as much as the general performance of the set."

"Of course, this result can be obtained only when the dealer is prepared to point out to his customer the comparative features of the two types of sets. Unfortunately, however, for some dealers who have a limited view of this subject, they will frequently sell a cheap set when they could just as readily sell a more expensive set by a comparative demonstration and not only earn a bigger profit but also make a more satisfied customer."
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
Post-Holiday Buying in Buffalo Territory Is Most Satisfactory

Better Grade Instruments in Greatest Demand During Holiday Season—New Brunswicks Sell Well—Buffalo Radio Trades Association to Elect New Directors

BUFFALO, N. Y., January 9. Both in number of instruments receiving sets sold and in total dollar volume of business as well, the holiday business just ended here has approached all-time record proportions. Many dealers contended their assertion and report having done excellent business in the holiday season and during the usually rather dull period following. Choice of buyers ran largely to the better-grade instruments, which helped to develop sales volume, although there were many purchasers for cheaper talking machines and receiving sets as well. In the last rush of business many dealers found themselves with depleted stocks and were forced to call on their jobbers for overnight deliveries. Reserve were generally ample to take care of such demand although substitutions were the rule in many last-minute orders from retailers.

The new Brunswick models were among the leading sellers in this district this season, George W. Lyons, manager of the Buffalo branch office, reports. With the addition of many new dealers in this territory Brunswick business has increased to a very marked extent as compared with former years and this expansion of distribution is continuing. Sales of Al Johnson's "Sonny Boy" continue to be very heavy as some of the new Brunswick popular dance numbers also are selling very well, Mr. Lyons reports.

Radiola Model 41 arrived just in time to participate in a holiday sale that was limited only by the ability of dealers to get deliveries. C. N. Andrews, distributor for this territory, reports. The public has received this model with the utmost satisfaction, according to Mr. Andrews, and its place in the field has been established in the first month of its sales, he believes.

Buffalo Talking Machine Co., one of the two district distributors of Victor products, tells of a very gratifying holiday volume of business in this territory and a good outlook for the early months of 1929 in both machines and records.

Robert J. Strigel has resigned as director of Station WMAK at Buffalo to become manager of Station WKBW of this city. He is a 10-year veteran as well as an announcer, having formerly been with the Schickerling Crystal Gazers. Francis H. Striker has been appointed director of WMAK, having been assistant to Mr. Strigel.

Ten candidates will be named by the Buffalo Radio Trades Association from which list four will be elected directors for two-year terms. This year's election is a most important one on account of the national convention of the radio trades to be held here next month. A nominating committee composed of E. P. Young, H. P. Funk, R. W. Kerr, L. W. James, Leon Tedesco and E. C. Metzger will choose the candidates. The election will be held about the latter part of this month. Retiring directors of the association are J. C. Jax, John M. Kilder, Ed Healy and H. P. Funk.

The Globe Supply Co. of Syracuse has been appointed Federal radio wholesaler for that trading area. The new Federal distribution channel will be under the personal charge of H. A. Solomon, the capable head of the Globe Co.

C. J. Jones has resigned as assistant sales manager of the Federal Co., with which he has been associated since 1926. He expects to announce his future plans soon.

Frederick Erion's interest in the two large Erion music stores is to be divided equally between his four sons, all of whom were associated with him in the operation of these enterprises. This provision is made in his will, just admitted to probate here. A nominal value of $55,000 and upward has been placed on the estate.

Murray Whiteman has purchased The Song Shop at 581 Main Street, formerly operated by the Song Publishers & Music Co. of New York. Fifty employees of the Joseph Strauss Co., radio jobbers, were guests of the management at a dinner and card party in the Buffalo Athletic Club during the holiday season. George C. Strauss, president of the company, gave a resume of its successful merchandising of 1928 and an outline of its program for 1929.

Seek Duty Boost on Phonograph Needles

WASHINGTON, D.C., January 7. An increase in the rate of duty on phonograph needles will be sought of the House Ways and Means Committee during the course of its hearings on the tariff act, which opened January 7. Manufacturers of phonograph needles in this country who are seeking the increase point out, in letters to the committees, that during the years 1926, 1927 and 1928 more than 750,000,000 needles were imported. The import costs were 10.55 cents per thousand in 1926, 10.71 cents per thousand in 1927 and 9.29 cents per thousand in 1928. This, it is declared, is less than the cost of production in the United States, and, the committee was told, "consequently forces the manufacturers to reduce prices to a point where there is practically no profit and necessitated reduction of wages to the factory employees," who, it is declared, are paid a very low rate of wage. The present rate of duty is 45 per cent ad valorem.

Hold A. K. Sales Meetings

A series of sales meetings was recently held in Chicago, attended by Westerner Kent representatives and presided over by R. F. Smiley, assistant general sales manager, at which the new line was presented. Similar meetings for Eastern representatives under the direction of Vernon W. Collamore were held in Philadelphia.

J. F. McGrath in New Post

The 20th Century Radio Corp., of Brooklyn, N. Y., announces the appointment of J. F. McGrath as sales manager.

The Ohio Radio Distributors, Inc., 221 North St., Clair street, Toledo, is distributing Balbrit radio in sections of Ohio and Michigan.


Brunswick Booth in Brisbane Exhibition

Brunswick (QLD) Distributors, Ltd., Sponsor Attractive Display Booth Showing Several Models of Panatropes

Brunswick Panatrope models were watched attentively and in a prominent position at the annual Industrial Exhibition held at Brisbane, Queensland, Australia, recently. The display was that of the Brunswick (QLD) Distributors, Ltd., which controls the distribution of Brunswick products for the State of Queensland. The accompanying photograph gives an idea of the manner in which several models were presented to the thousands who attended the exhibition.

Allan Mfg. Co. Adds Much Space to Plant

Twelve thousand square feet of additional space have been added to the manufacturing plant of the Allan Mfg. Co., Harrison, N. J., producer of Vogar Nogarelli AC and DC tubes. This will triple the factory facilities of the company according to P. M. Comors, vice-president, and will enable the organisation to take care of the heavy demand for the tubes it produces.

Columbia Tie-up With Film

Ruth Etting, exclusive Columbia recording artist and Ziegfeld star, is appearing on the sound screen in the prologue to the Paramount film, "Interference." Miss Etting is recorded singing "Roses of Yesterday," with a large-print screen identifying her as "The Sweetheart of Columbia Records." The Columbia Phonograph Co. is issuing a special streamer for a dealer tie-up with the picture.
Grey Gull Records

Here is an electrically-recorded double-face record, in the standard ten-inch size, with a much more extensive catalog than most popular-priced records, and offering you the price-advantage of dealing direct with the actual manufacturer. We manufacture over 40,000 records daily, carry over a million records in our factory stock, and can give you a brand of prompt and efficient service which you will find it hard to equal elsewhere. The superior quality of our records can best be learned by a trial order.

Standards 12½ c, f.o.b. Boston

<table>
<thead>
<tr>
<th>Standards</th>
<th></th>
<th>Songs</th>
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</thead>
<tbody>
<tr>
<td>4236</td>
<td>Stealing Youder</td>
<td>(The Mountain Stream (Yodler))</td>
</tr>
<tr>
<td>4239</td>
<td>Hallelujah I'm a Bum</td>
<td>(The Dying Hobo)</td>
</tr>
<tr>
<td>4240</td>
<td>Climbing Up Those Golden 4127</td>
<td>Stairs</td>
</tr>
<tr>
<td>4241</td>
<td>Oh, My Darling Clementine 4128</td>
<td>Stirrers</td>
</tr>
<tr>
<td>4242</td>
<td>Where You Been Sweet Nellie Home</td>
<td>(Send Me a Rose From Ireland)</td>
</tr>
<tr>
<td>4243</td>
<td>There Goes Sweet Nellie Home</td>
<td>(Send Me a Rose From Ireland)</td>
</tr>
<tr>
<td>4244</td>
<td>Song of the Volga Boatmen</td>
<td>(Under Some Old Apple Tree)</td>
</tr>
<tr>
<td>4245</td>
<td>The Vacant Chair</td>
<td>(Picture That's Turned to the Wall)</td>
</tr>
<tr>
<td>4246</td>
<td>Mother's Old Red Shawl</td>
<td>(White Wings)</td>
</tr>
<tr>
<td>4247</td>
<td>Medley of Old Songs, No. 1</td>
<td>(Broke the News to Mother)</td>
</tr>
<tr>
<td>4248</td>
<td>Medley of Old Songs, No. 2</td>
<td>(Bird in a Gilded Cage)</td>
</tr>
<tr>
<td>4249</td>
<td>Just As the Sun Went Down</td>
<td>(My Darling, Nellie Gray)</td>
</tr>
<tr>
<td>4250</td>
<td>In the Sweet Bye and Bye</td>
<td>(That's Why the Undertaker's Busy)</td>
</tr>
<tr>
<td>4251</td>
<td>The Drummer's Child</td>
<td>(Smith Blues)</td>
</tr>
<tr>
<td>4252</td>
<td>My New Hampshire Home, Old</td>
<td>(She's All Coming Home to You)</td>
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<tr>
<td>4253</td>
<td>Song of the Volga Boatmen</td>
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<td>4254</td>
<td>Boston Burglar</td>
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<td>4255</td>
<td>Cowboy's Lament</td>
<td>(White Wings)</td>
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<td>4256</td>
<td>Wild Wing</td>
<td>(Dove on the Window)</td>
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<td>4257</td>
<td>By the Waters of the Minnesota</td>
<td>(Dove on the Window)</td>
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<td>4258</td>
<td>The Gypsy's Warning</td>
<td>(Dove on the Window)</td>
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<td>4259</td>
<td>Don't You Remember</td>
<td>(Dove on the Window)</td>
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<td>4260</td>
<td>Where the Silvery Colorado</td>
<td>(Dove on the Window)</td>
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<td>4261</td>
<td>Blues and the Bear</td>
<td>(Dove on the Window)</td>
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<td>4263</td>
<td>The Little Old Log Cabin in the Lane</td>
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<tr>
<td>4264</td>
<td>Wish I Was Single Again</td>
<td>(Dove on the Window)</td>
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<tr>
<td>4265</td>
<td>Let Us Love Over Again</td>
<td>(Dove on the Window)</td>
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<td>4266</td>
<td>Love's a Love for a Lifetime</td>
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<td>Powder Puff</td>
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<td>4269</td>
<td>Glow Worm</td>
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<td>4270</td>
<td>Let Us Love Over Again</td>
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<td>4271</td>
<td>Rose Marie</td>
<td>(Dove on the Window)</td>
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<td>4272</td>
<td>My Man</td>
<td>(Dove on the Window)</td>
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<td>4273</td>
<td>I've Got a New Dream</td>
<td>(Dove on the Window)</td>
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<td>4274</td>
<td>I'll Be With You</td>
<td>(Dove on the Window)</td>
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<tr>
<td>4275</td>
<td>I'm Sorry Sally</td>
<td>(Dove on the Window)</td>
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<td>4276</td>
<td>I'm Sorry Sally</td>
<td>(Dove on the Window)</td>
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<td>4277</td>
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Popular Hits 14½ c, f.o.b. Boston

<table>
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<tr>
<th>Popular Hits</th>
<th>Songs</th>
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<tr>
<td>4151</td>
<td>Wreck of the Old '97</td>
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<td>4152</td>
<td>Where You Been Sweet Nellie Home</td>
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<tr>
<td>4153</td>
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</tr>
<tr>
<td>4154</td>
<td>Song of the Volga Boatmen</td>
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<td>4155</td>
<td>Boston Burglar</td>
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<tr>
<td>4156</td>
<td>The Vacant Chair</td>
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<tr>
<td>4157</td>
<td>Medley of Old Songs, No. 1</td>
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<tr>
<td>4158</td>
<td>Medley of Old Songs, No. 2</td>
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<tr>
<td>4159</td>
<td>Just As the Sun Went Down</td>
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<td>4160</td>
<td>In the Sweet Bye and Bye</td>
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<td>The Drummer's Child</td>
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<td>My New Hampshire Home, Old</td>
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<td>Song of the Volga Boatmen</td>
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<td>I'll Be With You</td>
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<td>4185</td>
<td>I'm Sorry Sally</td>
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Popular Vocal

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<tr>
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<tbody>
<tr>
<td>4250</td>
<td>She's Funny That Way</td>
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<tr>
<td>4251</td>
<td>I'm Sorry Sally</td>
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<td>4252</td>
<td>I'm Sorry Sally</td>
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<tr>
<td>4253</td>
<td>I'm Sorry Sally</td>
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<td>4254</td>
<td>I'll Be With You</td>
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<td>I'll Be With You</td>
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<td>4258</td>
<td>I'll Be With You</td>
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<td>4259</td>
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Hawaiian

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<thead>
<tr>
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<tr>
<td>41614</td>
<td>La Golondrina</td>
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<tr>
<td>41615</td>
<td>Aloha Land</td>
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<tr>
<td>41616</td>
<td>My Old Kentucky Home</td>
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<tr>
<td>41617</td>
<td>Palihiko Blues</td>
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<tr>
<td>41618</td>
<td>Sweet Hawaiian Kisses</td>
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Comedy

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<tr>
<td>41619</td>
<td>Flanagan at the Doctor's</td>
</tr>
<tr>
<td>41620</td>
<td>Casey and Quietly Meet at the Street</td>
</tr>
<tr>
<td>41621</td>
<td>Uncle Si at Village Barber</td>
</tr>
<tr>
<td>41622</td>
<td>Uncle Si and Hiram Hoppin' Horses</td>
</tr>
<tr>
<td>41623</td>
<td>I'm in Jail</td>
</tr>
<tr>
<td>41624</td>
<td>Wedding Bells</td>
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StoKes Children Love

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<th>Stokes Children Love</th>
<th>Songs</th>
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<tr>
<td>41625</td>
<td>The Fair's Serenade</td>
</tr>
<tr>
<td>41626</td>
<td>The Fair's Wedding</td>
</tr>
<tr>
<td>41627</td>
<td>The Gingerbread Man</td>
</tr>
</tbody>
</table>

GREGY GULL RECORDS, INC., Dept. TW 41, 16 Macallen St., Boston, Mass.
New Philco Model Welcomed by Trade

Eight-Tube Console Receiver With Built-in Dynamic Speaker Is Feature of Philco 1929 Line—Jobbers' Conference

The announcement by J. N. Skinner, vice-president of the Philadelphia Storage Battery Co., that a new console receiving set with built-in dynamic speaker would feature the Philco 1929 radio line was the highlight of the 'Philco distributors' two-day convention held at the Bellevue-Stratford Hotel, Philadelphia, Pa., December 28 and 29. Mr. Skinner, who was introduced by Edward Davis, president of the Philco organization, prefaced his remarks regarding the new model by stating that tentative plans call for a volume of 500,000 Philco receivers during 1929. The enthusiastic with which the new model was greeted by the distributors when displayed and the orders which were immediately placed gave evidence of the popularity with which it will undoubtedly be greeted by the buying public. Mr. Skinner further stated that the factory was in production on the new model, making over 1,000 per day, and that deliveries would start immediately. This model will be followed by a DC model, to be marketed during February, and a battery model for those sections in which there is a still a demand for that type receiver.

Harry Boyd Brown, merchandising and advertising counsel of the Philco organization, who spoke outlining the extensive advertising and sales campaign that has been planned and which starts this month. The announcement to the trade is contained in this issue of The World. Entertainment played its part in keeping Philco distributors busy during the convention and a theatre party on Jan. 7 all enjoying the performance of the musical comedy, "Boom, Boom," at the Forrest Theatre. Frank McIntyre, star of the production, was presented to one of the new Philco radio receiving sets.

Subsequent to the conference announcement of the new model was made to the trade on January 7 and full details were given. Volume without distortion of tone and with a range that accurately reproduces the lowest notes of a symphony orchestra and the highest notes of a soprano are the outstanding features of the new set, according to Philco officials. The new set with built-in dynamic speaker and employing eight tubes is housed in a walnut furniture console in the Louis XVI period style and sells for the lowest price of any model offered by the Philco Co.—$157, less tubes. Carload shipments of the model were sent to dealers in the largest cities of the country immediately after the preliminary announcement had been made at the distributors' convention and the enthusiasm with which the trade and public greeted the set gave ample evidence that the Philco estimate of 500,000 sets in 1929 would be more than fulfilled.

To the Distributors of Grigsby-Grunow Company's Majestic Electric Radio Receiving Sets

now assembled in convention
at the Stevens Hotel

How Prominent Advertising Agency Paid Tribute to Grigsby-Grunow in a Page Ad in the Chicago Daily Tribune

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.

N. Y. Electrical Credit Assn. Elects

J. H. Lecour, President; E. R. Mellen, Vice-President, and W. J. Kreger, Secretary—Committee Chairmen Named

At a meeting of the board of directors of the New York Electrical Credit Association, following the thirty-third annual meeting of the Association, the following officers were elected: J. H. Lecour, treasurer of the Mitchell-Rand Mfg. Co., president; E. R. Mellen, treasurer of the Western Electrical Instrument Corp., vice-president; and W. J. Kreger, secretary. The present board of directors, in addition to the above-named officers, includes: L. R. Edwards, treasurer of Harvey Hubbard, Inc.; R. F. Downing, E. R. Latham Co.; A. A. Dougherty, Alpha Electric Co., and R. H. Rice, Manning-Bowman & Co. The board expressed its appreciation to the retiring director, W. M. Fasol, for his faithful service.

Committee chairmen were appointed as follows: H. C. Grant, finance; L. R. Edwards, service; A. A. Dougherty, service improvement; R. F. Downing, membership, and E. R. Mellen, publicity.

A. K. Dealer Meetings

Atwater Kent dealer meetings are being conducted by the Louis Bues Co., Philadelphia, Pa.; Parks & Hull, Inc., Baltimore, Md.; and the Southern Distributors, Washington, D. C. All A. K. distributors, at which the new models for 1929 are being shown, is centering on the electro dynamic receiver, model 53.

Mr. and Mrs. William Edgar Hunt, of Orange, N. J., announce the engagement of their daughter, Catherine Elizabeth, to Paul Ganson Giffin, of Orange, N. J. Mr. Giffin is secretary of the 20th Century Radio Corp., of Brooklyn, N. Y.
Once again Federal proves itself a radio pioneer and leads the way as the first licensed manufacturer to build a set using the new 222 A. C. shielded grid tube—the tube that's conceded to be the means of perfecting A. C. reception—the tube that makes possible tremendous power, extreme selectivity, and unusual sensitivity.

Federal's new K models—constructed especially for the new 222 A. C. shielded grid tube—are companion sets to the sensational H models announced a few months ago. With these two types of A. C. receivers, Federal retailers have a double sales opportunity that places them far ahead of competition.

Phone, wire or write for details.

FEDERAL RADIO CORPORATION, BUFFALO, N. Y.
OPERATING BROADCAST STATION WGR AT BUFFALO
Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.
QUALITY MERCHANDISE
AND
PROFITS ARE SYNONYMOUS
TERMS

Radio products made by responsible manufacturers enable the dealer to conserve permanent net profits.

Our lines of radio merchandise have been selected on the basis of quality plus responsibility of the manufacturers, and your interests are further safeguarded by our own dependability.

FADA
ALL-AMERICAN MOHAWK-LYRIC
EVEREADY
R. C. A. RADIODRONS
NEWWCOMBE-HAWLEY SPEAKERS
ANSONIA SPEAKERS

“Blackman and Dependability—
One Suggests the Other”

Blackman
WHOLESALE RADIO DISTRIBUTING CO., INC.
28-30 W. 23rd St., New York, N. Y.
The Newest in Radio

Fad 14

Three full-length doors enclose the speaker grille and remote controls. These are arranged on a full-length walnut surface panel. The finish is a natural walnut, and the panel is trimmed in dark brown, contrasted with walnut finish. The doors are designed for easy removal and for deep storage on the remote control panel. The cabinet is designed to accommodate the remote control panel and the speaker grille. It is made of high-quality hardwood and is constructed to provide a high-quality finish.

Fad 17

The cabinet features a metal grille and a solid cabinet. The cabinet is designed to provide a high-quality finish and is constructed to accommodate the remote control panel and the speaker grille. It is made of high-quality hardwood and is designed to provide a high-quality finish.

Fad 21

A multi-unit audio system, including a speaker grille and remote control, is provided on the cabinet. The cabinet is designed to provide a high-quality finish and is constructed to accommodate the remote control panel and the speaker grille. It is made of high-quality hardwood and is designed to provide a high-quality finish.

Fad 22

A multi-unit audio system, including a speaker grille and remote control, is provided on the cabinet. The cabinet is designed to provide a high-quality finish and is constructed to accommodate the remote control panel and the speaker grille. It is made of high-quality hardwood and is designed to provide a high-quality finish.

Fad 24

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Fad 31

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Fad 32

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Fad 34

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Fad 36

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Fad 40

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Fad 41

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Fad 42

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Fad 44

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Fad 45

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Fad 46

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Fad 47

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Fad 48

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Cleveland, January 9—The Cleveland trade had the biggest radio year in its history for 1928. This was due in part to presidential election, but the efficiency of the new sets was the principal reason. It was a radio Christmas and business continued right up to the last minute. While many phonographs were sold, the combination models were mostly favored. Portable phonographs were very popular for presents. Records were featured by all dealers with very good results.

Hereman Wodicka has moved from his store at 1260 Euclid avenue to the Starr Piano Co. building at 1222-24 Huron road.

The Cleveland Music Trades Association will nominate officers for the ensuing year at their January meeting and will discuss the matter of admitting radio jobbers to membership in the Association. The annual banquet is to be held in February and a committee is at work arranging the necessary details.

H. W. Haememeister, music dealer of St. Clair avenue and Hayden avenue, was seriously injured and his wife almost instantly killed in an automobile accident early New Year's morning when their automobile collided with a street car on Euclid avenue near Nela avenue.

The Marches Piano Co., which has two stores, one on Broadway and the other at East Fifty-fifth street, has added the Kolster and Philco lines of radio receiving sets.

The William Taylor Sons Co., which opened a radio annex on Prospect avenue, has discontinued it and has concentrated all its radio and phonograph business at the main store on Euclid avenue, which contains a complete stock.

The George Worthington Co., distributor for Fada Radio in Cleveland and adjoining territory, celebrated its 100th birthday with a banquet and entertainment at Hotel Cleveland. The company is a hardware jobber and has specialized on the Fada line since taking its distribution several years ago.

The fifth annual convention of the Music Teachers National Association was held in Cleveland on December 27 to 29, inclusive, at the Hotel Cleveland and brought delegates from all parts of the United States and Canada. Radio was declared to be one of the most valuable mediums for music ever invented.

The Bing Co., one of Cleveland's largest downtown radio dealers and furniture concerns, is to erect a ten-story building at 514 Prospect avenue, according to present plans.

The Congress Music Co., of Cleveland, has been incorporated for 250 shares no par value by Monroe A. Looser, A. Crispey and Parker Fulton, well-known local business men.

The series of afternoon concerts over Station WHK that were sponsored by the Cleveland Ignition Co., Atwater Kent distributor and dealer, came to an end at Christmas. They were declared a complete success, the best method of publicity supplied and greatly stimulated business for the dealers.

The Starr Piano Co. has moved its radio department from the Prospect avenue store to the third floor of the main building on Huron road. Hyman Stein is manager of the department. The company is continuing its method of canvassing for radio business with good results. It is reported.

H. C. Schultz, Inc. distributor for Sonora, has received the DeLuxe models and these have aroused a great deal of interest among the trade.

The company has opened many new dealer accounts in recent months.

The officers of the Music Merchants' Association of Ohio have chosen the Deshler-Wallick Hotel at Columbus as headquarters for the 1929 convention which is to be held September 9, 10 and 11.

Buescher's music store on Huron road has recently enlarged the record department, which is now one of the largest and most complete in the city. Victor, Brunswick and Columbia discs are sold by this live retail house.

The Leser Co., Cleveland's largest radio retail concern, which operates a chain of stores both downtown and in the suburbs with one store in Akron, is now controlled by the Atlas Stores Corp., of Chicago.

E. A. Davenport With United Research Labs.

Mr. Davenport has for several years been associated with various radio and automotive manufacturing concerns and is well known in the radio field. Mr. Davenport has appointed the E. A. Davenport as the sales manager of the sales department of the United Research Laboratories, Inc., for several months ago acquired the patents, trade marks and good will the of the Reichman Co., former manufacturer of the Thorola radio receiving set and loud speaker. United Research Laboratories manufactures Thorola dynamic speakers and six- and seven-tube AC and DC receiving sets. The 1929 Thorola line will be sold through manufacturers' representatives to distributors throughout the country.

Explorers Praise Grebe Set

Mr. Chapman Andrews, leader of the Central Asiatic Expedition to Mongolia, which recently returned to the United States, in a letter to A. W. Grebe & Co., Inc., paid high praise to the Grebe short-wave receiver which he used on his expedition and particularly praised the new Grebe receiver for its reliability and portability.

New Federal "K" Series

The Federal Radio Corp., Buffalo, N. Y., has announced a new "K" series using the new 222 AC shielded grid tube as its latest innovation. The "K" models will be known as the Federal Ortho-Tone Model K-104, a table model, and Federal Ortho-Tone K-40-60, a console model, each operating on 60-cycle electric current. The receiver will also be available for 25-cycle electric current.
Newest in Radio

(Continued from page 109)

prevails; but the effect of the detector, said to result in the maximum transfer of energy and selectivity. The sensitivity has been further increased by having registration in the screen-grid tube as well as in the detector, automatically controlling the regeneration without "spooling over" at any time.

The DeForest Radio Corp., Jersey City, N. J., has planned a most extensive advertising campaign for the coming season covering every possible avenue of winning the buying public's attention. In a recent statement, Paul C. Stakke, director of advertising of the DeForest Radio Co., touches on the outstanding mediums which will be employed.

The first is the weekly broadcast programs by Arthur Pryor and his band of forty-one pieces, who will be heard over the Columbia Broadcasting System, which reaches some seventy-eight per cent of the population of the country. This broadcast feature sponsored by the DeForest organization started on January 6. Newspapers will be used to supplement the broadcast appeal and 165 newspapers in 146 cities will be used to impress the names DeForest and Audion on the minds of the public. Outdoor poster advertising is another medium which will be freely used in 1929, especially during September, October and November, and present plans call for displays in 450 cities and towns, with upwards of 4,000 locations or boards of which 1,200 are illuminated. In order to maintain its national prestige, the DeForest Co. will advertise in a number of the national magazines, including the Saturday Evening Post. The radio "fan" publications have not been overlooked as mediums to carry the DeForest message and "Radio Broadcast" has been chosen to carry DeForest advertising in its columns. Established trade journals, including The Talking Machine World, will perform a similar service for the musical radio trade.

In addition to this wide and varied advertising program, a merchandising program of similar proportions has been worked out for the direct benefit of dealers. Enlargements of the full-page advertisements which appear in the Saturday Evening Post will be supplied DeForest retail representatives to complete the tie-up between the store and company's advertising. A house organ, tentatively called The Grid, will be issued monthly and will contain news of general interest and sales promotion helps and merchandising aids. A window display service for dealers will also be augmented during the coming year, as well as a series of extensive store displays which will be a wealth of suggestions for the benefit of dealers.

Boy Violinist Makes Victor Recordings

Yehudi Menuhin, the child genius of the violin, who has won unanimous praise from the critics for his playing, has made two recordings for the Victor catalog. They are "La Capricciosa" and "Allegro" and "La Romanesca," coupled with "Sierra Morena." The Victor Talking Machine Co. has issued a special poster, suitable for window or interior display, featuring these records and bearing an excellent photograph of the talented prodigy.

Aid Crosley Iceball Sales

Early morning programs broadcast over station WJW, Crosley station in Cincinnati, are designed to help Crosley dealers sell the Iceball refrigerator. Descriptive literature is sent those desiring it and listeners are urged to call at Crosley dealers' stores to see the device.

Harry G. Sparks, sales manager of the Sparton-Washington Co., maker of Sparton radio products, was confined to his home for more than a week with an attack of influenza. He recovered speedily with no after-effects.

DeForest Radio Corp. Plans Extensive Ad Drive in 1929

Broadcast Programs, Newspapers, National Magazines and Billboards to Carry DeForest Message to Public—Series of Merchandising Aids for Trade Outlined

Boy Violinist Makes Victor Recordings

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Pierson Mono-Rail Cabinets

Vanishing Door Models

Do not confuse the Mono-Rail cabinet with so-called sliding door cabinets being offered by other manufacturers. The Mono-Rail principle is entirely new: and protected by patent rights. It is the only sliding or vanishing door constructed that will not bind, jerk, or get out of working order.

"Silent as the Footsteps of Time"

We offer five new Models at very attractive prices, the Petite High-Boy models are illustrated herewith. Until you have seen and tried the wonderfully smooth and quiet action of the Mono-Rail, you do not know what awaits you in the Pierson offering.

1929 Circular Ready

THE PIERSON COMPANY

333 Cedar Street
ROCKFORD, ILL.
The three-day convention of the Grigsby-Grunow Co., Chicago, maker of Majestic radio receivers, held in Chicago at the Stevens Hotel, December 9, 11 and 12, at which 140 distributors' executives, representing fifty-two distributing organizations, were present, was one of the most inspiring and spectacular gatherings of its kind yet held in the industry.

The convention was climaxd with a banquet on the closing night, December 12, at which several important announcements were made. Chief among these was the statement by Herbert E. Young, general sales manager, who presided at the meeting, that orders totaling $2,000,000 radio receivers for 1929 had been received at that time, representing, at factory prices, $12,000,000. It was also indicated during the convention that the company planned to manufacture radio sales, for original installation in Majestic receivers, and for replacement purposes.

A three-day series of business talks was held, in which was outlined an aggressive selling and advertising campaign for 1929. The broadcasting campaign will be greatly increased, the Majestic program utilizing the chain of forty-four broadcasting stations of the Columbia Broadcasting system. The billboard campaign will progress, and from present indications it would appear that by March 1, 1929, 10,000 billboards will carry the Majestic advertising message. New sales-promotion material is the making, and within the next few months it is expected that 3,000 neon signs will appear in Majestic dealers' show windows. The newspaper advertising campaign will be broadened, for one and one-quarter million dollars will be spent in newspapers and magazines in 1929. Home demonstration plans were outlined for the distributors' benefit, with prices for the dealer's and distributor's saloons.

Majestic Sales Staff in Conference During Distributors' Convention in Chicago

Majestic Sales Staff in Conference During Distributors' Convention in Chicago

The presentation by William C. Grunow of the new Majestic radio-phonograph combination instrument, which will be ready for delivery early in January and which will retail for less than $300, Mr. Grunow prefaced the showing with a short address in which he stated that the size and facilities of both of the large Majestic factories would be increased in order to take care of the 1929 demand for the Majestic radio products.

The business sessions, held under Mr. Young's supervision, were featured by addresses by B. J. Grigsby, president; William C. Grunow, vice-president and treasurer; Herbert E. Young, general sales manager; Diane Wanamaker, advertising manager; James J. Davin, of the sales department; M. T. Cole, general outdoor advertising Co., and Charles S. Seavy, of H. W. Kestor & Sons advertising agency.

During one of the lighter moments of the conclave a skit was presented entitled "Majestic Rumors." Mr. Wanamaker portrayed the role of a Majestic brought with him some new and frightful rumors concerning the Grigsby-Grunow Co. and when, in the finale, one gentleman appeared with no rumors to
offer, Mr. Wanamaker dispatched him, with a blank revolver cartridge, in true Chicago style.

At noon daily luncheons were held, at one of which $1,500 platinum, diamond-encrusted presentation to his associate of many years, Mr. Grunow.

At the banquet addresses were made by officials of the Grigsby-Grunow Co. and promi-

New York Delegation to Majestic Distributors’ Convention at Pennsylvania Station

watches were presented to Mr. Grigsby and Mr. Grunow by the distributors, and at the banquet a $20,000 Rolls Royce limousine was presented to Mr. Grunow by his distributor friends, who commemorated the event by also giving him an engraving containing an etching of the limousine and the names of the distributors. The presentation was cleverly staged by the distributors’ committee in charge, headed by Leonard Welling and Louis W. Cohen, for the attention of everyone was distracted for a moment while the Rolls Royce was driven under its own power to a place just in front of the speakers’ table, where Mr. Grigsby made the next guests. Entertainment was given during and after the dinner courses, with music provided by Maueline Sherman and His Orchestra.

At the time of the convention Mr. Grigsby announced that shipments for the month of November were $5,225,000, as compared with $5,140,000 in October, and that net profits for November were in excess of $800,000 after depreciation and all charges, but before taxes, which is equal to over $2 per share on the 340,200 shares of capital stock outstanding. The company has no bank loans or indebtedness. -

Amrad Business in 1928 Showed Tremendous Increases Over 1927

James E. Hahn, President of the Amrad Corp., states that sales increase was approximately 300 Per Cent—Mershon Condenser Division Also Made Great Progress

We are entering the year of 1929 having had an extraordinary sales increase over the preceding year—a sales increase, as a matter of fact, of approximately 300 per cent. Two departments of Amrad’s business have shown remarkable growth during the year. Our radio set business, where activity has been confined entirely to a quality line, has shown a very large increase over 1927, and we now have approximately three times as many franchised Amrad dealers as we had when we entered the season, and the set sales have shown a relative progress. Although the Amrad name was not very well known to the general public, the line has been very well received by the consumer; and after all, it is consumer acceptance that determines the success or failure of a line.

The Mershon condenser division of the Amrad Corp, has also made astounding progress. The company manufactured about 70,000 Mershons in the year 1927, and the production for 1928 shows a sale of nearly one-half million Mershon condensers. The Mershon plant has been increased to a point where it can deliver 6,000 complete units per day, or roughly 100,000 microfarads. Plans are now under way to immediately increase the plant producing power to 10,000 units per day or a plant capacity of 150,000 microfarads. In anticipation of the tremendous Mershon business that we expect in 1929, plans are now under way for a complete duplicate plant so that there will be two separate units operating independently, each with a capacity of supplying 10,000 units per day, or capable of the very large production of 300,000 microfarads daily. The Mershon condenser will carry with it a year's guarantee, and the two separate manufacturing units will be the assurance of an adequate supply of this commodity for which we are assured so large a demand during the coming season.

The company has had the most successful year in its history. Popular demand throughout the United States and foreign countries has brought about a 400 per cent increase in sales. Production is now running at capacity and advance orders justify keeping this pace for four months to come.

Death of Alfred Hasse, Head of Alfred & Co.

Alfred Hasse, proprietor of the music publishing house of Alfred & Co., 1658 Broadway, New York, died recently at his home following an attack of pneumonia. Prior to turning music publisher Mr. Hasse was professional manager of the New York office of the McCarty-Guscoal Co. He started a small enterprise called the Orchestra Music Supply Co. about six years ago, and later opened a publishing department to issue folios, instrumental numbers and specialties for various instruments.

G. S. Lewis has opened a new music store at 416 West Chestnut street, Louisville, Ky.
“Tone Quality and Appearance to Be Predominating Factors”

Paul B. Klugh, Vice-President and General Manager of Zenith Radio Corp., Sees No Radical Innovations in 1929 But a Continuation of Fundamental Principles

TO a trained ear, tone quality and appearance will be the predominating factors stressed by radio manufacturers during the year of 1929, with no radical innovations from a mechanical or electrical standpoint but a continuation of the fundamental principles around which radios are now constructed, is the opinion of Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., Chicago, Ill. Looking back over the profitable season which closed with 1928 Mr. Klugh states that he sees no basic economic factors which tend to change the profitable condition, and, on the contrary, he believes that the radio season of 1929 will see the industry in its most healthy condition.

The fact that the Zenith Radio Corp. will occupy new and larger quarters about April of 1929 with facilities for greater production is proof positive that the company anticipates an even greater and more profitable season.

Mr. Klugh bases his prediction of a more prosperous season on a number of factors, among which are the betterment of the unemployment situation, the increase of incomes and the general improvement of national prosperity. He adds that the happenings of 1928, coupled with the justifiable popularity of AC basic economic factors which tend to change the profitable condition, and, on the contrary, he believes that the radio season of 1929 will see the industry in its most healthy condition.

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10,000,000 Homes in U. S. Form Market for Battery Receivers

There are more than 10,000,000 homes in the United States that are not yet wired for electricity and cannot use AC radio sets. Of this huge number there are very few which are not potently a market for radio receivers deriving their current from batteries. Many dealers, because of the justified popularity of AC sets, it is believed, have overlooked extent of the battery set field.

The latest statistics of the Government revealing facts regarding the number of households which form the radio dealers' potential market for battery sets. For instance, Washington, D. C., is regarded as one of the most urban communities in the country. A large part of the District of Columbia is solidly built up. Yet there are no fewer than 28,300 homes in the capital of the nation which are wired for electricity, all potential users of battery sets.

Ohio has 342,000 unwired homes; Kentucky, 218,700; Pennsylvania, 852,500; North Carolina, 514,900. The total for the United States, according to the latest official estimate, is 10,559,510. In many States it is estimated that the market for battery sets is 70 per cent of the total.

An interesting survey of this situation made recently by National Carbon Co., Inc., produced further striking facts. Agents of the company were sent into representative rural communities in several populous states. Consultation with rate engineers of power companies showed that these companies, although making every effort to keep down costs to the consumer, were facing great difficulties in getting power to where it was needed. The agents, they had reached the point where they could not give farmers current where there are three farms or less to the mile. It was pointed out that where this was concentrated 2.5 to 2.9 per mile the minimum charge was $8.50. A lesser concentration per mile brought a minimum charge of $10. In all cases the farmer received only 50 kilowatt hours for the price-quoted. Several of the communities in which the survey was made are in regions where the generating cost of electricity from water power is relatively low.

As a result of these unexpected facts, the National Carbon Co. has formulated a plan which will assist the dealer to take advantage of the huge opportunities of the battery set field and enable him to substitute facts for guesswork and surmise. The principal idea of this plan are:

1. The dealer is asked to ascertain from his local chamber of commerce, bank or other authority, the approximate limits of his trading area.
2. He is asked next to consult either for United States census or county maps for the approximate population of his trading area.
3. Dealer then divides this total population by 4.3, which will give him the approximate number of families. This will be the total potential market for AC and battery-operated sets.
4. Following that, he ascertains from his electric light and power company how many of these homes are wired (this is the number of residential meters in his area.)

Wiswell Co. Host to Sparton Retailers

Introduction of New Sparton Receiver, Model 930, Feature of Meeting at Hotel Stevens—Campaign Started

The Wiswell Radio Co., Chicago, Sparton distributor, was host to its dealers from Chicago and outlying territory at a luncheon in the south hallroom of the Stevens Hotel on January 4. Leslie C. Wiswell, president of the company, welcomed the dealers and thanked them for the co-operation which during 1928 had permitted the sales of Sparton radio receivers to be increased 100 per cent in the Chicago territory of the Wiswell organization over the sales of 1927. During the luncheon the guests were entertained by Olive O'Neil with a group of songs.

The outstanding feature of the luncheon was the introduction of a new Sparton radio receiver, model 930, a nine-tube console in a walnut cabinet equipped with a dynamic loudspeaker, the speaker also being manufactured by the Sparks-Withington Co. The top of the cabinet is of solid walnut and the chassis is a sliding panel so that it may be pulled out from the back of the cabinet. The set employs six amplifying tubes, two No. 102 power tubes and one No. 20 rectifier tube.

Mr. Wiswell stated that the new receiver would be ready for delivery on January 5 and that a newspaper campaign on model 930 and other receivers in the Sparton line would start in the Chicago newspapers on January 9, as part of an aggressive Winter and Spring sales program.

Utah Oscilloscope Models to Be Shown

Advance models of the new Utah Oscilloscope condenser speaker will be ready January 15 and will be on display at the headquarters of the company in Chicago, according to Henry C. Forster, treasurer of the organization. The Oscilloscope is the new highly operated condenser speaker, the invention of Professor Hans Vogt of Germany, who recently visited America and licensed the Utah Radio Products Co. to manufacture this product. Mr. Forster also announced on January 5 that sales of the company for December, 1928, were $590,000, as compared with $84,000 in December of 1927, or an increase of over 700 per cent.

Announcement has been made of the engagement of Miss Catherine Hunt to Paul G. Griffin.
Big Demand for Rola Model 15 Speaker

Recently Introduced Low-Priced Cabinet Speaker Welcomed by Trade and Public—New Factory Opened in Cleveland

OAKLAND, CAL., January 8—The recently introduced Rola low-priced cabinet speaker, Model 15, has met with an enthusiastic welcome from both the trade and public. The demand has kept the factory extremely busy meeting shipment dates, according to officials of the company. In commenting on the new model, H. S. Tenny, president of the Rola Co., states: "The new Rola, Model 15, has been designed as a special means of cultivating a growing field in the music trades well worth the attention of dealers. Many radio users with old speakers are constantly seeking greater realism in the performance of their sets. They may now purchase a new cabinet speaker giving high-quality performance at a price much lower than they paid for the old speaker. When plugged in, even with an old set, the new Rola Model 15 gives a greatly increased tone range and volume—a degree of accuracy and realism never before equaled in the popular-priced speaker class. Other models in the Rola 1929 line are experiencing a heavy demand, particularly the Rola Model 20 and the power speakers, Models 30 and 35. This has been the biggest year we have ever had and we anticipate no slump. At present we have orders that will keep our factory running to capacity for two months and we are now operating the full twenty-four hours of the day. "In order to care for the increasing volume of our Eastern business, we have found it necessary to open a factory at 2570 East Superior avenue, Cleveland, Ohio. This factory, operating in addition to the Oakland factory, will manufacture all models of the Rola loud speaker line and the Auditorium reproducers."

Trade Activities in Detroit Field

DETROIT, Mich., January 7. Dealers report a very big business for the last six months of 1928 and anticipate even better business for 1929. The fact that industrial conditions are the best they have ever been in Detroit and the further fact that motor car manufacturers are preparing for the greatest production in their entire history makes dealers very optimistic.

Grinnell Bros., who operate forty retail music stores, wholesalers for the Victor line, as well as several radio outfits, held their annual branch managers' convention January 7, 8, 9 and 10. All phases of merchandising were taken up, including talking machine and radio.

Thomas Devine, Detroit manager for the Columbia Phonograph Co., who is back after several weeks' illness with flu, says that January business is quite brisk as compared to last year. The new Columbia receiving sets are making a big hit, especially the $30 model.

Although exact figures are not available, the Detroit Electric Co., Michigan distributor for the Majestic radio, did a phenomenal business for the year, the great momentum of sales coming during the last three months. Mr. Abramson, president of the company, says that despite carload shipments weekly he was unable to supply the demand. He is very optimistic about 1929.

The Jefferson Radio Corp. now has four retail stores in Detroit, two of them downtown, one on the East Side and another on the West Side. The stores feature the Brunswick line of phonographs and combination outfits. The firm's slogan is "The home of the $10 a year radio service."

Sam E. Lind, whose main store is at 9660 Grand River, has just opened his second store at 6325 Fenllect avenue. Mr. Lind features the Atwater Kent line. Mr. Lind was for many years Detroit branch manager for the Columbia Phonograph Co., making many trade friends.

High Praise for Utah Ads

During the past few weeks many letters have arrived at the offices of the Utah Radio Products Co., Chicago, from foreign countries complimenting the firm on its 1928 advertising campaign. Many of the foreign representatives of the firm stated that they had received favorable comments and inquiries regarding the advertisements from art critics and the advertising fraternity in Spain, France and England, and requests have been received for the plates to appear in European newspapers and magazines. The same type of advertising will be used throughout 1929, according to Henry Forster, treasurer of the company.

The Atlas Stores, Chicago, recently declared a quarterly dividend on common stock.

Fada Plans Ad and Selling Campaign

In connection with the announcement of four new Fada models, AC and DC receivers, J. C. Lincoln, advertising manager of F. A. D. Andrea, Inc., stated that the company will shortly set in motion an advertising and merchandising campaign of larger proportions than ever before. An extensive line of window display and other dealer helps will be included in the campaign, according to Mr. Lincoln.

"The Fada organization is well entrenched and we are extremely optimistic over 1929," said Mr. Lincoln. "We have made ambitious plans for increased manufacturing facilities in order to permit the doubling of production. The new Fada line embodies very attractive features at a price range within the reach of all pocketbooks, and we anticipate a marked increase in the demand."

The SEEBURG SELECTIVE Automatic Phonograph

WINS—By permitting a choice!

The Selective Dial Increases Profits

Everybody Likes to choose Their Own Music

J. P. SEEBURG CORPORATION

World's Leading Manufacturers of Automatic Musical Instruments:

1510 DAYTON STREET, Dept. D, CHICAGO, ILL.

We could talk about tone—wonderful tone—we could talk about record changing speed—less than five seconds—we could talk about simplicity of mechanism—this means dependability—we could mention our all-electric A. C. pick-up—perfect amplification with Dynamic Speaker—but we couldn’t pick a better winning feature than—SELECTIVITY. That means larger profits for the owner.

That is why the SEEBURG is preferred.
"Music Merchant Has Before Him an Era That Is Unprecedented"

R. W. Jackson, General Sales Manager of the Panatrope Division of the Brunswick Co., Says Combinations Will Have Important Bearing on Sales Activity

DEVELOPMENTS in the last year have proved conclusively that the radio receiving units have become definitely accepted by the public as musical instruments and pieces of furniture. In other words, the "home-made contraption" with uninsightly batteries and boxes and yards and yards of wire, and the radio fan who listens to squeaks and howls, perfectly content in the fact that they are squeaks and howls from some far distant point, are permanently relegated to the scrap-heap.

It is the natural evolution of radio from a fad to a necessity in the home. Music has become the primary object of the public's demand in radio, with beauty of cabinet work an important, closely related feature pertinent to the sale of a radio receiving set to the present-day buyer. Consequently Brunswick Radio incorporates the best of modern radio equipment in cabinets of unusual beauty, so that as a unit Brunswick Radio's appeal to the public is based on the two greatest factors of public demand.

Logically, with music so important to the sale of radio, the combination instrument will have an important bearing on the sales activity of the successful music merchant during the coming year. With this instrument he is able, even more effectively than with straight radio, to satisfy the public demand for music, real music, in its purest form, both through the medium of broadcast programs and records, the buying public can have all the great music of the world at any time.

This leads, of course, to records. It is only the backward and dormant music dealer who does not appreciate the value of his record counter. It is not only valuable to him in that records are a fast-selling commodity that should show him a profit each month, but as a low-unit-priced commodity, that will naturally bring hundreds of potential buyers of the higher-priced units into his store. Insofar as the records themselves are concerned, at no time was the average music merchant in better position to cash in on the possibilities of his record department. The new developments in recording give him a product so much superior to anything that he formerly had that the result has been the opening of an entirely new sales field. Another factor in record business to-day that no successful dealer can overlook is the pres- ent enormous demand for motion picture theme songs. This development, and the developments in recording, give the music merchant an opportunity to reap the benefits of the publicity current to motion pictures and to appeal directly to the class of people who constitute the great part of the record-buying public.

Briefly, the possibilities for 1929, based on the activities of 1928, show that the music merchant has before him an era of prosperity that is unprecedented. He is wide awake enough to take advantage of the possibilities and shape his operations to the present trend, an important factor of which is to train each sales person in good selling of music so that each prospect will bring its full potential sales possibility in merchandise of stable and good-will-building character.

**Crosley Jobbers View New Jewelbox Model**

*Introduction of New Models Features Winter Meeting of Crosley Distributors - Powel Crosley, Jr., Honored*

Three outstanding events marked the mid-Winter meeting of Crosley distributors at the headquarters of the Crosley Radio Corp. in Cincinnati on December 28, namely: The introduction of a new and improved Jewelbox receiver to head the Crosley line and of two present-model numbers, the Showbox and Gembox receivers in new containers and to be known as the Show­ cheet and Gemcheet. The presentation to Powel Crosley, Jr., president of the corporation, of his commission as a Colonel on the staff of Governor Plen. D. Sampson of Kentucky. And the presentation to Mr. Crosley of a mammoth loving cup to the distributors in appreciation for the support they have enjoyed with the Crosley line during 1928.

The new Jewelbox model was unveiled at a morning meeting at the Cincinnati Club. At each table were Powel Crosley, Jr., and Mr. Aiken, who were greeted with a spontaneous applause on the part of those who will distribute them throughout the country during the present season. Mr. Crosley explained the salient points of each number and technical descriptions were given by Ralph H. Angley, director of engineering.

Being additions to the line and not replacements, the new receivers will not in any way obsolete any of the present products now in stock in dealers' hands. The assembled distrib­ utors expressed the opinion that the new receiv­ ers filled the gap in the Crosley line, so that a much larger clientele might be served.

The noonday luncheon at the Cincinnati Club was featured by the presentation to Mr. Cros­ ley of the commission and by interesting talks.

During the afternoon meeting Lewis Crosley, vice-president of the corporation, presented the new line of Crosley icyball refrigerators. Mr. Crosley also displayed a new office water cooler, the new Icyball stabilizer, an accessory designed to amplify the use of the Icyball in extreme cli­ mates; a milk cooler and a large soft drink container and cooler. Soft drinks cooled in this last device were served to the distributors.

Following the display of the Icyball refrigerators, Mr. Crosley named the selection of the distributors' merchandising committee, Major J. E. Hahn, pres­ ident of the Amrad Corp., addressed the meeting. He told of the success of the Amrad line during 1928 and the plans for 1929 as well as giving some very interesting information about the Canadian Crosley Co. The loving cup was presented to Mr. Crosley at the evening dinner by Jim Aiken, of Toledo, head of the distributors' committee, who presented the cup to Mr. Cros­ ley. Mr. Aiken was followed by John Hanson, president of the Standard Battery & Electric Co. of Waterloo and Cedar Rapids, Ia., who spoke as the oldest Crosley distributor. Others who spoke were Jack Waddell, of Wetmore­ Savage, Boston; Charles Carper, of Nebraska­ Puick, Lincoln, and Robert Coleman, of George C. Beckwith Co., Minneapolis.

**Graybar 1928 Sales Were $75,000,000**

Sales of the Graybar Electric Co., New York, in 1928 were approximately $75,000,000, according to a recent announcement by G. E. Cullinan, vice-president in charge of sales, who stated further that he company closed the last three months of this year with the largest volu­ nme of sales in any quarterly period in its history.

Reports from the seventy-one Graybar dis­ tributing houses in strategic merchandising centers throughout the country, Mr. Cullinan said, pointed to a marked increase in sales volume during 1929.

**F. R. Hoffman Columbia Office Manager**

F. R. Hoffman has been appointed office manager of the executive headquarters of the Columbia Phonograph Machine Co., 1819 Broadway, New York City, succeeding W. K. Doetsch, who has been transferred to the general sales department. Mr. Hoffman was previously connected with the Columbia organization as as­ sistant manager of its Canadian offices, from 1903 to 1918. He then became cashier of the Bridgeport Brass Co., Bridgeport, Conn., and last June returned to Columbia in its Bridge­ port accounting offices.

The formal opening of the Scherberg Music Shoppe, 1825 Chicago avenue, Minneapolis, Minn., was recently held with the attendance of crowds of prospective customers. A complete line of Victor Orthophonic products, Radiolas, Crosley and Lyric radio receivers are carried.

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We are interested in buying phonograph parts, motors and accessories.
If you have merchandise you wish to move for cash we will play. Otherwise, do not waste my time or yours.

In replying state quantities and where can be seen. Any part of the United States.
All replies will be kept confidential.

Address Mr. Q, c/o Talking Machine World and Radio-Music Merchant
420 Lexington Ave., New York City
Distributors View New Lyric Models

(Continued from page 32a)

Model 75 is an exceptionally artistic console with the new Lyric dynamic speaker, and the attractiveness of the cabinet design won the admiration of the distributors, who predicted that this instrument would meet with national success. The new Lyric line from a constructional angle has many distinctive features which have been perfected at the All-American Mohawk plant during the course of the past few months.

The new Lyric line was allocated to the distributors for their respective territories and during the meeting the entire factory production for the next three months was purchased.

Mr. N. Frankfort, vice-president in charge of sales and of the All-American Mohawk Corp., supervised the conference and made the keynote address on Friday, emphasizing the co-operation which the company is planning to give its distributors and dealers during the coming year.

Mr. Frankfort commented on the fact that Lyric distributors had achieved exceptional results in 1928 in their respective territories and at the present time the company is in a stronger position industrially and financially than at any time in its successful history.

Mr. Frankfort introduced Eugene R. Farny, who was recently elected president of the company, and who extended to the distributors a cordial welcome. Gustave Frankel, vice-president, and the founder of the Mohawk organization, gave the distributors an intimate idea of the manufacturing and merchandising problems which the company had faced the past year and which apparently it has solved.

Other speakers on the program included Lee Robinson, of Talking Machine World & Radio-Music Merchant, who in the course of a brief talk told the distributors just how and why radio-music dealers have become such an important factor in the merchandising of radio products.

Lloyd Maxwell, president of Williams & Cunningham, Inc., advertising counselors to the All-American Mohawk Corp., furnished the distributors with important data relative to the Lyric advertising campaign for the coming year.

The distributors were entertained at several luncheons and dinners during the course of the conference, as well as a theatre party on Friday night, and a visit to the All-American Mohawk plant in Chicago furnished the distributors with an adequate idea as to the company's splendid manufacturing facilities.

THE KENTONE

ARM No. 90

Brand New, Decidedly Inexpensive but Positively Highest Grade Thruout

Made of brass tubing, continuously tapered, with a throw-back goose neck. Measures 8 1/2 inches from center to center and has an 1 1/2 inch opening in base. SAMPLES NOW READY—GET YOURS TODAY.

MADE & BACKED BY KENT "The Oldest and Best Exclusively in each Test"

Organized in 1914

F. C. KENT COMPANY
Manufacturers of TONE ARMS, SOUND BOXES and ATTACHMENTS

IRVINGTON, N. J., U. S. A. Incorporated in 1920

"Win their way
By their play."
H. A. Hutchins, Jr.,
With DeForest Co.

Appointed New York District Sales Manager—Has Had Wide Experience in Electrical and Radio Sales Fields

The appointment of H. A. Hutchins, Jr., as New York district sales manager has been announced by H. C. Holmes, general sales manager of the De Forest Radio Co.

"Mr. Hutchins comes to us direct from the Kolster Radio Corp., where he was assistant general manager of the merchandising division," states Mr. Holmes. "He is a graduate of Annapolis and a post graduate of Massachusetts Institute of Technology. He served in the corps of construction of the Navy. During the past six years Mr. Hutchins has been engaged in selling, and his experience covers the electrical, automotive and radio fields. Three years ago he joined the Kolster organization as assistant sales manager.

Kolster Hour on New Stations

The Kolster Hour, sponsored by the Kolster Radio Corp., one of the most prominent radio features on the air, is now being heard on the Pacific Coast as well as throughout the rest of the country. Seven Pacific Coast stations have been added to the chain which carries the Kolster programs. They are: KLZ, Denver; KGYL, Salt Lake City; KVA, San Francisco; KMTR, Los Angeles; KJR, Seattle; KEX, Portland, and KGA, Spokane.

Philadelphia Majestic Dealers Attend Meet

Philadelphia, Pa., January 10—Majestic dealers in Philadelphia gathered to-day in the Grand Ballroom of the Penn Athletic Club, in this city. The business meeting which was called by the Philadelphia distributor of the Majestic line, Peirce-Phelps, Inc., and the Penn Phonograph Co. was called to order at 3 o'clock. The object of the meeting was the preliminary showing of the new Majestic Model 181 combination, and a complete outline of Majestic policies and merchandising plans for 1929. Herbert E. Young, general sales manager of the Grigsby-Grunow Co., Chicago, and Majestic officials were present and addressed the gathering, as well as J. T. Peirce and T. V. Barnhill, of Peirce-Phelps, Inc., and the Penn Phonograph Co., respectively, and their staffs. In the evening Peirce-Phelps, Inc., and the Penn Phonograph Co. entertained the dealers at an informal banquet and Majestic frolic, a most enjoyable affair.

E. S. Temple Joins Fada Sales Force

Earl S. Temple has just joined the sales force of F. A. D. Andrea, Inc., and will operate in the metropolitan district of New York under the direction of C. M. Sherwood, district sales manager for that territory.

Mr. Temple comes to Fada from the French Battery Co., where for three years he was district sales representative, traveling out of the New York office. Previous to this connection, he was with the International Battery Co. of New York, in the sales and production end of the business.

DUOGRAPH Scores Sensational Triumph!

Universally acclaimed as marking a new era in the 16 MM. Home Projector Field. An avalanche of orders followed the announcement of this

Highest Quality—Lowest Priced Projector

In quality, appearance and performance comparing favorably with any projector, regardless of price

Duograph is shattering all marketing records! Every dealer who has seen this projector has placed an order. It has been approved for New Jersey schools, and a number of the largest corporations have ordered it. Typical of letters received is one from Harry C. Lewis, president of Light & Crown Pictures Co., of San Francisco, Los Angeles and San Diego, Cal., one of the world’s largest organizations devoted to Home Motion Picture "Duograph Projector is the most outstanding product ever developed in the 16 MM. field. We know you are going to have wonderful success, and are anxiously awaiting your first shipment. It is the unanimous opinion of the dealers that it will be one of the largest sellers on the market."

"The music trade is very much interested in your projector. All the larger music houses on the Pacific Coast are anticipating a motion picture department in each one of their stores. This means that you will have real merchants behind your product."

WRITE FOR DEALER’S PROPOSITION

COMING

MOTOR DRIVEN MODEL AND COMPANION CAMERA COMING
Talking Machine Men
To Hold Dinner-Dance

Annual Event to Take Place at Commodo-
re on April 1—Harold Wrape and
H. G. Estrom Attend January Meeting

Harold Wrape and H. G. Estrom, president
and secretary of the Federated Radio Trade
Association, were guests at the first meeting
of the year of Talking Machine and Radio-
Men, Inc., of New York, New Jersey and Con-
necticut, held at the Cafe Boulevard, New York
City, on January 9. Mr. Wrape spoke briefly,
telling the members that he expects some ac-
tion from the Board of Directors of the R.M.
toward giving the treasury of the Federated
Association a percentage of the proceeds of the
receipts of the Radio World's Fair in New
York and Chicago. Mr. Estrom also spoke,
stating that the membership of the wholesale
division of the Federated now numbers 150
and is growing rapidly. He also spoke of the
Federated Convention, which will take place
in Buffalo, on February 18 and 19, and urged
the members to attend.

Byron Forster, chairman of the entertainment
committee of the Association announced that
the annual dinner-dance would take place at the
Hotel Commodore, New York City, on April 1,
and urged the active support and co-operation
of every member. The event, the highlight of the
organization's activities each year, will be open
to the public this year and as attendance
of 2,000 is expected. Twelve or fifteen of the
best-known dance orchestras in the country will
be present to provide entertainment, and officials of the
Association feel that if the dance is properly
advertised by the members the application for
tables will be far more than can be accommo-
dated. The Columbia Phonograph Co. has
already expressed its intention of supplying
Paul Whiteman and His Orchestra and Ted
Lewis and His Band as its share in making the
affair a success. Other companies will make
known their contributions in the near future.

Pryor on De Forest Hour

Arthur Pryor, famous American bandmaster,
and his augmented military band of forty-one
pieces, have been engaged by the De Forest
Radio Co. to broadcast a series of nightly con-
certs over the stations of the Columbia Broad-
casting System. Mr. Pryor, who has been en-
gaged for a period of one year, made his debut
on the De Forest Hour on Sunday, January 6.

New Federal Distributor

Arrangements for distribution of Federal
Ortho-sonic radio in the Duluth, Minn., terri-
tory, have just been completed with the Du-
luth Paper & Specialties Co., of that city, ac-

New Kent Tone Arm

The F. C. Kent Co., Irvington, N. J., manu-
facturer of tone arms, sound boxes and attach-
ments, has placed a new arm on the market,
known as the Kentone Arm No. 90. The new
arm is described as high grade, but decidedly
inexpensive. It is made of continuously tapered
brass tubing with a throw back goose neck.

Edison Popular on Coast

San Francisco, Cal., January 3—H. J.
Zeuster, manager of the Edison Phonograph
Distributing Co., says that their real problem
is not one of sales, but of getting sufficient
merchandise to fill orders. The local branch here
has had heavy shipments on the new goods,
but all the new models go out as fast as they
come in, and to-day the Coast headquarters
here is without sufficient instruments for
demonstration purposes.

Mr. Zeuster has just issued a partial list of
the larger Coast accounts that have signed up
as Edison dealers. They are California Phono-
graph Co., San Francisco; Jackson Furniture
Co., Oakland, Cal.; San Marcos Radio Co.,
Santa Barbara, Cal.; Fitzgerald Music Co., Los
Angeles and Glendale, Cal.; Thearle Music Co.,
San Diego, Cal.; Hyatt Music Co., Portland,
Ore.; Collins & Erwin Music Co., Portland,
Ore.; Krehbaw's, Spokane, Wash., and B-B.
Furniture Co., Bellingham, Wash.

New Grigsby-Grunow Stock

The directors of the Grigsby-Grunow Co.,
manufacturer of Majestic radio receivers, have
voted to sell to holders of record as of January
19, one new share at $30 a share for each five
shares held. Rights will expire January 30.
Part of the funds will be used to build a new
plant to produce radio tubes.

May Salesmen View
New Philco Products

On Thursday and Friday, January 10 and 11,
the May Home Utilities Corp., Newark, N. J.,
held a two-day session lasting from 10 o'clock
to midnight each day for the initial showing
of the new Philco all-electric console, with
Philco dynamic speaker, which is listed at $157.
Refreshments were served both day and night
and special features of entertainment were of-
fered, including the Philco Quartet and Philco
Twins. The affair was held at the Berwind
Hotel, Newark, N. J., and a large attendance
was registered. Officials from the headquarters
of the Philadelphia Storage Battery Co., Phila-
delphia, were present, as well as the entire staff
of the May Home Utilities Corp.

Miller Radio Shop, Inc., West Palm Beach,
Fla., was recently incorporated with 100 share-
of no par value to deal in musical supplies.

An Ideal Table
for

Every Radio Receiver

Ideal Tables can be obtained with the
latest RCA achievement—Model 106
Dynamic Speaker

Our tables can also be
equipped with the
following

Magnetic Speakers:
RCA 100A
PEARLESS
ANSONIA
DECATUR
AMPLION
NEWCOMBE-HAWLEY

Substantially built—
5-ply walnut and mahogany veneer throughout

Attractive Discounts

Write for price list and full
information on our new mer-
chandising policy for 1929.

Ideal Radio Cabinet Mfg. Co.

151 West 19th St.

PHONE

CHELSEA 5234

New York City
RCA and Victor Co. in an Important Combine

(Continued from page 32)

Talking Machine Co. of Japan, Ltd. The trade
marks "Victor," "Victrola," and "His Master's
Voice" will be retained, and all contracts and
licensing agreements of both companies prior to
the consolidation will remain intact, according
to the announcement.

The Board of Directors of the Radio Corp.
subject to approval of its stockholders, voted the
issuance of approximately 5,590,000 shares of
new common stock of the Radio Corp., of
which 5,277,000 shares will be exchanged for
present outstanding RCA common stock at the
rate of five shares of new for one of the pres-
cent. In addition, an issue of approximately 813,
000 shares cumulative "B" preferred stock en-
titied to dividends at the rate of five dollars an-
nually will be created, junior to the $19,780,000
of 7 per cent "A" preferred stock of the Radio
Corp., now outstanding, which latter, for the
present, will remain undisturbed.

The terms upon which the unification was
agreed called for the distribution to the common
stockholders of the Victor Talking Machine Co.,
of one share of new Radio Corp. common stock,
and one share of new Radio Corp. $5 cumula-
тиве "B" preferred stock for each share of
Victor common stock outstanding. As part of
this plan, the depositing common stockholders
of the Victor Corp. will receive an additional
cash distribution of $5 per share. Regular dividends are to be
paid on the Victor common stock up to the
date from which dividends on the new Radio
"B" preferred stock will accrue.

Both classes of preferred stock of the Victor
talking Machine Co. are to be retired. The
outstanding $19,000,000 of 2 per cent prior pref-
erece stock will be called for redemption at the
redemption price of $115 per share. Sub-
stantially all of the $6,000 convertible preferred
stock has been retired through ex-
change into common stock. However, it is
expected that the remainder will be converted prior to
the expiration of the plan, or, if not converted, will
be called for redemption at $110 per share.

The action for the integration of the activities of the
Victor Talking Machine Co. and the
Radio Corp. of America brought to successful
conclusion negotiations in which Messrs. Spreyer
& Co. and J. & W. Seligman & Co. represent
the Victor Talking Machine Co., and David Sar-
stoff represented the Radio Corp. of America.
Colonel Grayson M.-F. Murphy took an active
part in the negotiations.

The Camden plant and organization of the
Victor Talking Machine Co., the famous trade-
marks, "Victor," "Victrola," and "His Master's
Voice," will be retained under the unification
plan, it was declared by Edward E. Shumaker,
president of the Victor Talking Machine Co.,
who said:

"Victor talking machines, Victor combinations
and Victor records will continue to maintain
their pre-emience, as they have done for
so many years. In fact, the importance of the
Camden plant will be all the greater in view of
the wider program of manufacturing activities
which it is planned to inaugurate. This is
readily exemplified in the one item of cabinets
now required for the Victor instruments as
well as Radiolas."

David Sarnoff, executive vice-president of the
Radio Corp. of America, declared that the agree-
ment marked the alliance of two industries to
the greater service of a single art.

"It is clear that in the new era of electrical
entertainment now expressed in broadcasting,
in talking motion pictures and in theatre instal-
lations, radio and the phonograph play distinct
achievements and, best of all, no competition. Establish yourself as a rea-

r factors."

"From the purely industrial aspect it is clear
that both radio and the phonograph have much
to gain from the unification of activities which
will permit every laboratory achievement in
the radio art to be translated into Victory
production, which will give to radio the recording
and acoustical experience of the phonograph in-
dustry as well as great cabinet manufacturing facilities, and which will permit
the smallest economies to be effected through unified pro-
duction, administration and sales direction.

In other words, the unification of the Victor
Talking Machine Co. with the Radio Corp.
of America definitely enlarges the fields of radio
and the phonograph, adds to the services which
each can render."

To Address Crosley
Dealer Gatherings

CINCINNATI, O., January 12—H. Curtis Abbott,
general sales manager, and Jack Dalton, sales
promotion manager, will spend the last two
weeks in January attending meetings of author-
ized dealers of the Crosley Radio Corp. held by
the various jobbers in the Eastern half of the
United States.

Among the meetings announced in advance
are the following: Wetmore-Savage A. E. Co.,
January 14; E. H. Boston, Spingfield,
Mass., January 15; Rochester Electric
Supply Co., Rochester, N. Y., January 18;
H. L. Taylor Co., Buffalo, N. Y., January 19;
Cleveland Talking Machine Co., Cleveland, O.,
January 22; Alken Radio Corp., Detroit,
Mich., January 23; Macdonald-Ross, Inc., Chicago,
Ill., January 28; Gehr, Ward, Hassner Hard-
ware Co., St. Louis, Mo., January 30.

Crosley sales representatives in the various
territories will also attend these meetings, Mr. Abbott
and Mr. Dalton will speak at each meeting.

Polymet Acquires
Colton Elec. Mfg.

The Polymet Mfg. Corp., New York City,
manufacturer of electric radio receiver essentials,
has announced its entrance into the cold field
with the acquisition of the Colton Electric
Mfg. Co., of Easton, Pa. The absorption under
the Polymet name of this well-known coil field
will undoubtedly prove of interest to the radio
speaker and other coil-using industries. The
Polymet organization through this acquisition
will be even more closely tied to manufacturer-
and users of radio parts by adding transformer
coils, audio transformers, coupling coils, trans-
formers, and power packs to its present
line of filter blocks, condensers and resistances.

Harold Leonard, well-known orchestra leader,
recently recorded violin solos for Columbia
records coupling "Angela Mix" and a show hit.
Capehart Auditorium Orchestrope Marketed

The Capehart Automatic Phonograph Corp., Huntington, Ind., recently introduced its latest instrument, the auditorium model Orchestrope, specially designed for use in amusement parks, public auditoriums, dancing academies and in of merchandise through the now unified laboratory and factory facilities of the two companies. The mutuality of interest of these two companies makes this step an important mile-post in their respective and now mutual progress.

Brunswick Dividend Declared

The directors of the Brunswick Co. have authorized a dividend of seventy-five cents per share on the outstanding common stock of the company to holders of record as of February 5, 1929, payable February 15, 1929.

Thomas A. Edison, Inc., has announced the appointment of E. A. Bowman, Inc., Detroit, Mich., as distributor of Edison radio and radio phonographs for the State of Michigan, and the Alliance Motor Corp., Rochester, N. Y., which will distribute the Edison products in the Western section of New York State.

R. H. Canning in Important New Post

R. H. Canning, more familiarly known in the trade as "Dick Canning," has been made Pacific Coast supervisor for the Federal Radio Corp., confining his efforts entirely to the supervision of sales and service for Federal's Ortho-sonic wholesalers and retailers west of the Rockies. Mr. Canning will make Los Angeles his headquarters. The appointment comes as a promotion to Mr. Canning, who has been with the Federal Corp. for more than five years.

No Change in RCA's Merchandising Plans

The recently announced unification of the Radio Corp. of America and the Victor Talking Machine Co., which was approved by the respective boards of these two companies on January 4 of this year, contemplates, according to a statement just issued by J. L. Ray, vice-president and general sales manager of the Radio Corp. of America, no alteration in RCA's present distributing and merchandising methods and no immediate change in the Radiola line. Mr. Ray further states that he is very optimistic as to the benefits which will accrue to both the RCA and the Victor line

P. H. Diehl and C. E. Huffman With Jenkins

James W. Garside, president of the Jenkins Telechron Co., Jersey City, N. J., recently announced that Philip H. Diehl had joined the company as treasurer, and that C. E. Huffman had been appointed chief engineer. Mr. Diehl was formerly secretary and treasurer, as well as a director, of the Kelly-Springfield Motor Co., and was also identified with the Pierce-Arrow Motor Co. Mr. Huffman was with the Westinghouse organization, where he had extensive experience in engineering development and production problems on tubes and radio devices. He is a close student of television.

The Marion Music Store, Mt. Airy, N. C., suffered considerable loss from fire when the building was burned to the ground.

IN LOUDSPEAKERS... AND RADIO SETS

An increasing number of receiving sets are now Rola-equipped. There is a reason: In the past few months the new Rola Electrodynamic speakers have created a tremendous sensation among users for their startling life-like realism. Rola has proven "A Winner at Every Demonstration." These new 1929 loudspeakers reproduce with amazing accuracy from the deepest bass to the highest treble ... every sound frequency that can be broadcast.
Capehart Personnel Changes Announced

(Continued from page 32d)

sales manager, succeeding Mr. Broyles. He had been the district manager for the company at Greensboro, N. C., covering southeast United States, and had developed his district into a leader both in the number of dealer accounts opened and in volume of sales. Four new regional managers have been appointed to handle the Capehart field district manager organization and to assist and cooperate with the rapidly expanding dealer organization. They are: J. A. Darwin, who will cover the Eastern region, with headquarters in New York City; F. W. Barnholdt, the Central region from Chicago; G. A. Hitchcock, the Western region, making Kansas City its headquarters; and E. C. Hunter, the Pacific region, with San Francisco as his base of operations. A Southern regional manager will be announced in the near future as well as additional district office managers.

Lion Store, Toledo, Reports Radio Sales Increase Over 1927

Approximately Thirty-five Per Cent Increase Reported—Combination Instruments Encourage Fine Demand—Greene Co. Features Sparton and Sonora Receivers

TOLEDO, O., January 10—Radio volume during the past twelve months here was in excess of that of last year, practically all music merchants and radio dealers agree. Combinations are proving forward, too. But straight phonographs are not doing so well.

The Lion Store Music Rooms & Radio Shop, according to Lawson S. Talbott, manager, had a very good year. This is particularly true of the Radio Shop, where sales exceeded those of last year by about thirty-five per cent. Every month but one was larger than the corresponding period a year ago. Combinations and the new Victor销售 were the mainstays. Numbers selling briskly, noted were those of Sonora.

Victor records of the popular type continue to head the list, with the catchy dance tunes setting brisk sales. Miss Zoa Osburn, of the record department, reported.

At the J. W. Greene Co. the new Sparton and the new Sonora radios are given special window settings, and the instruments are selling briskly, manager W. W. Buillie reported. The new Victor consolidator machine, as well as the Orchestrope, are moving faster than the supply can care for. Brunswick and RCA, along with Kent sets, control a large volume. Victor and Brunswick combinations are also in favor. Miss Helen Baumgarden, in charge of records, stated that through the weekly approval record package the store classes about one-third of its record business. Inasmuch as these records are sent mainly to the homes of well-to-do people, very little trouble is experienced on account of breakage to discs.

Henry C. Widener, treasurer of the Whiting-Blaine-Wildemuth Co., stated the house had added the Arab radio. Holiday radio sales were so large that the department upped most other divisions in the store in volume.

Grinnell Bros. are taking advantage of the recent merger of Victor and RCA to exploit the Victor—RCA combination—the publicity is being carried in newspapers, windows and in the Janosk. The store is also devoting considerable attention to schools and school machines now that the second semester has started.

Chas. Bell has been appointed manager of the Victrola and radio department, succeeding R. C. Elwell. James Blake is a new member of the outside staff.

Frank Flighner, Columbus, Kolster, Sonora and Sunnite retailer, stated the new compact electric sets are becoming increasingly popular. Columbia combinations are moving. A number were recently placed in restaurants where they are aiding the digestion of patrons.

Robt. C. Elwell, former manager of the Radio and Victrola department of Grinnell Bros., paid a holiday visit to his old friends at Grin nell's. He attended the Majestic radio sessions in Chicago and was on his way back to Muscle Shoals, where he is now sales promotion manager of the J. E. Dewitt Co. well-known and successful Majestic jobber.

The S & B Radio Co., wholesaler and retailer of radio merchandise, opened its third retail store here recently. The enterprise is located at 2222 Sylvania avenue, west Toledo, in the heart of a growing district. Other retail outlets are located at 610 Front street, east Toledo, and 1312 Jackson avenue. The store deal in Majestic, Crosley, J. C. Dayton, Bremer-Tully, Sonora and Kolster. The company wholesales A. C. Dayton and Bremer-Tully outfits, as well as a full line of radio accessories. Paul D. Schuttler is president of the concern, B. J. Parker is treasurer and O. D. Zoll is branch manager. The enterprise plans to open other radio stores in Toledo.

The Toledo Radio Co. closed the most successful year in its history, during 1928, according to Chas. H. Womieldorf, president. It wholesales Sparton radio exclusively in more than a dozen counties in northwestern Ohio and southern Michigan. Sets are coming through from the factory now in greater quantities, therefore it is believed the Spring season will be a profitable one for dealers.

E. T. Maharin in New Post

Edward T. Maharin, formerly sales representative of the Co-Co Manufacturing Co., Providence, R. I., has been appointed sales and field manager of the company. Mr. Maharin has been in the radio industry for five years.

CONTINENTAL RADIO CORPORATION

Sells through

Slagle Radio Company

FORT WAYNE, INDIANA


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.
Middle West Music-Radio Trade Anticipates Record-Breaking Year

Portable Phonographs in Great Demand During Entire Year—Guard Sonatron Tube Shipments—New Rialto Music Shop Opened—1928 Proved Satisfactory Year

CHICAGO, ILL., January 10.—The Middle West radio-music trade has experienced one of the best years in its history in the twelve months of 1928, and judging from present indications, and advance predictions, the year 1929 will be equally, if not more, profitable. The Christmas buying season, while it suffered for a few days from the ill effects of inclement weather and an epidemic of influenza, both detrimental to retail selling, came through with flying colors during the few days just preceding Christmas. Radio equipment, phonographs and records came in for their share of attention on the part of shoppers, and reports from dealers and jobbers indicate that the trade was well satisfied with the volume of business which it received.

Record sales, according to government statistics, increased almost 30 per cent over 1927 during the year 1928, and Chicago record outlets would readily verify that statement, radio broadcasting, which quickly popularizes musical selections, is listed as one of the most important reasons for this increase, while enlightened interest in recorded music has also been brought about through aggressive merchandising and electrical reproduction. The last-named cause is expected to extirpate an even greater influence in 1929, when a larger number of combination instruments are scheduled to make their appearance on the market.

The portable division of the phonograph industry has closed one of its most successful years, and portable manufacturers are planning to introduce new products, both in the portable line and is accompanying accessories, which will make the smaller instruments even more profitable to handle.

The shortage in the radio tube field is one of the best barometers to be used in ascertaining whether or not the radio industry enjoyed a profitable year. Throughout the Fall there was an acute shortage of tubes, but with the added facilities which will soon be available this condition will be alleviated in the near future.

Special guards have been assigned to all trucks loaded with Sonatron tubes following a recent attempt to "hijack" a load of tubes in the heart of the Chicago business district. A shipment consigned to Listener Walter & Gough on the Pacific Coast was being packed on a truck in front of the Sonatron office in Chicago when the driver noticed three suspicious men loitering in the vicinity. The driver, John Hausman, sent his helper, Fred Walters, into the office to give an alarm. Some twelve men on the night force, busy testing tubes, returned to the street with Walters.

An altercation followed between the Sonatron employees and the strangers. The appearance of a detective bureau squad car quickly put an end to the disturbance as the three strangers fled at the approach of the detectives armed with rifles. Police are trying to trace them thus far without results.

"Our trucks leave the Chicago office with loads valued at $40,000 on the market," declared Harry Chirelstein, vice-president of the company. "They would be worth a great deal more to dealers who are hard pressed for them and who, not knowing how they were obtained, might purchase them from questionable sources at a premium."

"In order to assure our customers of safe delivery of their goods we have taken every precaution to guard them during transport."

A. A. Schlesinger Married

Congratulations and good wishes of trade friends have been showered on A. A. Schlesinger, of the Cleveland Talking Machine Co., who was married on January 1 to Miss Sylvia Riskind at the Beach View Hotel, Chicago. Mr. Schlesinger, who is a son of Adolph Schlesinger, pioneer Victor dealer of 623 West North avenue, Chicago, recently joined the staff of the Cleveland Talking Machine Co. in the record sales division. After the wedding ceremony, which was attended by relatives of both parties, the newlyweds departed for Cleveland, where they are living at the Belmont Hotel. Mr. Schlesinger was formerly associated with the Philadelphia office of the Columbia Phonograph Co., and he has been active in the Phonograph industry for the past twelve years.

New Rialto Music Shop Opened

A new Rialto Music Shop, the fifth of the Rialto chain, was recently opened at 409 East Forty-seventh street, Chicago. The interior of the new Rialto store contains many new departures, and it is one of the best equipped retail establishments in the country for a small goods, portable phonograph and record outlet. Rudolph Fratman, owner of the Rialto Music Shop, has made his new store the last word in modern or futuristic design. The ceiling is of silver leaf. The frieze just below the ceiling is about 24 inches deep, modernistic in design and inlaid with gold. The Rialto Music Shops are noted in Chicago for their outstanding aggressiveness in the merchandising of records, portable phonographs and musical merchandise.

Real Dealer Service

A splendid example of dealer aggressiveness was recently displayed by Ralph Cutts, known to all as "Radio Ralph," of Bloomington, Ind., a Zenith dealer. Accepting an order on Christmas Eve for the delivery on Christmas day of a Zenith automatic radio and phonograph combination "Radio Ralph" found the Indiana distributor completely sold out. Immediately calling the Zenith factory in Chicago and making arrangements for the delivery of the model when it arrived, Ralph prepared his truck for the long trip and started out. Leaving Bloomington at 6:30 p.m., he made a flying trip through the night, arriving at the Zenith plant at 5:30 the following morning. By 6 o'clock (Continued on page 124)

KIMBALL PHONOGRAPHHS

Name Value Superb Tone Unexcelled Construction

Beauty of Design Prices That Appeal

Several Styles

Ask About the Kimball Safe, Flexible, Financing Plan

W. W. KIMBALL CO. Established 1857 306 South Wabash Avenue

CHICAGO
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

the machine was loaded in the truck and the return trip started. Although the weight and height of the cabinet decreased the safe-speed limit, the deluxé musical instrument was delivered to its new owners, the Will Sears family of Bloomington, at 7:30 p.m. Christmas day. This is perhaps one of the most spectacular deliveries ever made on a radio receiver. Mr. Ralph made the 600 miles continuous drive alone.

Targ & Dinner Co. Plans to Add Radio

The Targ & Dinner Music Co., Chicago, prominent wholesale music house, recently announced its decision to enter the radio business early in 1929. In order to take care of the business expansion the company has moved to new quarters at 425 South Wabash avenue, where not only increased space is available, but shipping and service facilities are much improved. The new quarters were occupied on December 26, following the installation of new fixtures and equipment.

M. J. Kennedy in New Post

C. S. Tay, president of C. S. Tay, Inc., Chicago, Bosch distributor, recently announced the appointment of M. J. Kennedy as sales manager of the Tay organization. Mr. Kennedy is a well-known figure in the music trade, having been active in the field for more than twenty-three years. He is a past president of the Chicago Music Dealers Association and the past several years he has served in various capacities in several music trade organizations.

John Kelly, who was for several years associated with Mr. Kennedy in business, has been appointed to the sales staff of the Tay organization and represents The company in northern Illinois.

Wide Interest in DeVry Cine-Tone

So great was the interest in the new DeVry Cine-Tone, a home "talkie" machine, made by the DeVry Corp. of Chicago, that Lyon & Healy during the entire week preceding Christmas held daily demonstrations in the concert hall in the loop store, canceling some of the regular concerts in order to accommodate all who wished to hear and see the new product. Similar showings were held at the six other Lyon & Healy stores both in Chicago and other cities. During the week in which this introduction of the Cine-Tone was taking place public interest was increased through the address of John E. Otterstone, who addressed a luncheon of the Chicago Association of Commerce on theatre "talkies," and whose remarks were commented upon by the daily press.

Hart Music Stores Chartered

Hart Music Stores, 2611 Indiana avenue, have been incorporated to deal in musical instruments, radio equipment, etc., with a capital stock of $30,000. The incorporators are Edward Graft, Ida Silverman and Murray Miller.

Berea T. M. Corp. Chartered

The Berea Talking Machine Corp., 5900 Lowe Avenue, this city, was recently incorporated with a capital stock of $200,000 to manufacture and deal in talking machines, radio cabinets, etc. The incorporators are Jacob Sieidel, Harry Kaplan and Joseph Kaplan.

Retailers at Chicago Convention

The Eureka Talking Machine Corp., 9600 Lowe Avenue, this city, was recently opened another new store at 1965 Sherman street.

The Avalon Radio Shop, on East Seventy-ninth street, a newcomer in the radio retailing field, was recently opened.

The Diamond Shop, a new radio store, was recently opened at the corner of Eighth and Broadway, Gary, Ind. Bosch radio receivers are among the products handled by the new establishment.

Third Annual Steinite Jobbers Convention Held Jan. 7 to 9

Highlight of Meeting Is Introduction of New Steinite Line—Advertising and Sales Appropriation for 1929 Placed at $1,500,000—Goal Set at $30,000,000

Steinite distributors from coast to coast, together with the members of their organizations, as well as Steinite representatives, assembled in Chicago, at the Stevens Hotel, on January 7, 8 and 9, to attend the third annual Steinite distributors’ convention. The Steinite Radio Co. of Chicago and Atchison, Kansas, presented a program which was not only received with enthusiasm by everyone present but which indicated completely the tremendous growth of the organization during the past five years. The enthusiasm of the jobbers was reflected in the convention itself, so given to every part of the program, with the jobbers participating in the open meetings and conferring with the executives of the company, as to manufacturing and marketing plans for the coming year.

It is significant that the slogan for the Steinite promotion appropriation of $1,500,000 had been laid aside. The meetings opened on Monday with a get-together luncheon at the Stevens Hotel and an address of welcome by Mayor Thompson of Chicago. The afternoon was given to various informal discussions among the Steinite executives, distributors and representatives, and, in the evening, a banquet was held at which the new Steinite line was introduced. The banquet was held at the Hotel Stevens.

At the banquet, the Steinite organization, acted as toastmaster at the banquet, and contributed materially to the success of the event. One of the most pleasing and interesting parts of the program consisted of the presentation of a magnificent diamond-studded platinum watch by Steinite jobbers and Steinite representatives to Oscar Getz, vice-president and general sales manager of the company, one of the recognized leaders in the radio industry. During the course of the program, Mr. Getz introduced several of the Steinite executives, who made brief addresses, and introduced the series of speakers in the program.

Messrs. Matey and Kelly are in Chicago.

The plans for the coming year were briefly outlined by Mr. Getz and at the close of his address the curtains were drawn aside and the distributors and representatives were given the opportunity of hearing and inspecting the new Steinite line, which included a lowboy console, highboy console, radio-phonograph combination and table model dynamic speaker. The popular model 261, Steinite table model receiver, will be retained in the line at the request of the Steinite jobbers and representatives. The new products were given an ovation and the distributors immediately made plans to take their full quotas with every intention that these quotas will be far exceeded before the year gets underway. These new Steinite products will be completely illustrated and described in the February issue of The World.

The convention continued through Tuesday and Wednesday, with a luncheon at the Stevens Hotel, followed by the Leon F. Matey Co., a jubilee banquet, on Tuesday evening a series of sporting events, at the South Shore Country Club, and a group of interesting sales and manufacturing talks. The jobbers received with marked enthusiasm news to the effect that Steinite had completed arrangements for the acquisition of a very large plant at Ft. Wayne, Ind., in addition to the present manufacturing facilities.

A. K. Jobber Conducts Window Display Contest

The window display contest conducted by the Radio Specialty Co., Atwater Kent distributor of Milwaukee, Wis., was decided upon a basis of 90 per cent of the dollars sold by the company participated. Three division prizes were awarded, the first for the best window display in Milwaukee, the first for the best in a city with a population of less than 30,000, the third for a city with a population of between 15,000 and 15,000, the fourth for a city with a population of between 15,000 and 15,000 population. The winners of the contest were Mrs. Elizabeth N. Nernitz, Elizabeth Nernitz Music Shop, Milwaukee, Wis.; West Allis Music Shop, West Allis, Wis., and Koopseil & Gruter, Mayville, Wis.

George W. Hopkins, formerly vice-president and sales manager of the Columbia Phonograph Co., has started a sales and desk writing service at 72 Wall street, New York City.

The Northwestern Phonograph Supply Co., St. Paul, Minn., was recently incorporated with a capital stock of $50,000. H. Bernstein, G. B. Svetovsky and M. B. Kelly are incorporators.
trade to look forward to 1929 as a year in which much is to be expected as regards record-breaking sales volume.

W. H. Swartz, vice-president of Columbia Wholesalers, Inc., reports that December business was most satisfactory with record sales being particularly pleasing. The special Christmas offerings sold well but they were not alone in the demand, for all types and classes of records were purchased in large quantities, including dance tunes, "blues," "race" and "old time" tunes. The exploitation work which the Columbia Phonograph Co. did in conjunction with the observance of the Schubert Centennial was reflected in the sales of the Schubert Masterworks, sets by Columbia dealers in this territory. The promotion work which is being done in putting the Columbia name before the public's eye by means of broadcast programs and demonstrations before meetings of social, civic and fraternal organizations has had a great effect in boosting sales of Columbia and Köster products. Both Mr. Swartz and L. L. Andrews, of the Columbia Wholesalers, Inc., while expressing themselves as being satisfied with the volume of business consummated during 1928, expect that 1929 will show a great increase.

Dealers and members of their sales staffs from this territory attended a dinner sponsored by the Eisenbrandt Radio Co., at the Southern Hotel recently. The occasion was the presentation of the new models of the Majestic line. Parks & Hull, Inc., Atwater Kent distributors, have arranged for a series of broadcast programs over station WBAL.

**Announcing the New**

**FINDLAY RADIO CONSOLE**

for the

**FADA 16**

We are happy to announce to Fada Distributors and Dealers the latest development in FINDLAY RADIO CONSOLES. Console No. 616 is designed exclusively to accommodate the greatest achievement in Fada Table Model Sets—the "16." The Findlay Console, handsomely designed in Gothic style, is finished in an Antique Brown andBronze to match the characteristics of the Fada Set. The Console can be had equipped with the Fada No. 13 Dynamic Speaker or without speaker.

In previous years FINDLAY RADIO CONSOLES for Fada Sets have been enthusiastically received by the public. The new Console will enjoy the same satisfaction as it is distinctively built for the new Fada.

Write for complete details of the FINDLAY RADIO CONSOLES for Fada Table Model Sets.

Robert Findlay Mfg. Co. Inc.

Metropolitan and Morgan Aves.

BROOKLYN, NEW YORK
Metropolitan Majestic Dealers

View New Line at Style Show

More Than 1,500 Dealers From New York and Vicinity Attend Showing of New Line
Sponsored by Metropolitan Distributors—Famous Stars Entertain

More than 1,500 dealers of the metropolitan district of New York were entertained by the Grigsby-Grunow Co.'s distributors in this territory at the Majestic Radio Style Show held in the Grand Ballroom of the Hotel Pennsylvania on January 9. The sponsors were: Leonard C. Welling, K. W. Radio, Inc., New York; Irving Sarnoff, Sterling Radio & Electric Co., New York; Herbert Frank, North Ward Radio Co., Newark, N. J., and Jellis Loeb, Specialty Service Co., Brooklyn. Mr. Welling was chairman of the distributors' committee in charge of the affair, which was one of the most enthusiastic and successful dealer gatherings ever held.

The new Majestic radio receivers, together with the recently announced phonograph-radio combination instrument, were presented in attractive stage settings. Herbert E. Young, general sales manager of the Grigsby-Grunow Co., acted as toastmaster and also delivered an address expressing the company's appreciation for jobber and dealer co-operation in 1928, and forecasting much greater accomplishments for 1929.

Mr. Young read telegrams from B. J. Grigsby, president; William C. Grunow, vice-president, and Daniel Wansammer, advertising director, regretting their inability to be present, and promising wholehearted support on production and merchandising efforts.

James J. Davin, promotion manager, told of the company's plans for dealer and jobber sales co-operation this year. E. H. McCarthy, metropolitan divisional sales manager, pledged his support and that of his staff during the 1929 campaign.

Mayor James J. Walker of New York unexpectedly "dropped in" while the festivities were at their height and delivered a shirt and humorous address in the well-known "Jimmie Walker" vein.

Following the banquet and the Majestic Style Show, a host of stage celebrities entertained the guests, with Jack Wilson, famous black-face comedian, as master of ceremonies. Among the stars were Moran and Mack, the "Two Black Crows"; Belle Baker, Florence Moore, Ruth Etting, Phil Baker, and Arnold Johnson's Jazz Band. A score of other artists kept things going merrily.

Seek Site for New Sonatron Tube Plant

D. J. Quinn, Sales Manager, Is Choosing Location—Has Been Connected With Sonatron Tube Co. Since 1922

D. J. Quinn, sales manager of the Sonatron Tube Co., has been occupied during the past few weeks in choosing a location for the new Sonatron tube plant which will be established in Chicago. The company has experienced in 1928 the largest sales volume in its history, and in 1929 is planning a tube production which will be far larger than that of 1928. Mr. Quinn started in 1922 as the first salesman for the Sonatron Tube Co., and has risen to the position of sales manager. He is well qualified for that post because of his long experience in the industry and his wide acquaintance in the trade, for "Dom," as he is known to his friends, is well acquainted with the distributing fraternity throughout the country.

Radio Fire Insurance Rates

The Federated Radio Trades Association and Radio Manufacturers' Association are investigating the increase in fire insurance rates on radio apparatus. Fire underwriters state that the increase is due to the fact that radio products are more subject to damage from fire and water than electrical products.
Bellphonic

The

BELL TONED
PORTABLE

Bellphonic Portables are now equipped with the new Heineman motors. Bellphonic numbers 5, 10 and 11 are guaranteed to play two to three records at one winding. No. 7 will play three to four records.

No. 5, List $12.50
A neatly embossed compact model, vanity style, that is equal in tone and volume to that of standard sizes.

No. 10
List $20.00

No. 7
List $25.00

Model No. 7 is the only portable built with a three-ply veneer concealed tone chamber of violin construction. This chamber combined with the matched serpentine tone arm and reproducer gives forth that wonderfully clear and life-like tone.

Samples Sent on Approval
Write us today

Lifton Mfg. Co.
40-46 West 20th St.
New York City
M. Hohner, Inc., Buys Ands, Koch Business

One of the Most Important Deals in Music Industry Consummated With Purchase of Harmonica-Accordion Interests

View of the most important deals consummated in the music industries in some time was announced last week, when it became known that the firm of M. Hohner, Inc., manufacturers of harmonicas and accordions, had purchased the entire business interests of Ands, Koch, A. G., also manufacturers of harmonicas and accordions, under the well-known trade name of "Koch."

No other details of the transaction were available at this time. The purchase was confirmed at the headquarters of M. Hohner, Inc., in New York City. It is expected that next week a complete announcement giving full particulars of this important deal, will be issued. M. Hohner, Inc., ranks as the world-largest makers and distributors of harmonicas and accordions. Its extensive industries are located in Treubingen, Germany, where Hohner products also have been manufactured for many years.

Hohner products in this country have been very extensively exploited in a campaign that has been unusually successful in maintaining a high price for harmonicas and accordions. Hohner has always made this a goal of its policies, judging from the enormous volume of sales to music dealers and manufacturers in the United States each year. William J. Hausler, general manager of the Harmonica and Accordion interests here, has been in the guiding circle, in this remarkable success of the Hohner business.

Seek to Protect Dealers From Chains

Senator Ben Gettelman, of Wisconsin, Plans to Introduce Bill in State Legislature Against Chain Stores

MILWAUKEE, Wis., January 7. Legislation affecting retail business houses which is expected to come up before the opening session of the Wisconsin legislature is gaining the attention of music dealers in Milwaukee and throughout the State, and one bill which will be introduced and advocated by Senator Ben Gettelman from the Fifth District is of interest to both the independent music dealer and the chain store music dealer, it is said. This bill provides for the levying upon all foreign corporations operating chain stores in Wisconsin a tax which "in its nature would be frankly protective," according to the senator.

He further claims that this legislation would be a "taxation wall" to protect neighborhood merchants from chain stores, similar to the tariff wall erected by the Federal Government to protect domestic industry from foreign competition.

Somedays某s must be heaped of equalizing the position of the individual merchants and the centrally operated chain stores which are threatening the neighborhood stores with extinction," said Senator Gettelman. "The problem is fully as vital to the people of Wisconsin as protective tariff is to the nation as a whole. These chain stores are financed by outside capital, stocked with imported merchandise and operated for the profit of outside capitalists, as confirmed the senator.

Smedera Music Co.
Advertises Via Radio

COLUMBUS, O., January 5. The only manufacturer in Greater Cleveland that advertise-through radio broadcasting is the Smedera Music Co., of 800 Broadway. The company went on the air last week over station WHK and is featuring music of central Europe although preventing popular American compositions as well. The Bohemian Band, a well-known local organization, has been engaged and plays each Wednesday evening at 7:30. The Smedera Co. has one of the most complete music stores on the Southside of Cleveland, and in addition to music carries a large line of small goods, goods, pianos and sheet music. The display rooms are acknowledged to be among the most beautiful in Northern Ohio.

Form Harmonica Classes

Several classes for harmonica instruction have been formed at the Steel "W" Pueblo, Col., with E. G. Baron, social secretary, in charge. Classes have been formed for both boys and girls and a class for the parents of these children has also been instituted.

N. Y. Merchandising Trade Plans Activity

Much Constructive Work Is Contemplated for Coming Twelve Months, Including Intercollegiate Band Contest

The new year promises to be a splendid one with promotional activity in behalf of hand and orchestra instruments, picking from the plans that have been announced already and are now under contemplation. Much was done during the past year in arousing interest in wind and stringed instruments, and very substantial results were derived from this activity, but association leaders in the musical merchandise trade feel that this year should be one of most activity and should be carried forward most extensively and vigorously into 1929.

The two Eastern merchandise associations are laying their plans for the year, and anticipate the hearty cooperation of the entire trade in all their activity. The officers hope for not only being interested in association work but the united effort of the members to the point of personal attendance at all meetings during the year. A special through this kind of cooperation that results can be achieved.

The outstanding plan for the new year that is being considered at the present time is the proposed band tourney for Eastern colleges and universities. First, Ernest A. Hopf, noted bandmaster of the U. S. Army, is giving this project his personal attention and is keenly interested in seeing the event take place in New York next Spring. In the near future further details of the contest will be announced.

Murray Whitman has purchased the Buffalo Song Shope, Buffalo, N. Y., which carries a full line of small goods, records and sheet music. Mr. Whitman has had a wide experience in the retail music field.
Berlin Secures Rights to Theme Song

VIII Publish "I'd Rather Be Blue Over You (Than Be Happy With Somebody Else)" Featured in "My Man"

Irving Berlin, Inc., New York, has secured synchronization rights to another theme song that he claims is not only the hit of the season but also is proving tremendously popular on its own merit. It is "Jeannine," the theme song sung by Fannie Brice, entitled "I'd Rather Be Blue Over You (Than Be Happy With Somebody Else)", in her new Warner Bros. talking picture, "My Man." The picture had its premiere on Broadway at the Warner Theatre recently, and a record sale for a theme song in New York has been reported after the picture had been opened only a few days.

The firm is waging a tremendous campaign on this song through all its branch offices, and judging from the way the song has taken hold it will become one of the hits of the new year.

New Songs for De S., B. & H. Catalog

De Sylva, Brown & Henderson, Inc., New York City, recently announced the addition of two new compositions to the catalog. They are "The Song I Love" and "My Inspiration Is You." The first number is the latest song of B. G. De Sylva, Lew Brown and Ray Henderson, written in conjunction with Con Conrad, and the second is the work of Edgar Leslie and Harry Nicholls, writers of the hit "Among My Souveniers." Other new songs recently added to the De Sylva, Brown and Henderson list include "I'll Never Ask for More," by Fred Allen and Roy Turk, and "I Founnd Happiness When I Found You," the theme song of the film "The River," by Rappe and Pollish.

Robbins Publishing "Fioretta" Score

"Dream Boat" and "Fioretta" Leaders in Score of Earl Carroll Operetta Which Boasts Cast of Many Stars

J. J. Robbins, head of the Robbins Music Corp., New York City, recently announced that he had signed a contract with Earl Carroll, theatrical producer, whereby the Robbins firm will publish the score for "Fioretta," the super-operetta, which opened in Baltimore on New Year's Eve. This production by Bassy and Romilli, cost $300,000 to produce, and has a cast of 130, headed by an imposing array of stars, including Fannie Brice, Leon Xerol, Lionel Atwill and Tessie Koste. The Robbins organization has already prepared a three-color-ovet title page for the sheet music of the score, which will be titled "Dream Boat" and "Fioretta." The Robbins Music Corp., has furnished a number of "hit" selections for Carroll productions in the past, including "Climbing Up the Ladder of Love" and "Hugs and Kisses" in last season's "Vanities" and the current score which includes "Blitz Skidows," "Once in a Lifetime" and "Ragel."
J. J. Robbins Speaks on Film Theme Songs

Head of Robbins Music Corp. Makes Interesting Comments on Benefits of MOVING Themes and Ways of Promoting Them

J. J. Robbins, head of the Robbins Music Corp., New York City, whose firm enjoys an exclusive song association with Metro-Goldwyn-Mayer, and important contracts with other film producers, recently made some interesting comments on the moving picture theme song. He said in part: "It is easily possible for the music publisher to kill the goose that lays the golden egg in this instance. A tie-up with a picture must be a real definite hook-up, and completely worked out as the photoplay is being created. Wherever possible, the song must be sung, and no tie is authentic unless the synchronized result features the song at least fifteen times during the showing of the film."

"Once this is accomplished, there is still much to be done before the publisher can feel that he has exhausted every promotion possibility. The manager of the theatre must be solicited for lobby sales and displays, the dealers must be apprised of play dates, and must be urged to stock up liberally with orders. To enjoy the continued confidence of the dealers the publisher must refrain from over-enthusiasm, unless the photoplay and the nature of the hook-up warrant it."

"In this way, music business can be rejuvenated to an incalculable degree. Prominence of printing of alleged theme songs—theme songs in name only—will as surely kill this new source of revenue as intelligent propagation will enhance it."

Among recent Robbins theme song releases are "Cross Roads," theme song of "Show People," "Love Dreams," featured theme of "Alias Jimmy Valentine" and "Live and Love," the musical tie-up of "The Masks of the Devil." Others will be issued shortly.

Fox Orchestra Folio Proves Great Success

CLEVELAND, O., December 31.—The big expectations expressed by Sam Fox, head of the Sam Fox Publishing Co., Cleveland and New York, for the success of the firm's new orchestra folio have been justified, according to the orders received from the trade in the past few weeks. This work, called the Sam Fox All-Star Orchestra Folio Vol. 1, was designed for use especially by school orchestras seeking compositions, such as overtures, suites and the like. J. S. Zamecnik, professional director of the company, is responsible for the music and score of the publication. The folio is published for all orchestra instruments with a list price of fifty cents and a trade price of twenty-five cents for each part.

Berlin Folios Sales Big

The Irving Berlin Standard Music Corp., New York City, reports that saxophone folio No. 5, while only on the market three weeks, has already outsold the entire sale of the previous edition. This new volume contains outstanding current hits as "There's a Rainbow 'Round My Shoulder," "Roses of Yesterday," "Beloved," etc. The new banjo folio No. 6 is also breaking all sales records. This volume contains "There's a Rainbow 'Round My Shoulder," "Ten Little Miles From Town," etc.

Richard Banier, well known in the standard music publishing field, has joined the staff of the Irving Berlin Standard Music Corp. and is in complete charge of the company's editions.

Robbins and Feist Publish Prize Songs

Former Concern Secures Grisselle's "Two American Sketches," and the Latter Bloom's "Song of the Bayou"

Two prominent music publishing houses are likely to profit materially as a result of the awarding by the Victor Talking Machine Co. of two prizes of $10,000 and $5,000 cash respectively for jazz compositions by American composers within the playing range of the small jazz or dance orchestra. The successful contestants, as announced elsewhere in this issue, were Thomas Grisselle, of New York, who captured the first prize with his "Two American Sketches," and Robe Bloom, who was awarded the second prize of $5,000 for his "Song of the Bayou."

One of the conditions of the contest was that the successful contestant might select the publishing house to produce his works, the result being that Grisselle's "Two American Sketches," which is made up of two movements, a no­ turne and a march, will be published by the Robbins Music Corp., New York, and Bloom's "Song of the Bayou" will be published by Feist.

Triangle Announces Many New Releases

Joe Davis, head of the Triangle Music Co., has announced that his new plug song for 1929 will be "Susanna," which he describes as a sweet syncopated Southern love song. The words and music were written by Spencer Williams, writer of the famous blues classic "I Ain't Got Nobody," which is still a big Triangle seller. The other new feature song will be a beautiful waltz ballad entitled "You Can't Take My Memories From Me." Other new releases will be "Pay No Attention," written by John Meehan, Jr. and Walter Feldkamp and "The Lamp of Aladdin," written by Art Gillham, and Fred Johnson. Two new novelty piano solos will also be released. One is "Silk Stockings (Full of Runs)" by Bob Downey and Lee Morse and "Fifth Avenue," written by Walter Feldkamp.
Federated to Meet February 18 and 19

Manufacturers' Representatives Section, Radio Retailers Section and Radio Wholesalers Association, Each to Hold Series of Meetings — Interesting Program to Occupy Two-Day Meeting

The next annual convention of the Federated Radio Trade Association will be held in Buffalo, N. Y., February 18-19. These dates are for a two-day convention only, and the former three-day convention, which was scheduled, is no longer in effect. At this convention it is planned to have at least 500 registrants of the most prominent radio tradesmen in the United States. An invitation also has been extended to Canada, and there will be a large number of Canadian tradesmen in attendance.

The Statler Hotel in Buffalo has been engaged for the convention. This convention will be the first Federated convention at which there will be individual sectional meetings of the various divisions of the radio trade. The Association will provide for nearly a day and a half of individual meetings to the devotion of individual problems.

The Manufacturers' Representatives Section is composed of over fifty of the leading manufacturers' representatives, and will further complete plans for organization, and will meet to discuss joint problems. This section is headed by George Riebeth, of the French Battery Co.

The Radio Retailers Association, a national organization of radio dealers, headed by Julian Hedges, president, of St. Louis, Mo., will further complete its organization, and will place committees in operation to increase the value of the Association to the radio dealers. Prominent radio retailers will address their separate meetings on radio selling and merchandising. Information will be given the visiting dealers as to how they may better conduct their enterprises to make them more profitable. Prominent retailers from coast to coast have signified their intentions of being at this meeting and will do everything possible to increase the prestige of the retailer and to further organize this organization.

The Radio Wholesalers Association, with Peter Sampson, of the Sampson Electric Co., president, will hold its own individual meetings at which time several prominent members of the radio industry will address the meeting on wholesaler problems. Committee reports will be made, dealing with the activities of the Association during the past year. Recommendations will be made concerning merchandising of radio apparatus.

Special consideration will be given to the committees on the following subjects:

1. Dealer Deferred Payment Plan. This committee, headed by James Aitken, of the Aitken Radio Corp., Toedo, O., has made an exhaustive study of financing plans, now in operation, for dealer sales. They will have a complete report and finance plan ready for adoption by members of the Association.

2. Report of Insurance Plan Committee. Mr. Levy, of the Sampson Electric Co., Chicago, chairman of this committee, is now working on arrangements with insurance organizations to provide a suitable connection for members of the Radio Wholesalers Association to secure better insurance. This committee report will be met with considerable enthusiasm on the part of the members of the Association.

3. Report of Credit and Collection Committee will be given with a view in mind to provide credit and collection service for members of the Association. At the present time this important subject is being investigated thoroughly by a committee composed of credit managers of various firms, members of the Board of Directors. Other business will be given considerable thought and many policies determined upon. The meeting of the Federated Radio Trade Association, composed of all four groups, will be addressed by President Harold J. Wrape, who will review the activities of the organization since the past convention and will present the plans for the further operation of the Association. Elmer C. Metzger, president of the Buffalo Radio Trade Association, will welcome the guests to Buffalo. There are several important speakers scheduled to address the meeting, among them being Herbert H. Frost, president, Radio Manufacturers' Association; Wm. Hedges, president, National Association of Broadcasters; Judge Van Allen, legal counsel of the Radio Manufacturers' Association; Hon. Frank D. Scott, of Washington, D. C. The Convention will terminate with the election of the Board of Directors, who will govern the activities of this trade organization for the coming year. New officers will also be chosen to direct the sectional activities and guide the course of those branches.

President Harold J. Wrape is very optimistic concerning the coming Convention and expresses himself by saying that it will be the greatest the Federated has ever held. The Rochester Radio Trade Association and the Buffalo Radio Trade Association have combined to form a welcoming committee, and, with the joint Convention committees they will surely provide a suitable background for the activities of the group.

The convention program is as follows:

Monday—February 18, 1929

9:30—Registration.

9:30—Official Opening of Convention—Harold J. Wrape, President, H. M. A.

9:45—Address of Welcome—Elmer C. Metzger, President, Buffalo Radio Trade Association.

10:00—Address of President Harold J. Wrape.

11:30—Appointment of Convention Committees.

11:30—Annual Convention Meeting Place. Nominating Committee.

Resolutions Committee.

Coordination Committee.

Sergeant at Arms.

1:30—Address of Importance of the Federated to the Manufacturers—Maynard H. Frost, President, Radio Manufacturers Association.

11:30—The Broadcasting Situation—Wm. Hedges, President, National Association of Broadcasters.

12:15—Adjourn for Luncheon.

Remarks by Harold P. Geedle, Executive Vice-President, H. M. A.

Trade Relations—Sidney Nye.

3:30—Adjournment for Sectional Meetings.

Radio Wholesalers Association.

1:30—Remarks by President Peter Sampson.

2:30—Introduction of Guests—J. F. Connell, Chairman, Membership Committee.


4:45—Report of Finance Committee—Peter Sampson, Chairman.

4:45—Report of Membership Committee—J. F. Connell, Chairman.


Report on Publicity Committee—M. J. Wolf, Chairman.

Report on Dealer Relations Committee—Ernest Ingold, Chairman.

Report on Legislative Committee—Harold J. Wrape, Chairman.

City—


Report of Tube Committee—Martin Wolf.

Report of Committee—Henry Alter.

(Continued on page 135)
Okeh Records

LIST FOR JANUARY 17

279 Meet Me Tonight in Dreamland (Francesca-Whitney)--Tenor, with Vocal and Orch. (Maury--Allston),--Peep and Whistle.

280 Oklahoma Blues (Marjorie)--Singing,accompanyed by John Shaw, Frank Mayne and Jim by Walking Down the Railroad Track (Marin)--Singing with Guitar and Violin.

401 Where Is the Song of Songs for Me? (Orion)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

402 Let It Roll Away (Drummond)--Sung by J. H. Brown Trio.

403 Sunbeams Over Sleepless Nights (Stem)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

404 Chasin' Rhythm (Carlisle)--Singing, with Piano.

405 Where the Red, Red Rose Grows (Buck--Taylor)--Singing, with Guitar and Violin.

412 Bye Bye Blackbeard (Brown-Brucks-Bruckner)--Singing, with Guitar and Violin.

413 Baby Blues (Rutledge)--Singing, with Guitar and Violin.

414 I'm Bringing a Red, Red Rose (Whitney)--From (Kahn--Preston)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

415 I'm Bringing a Red, Red Rose (Whitney)--From (Kahn--Preston)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

416 I'm Bringing a Red, Red Rose (Whitney)--From (Kahn--Preston)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

417 I'm Bringing a Red, Red Rose (Whitney)--From (Kahn--Preston)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

418 I'm Bringing a Red, Red Rose (Whitney)--From (Kahn--Preston)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

LIST FOR JANUARY 17 cont'd

261 She's More to Be Placed Than Considered--(Incident Song) (Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

262 Rich Man Blues (Kuhn--Kohn--Preston)--Singing, Violin and Guitar.

263 Bye Bye Blackbeard (Brown-Brucks-Bruckner)--Singing, Violin and Guitar.

264 acid-Sknife Shake with LaNya (Lanette)--Singing, with Guitar.

265 Salty Willie (Morris--Kern--Lieber)--Comic Song, with Guitar.

266 The Road to the Limit (Kroning--Fryer)--Singing, with Guitar.

267 The Song I Love (DeZyl)--Swing Dance, with Guitar.

268 The Song I Love (DeZyl)--Swing Dance, with Guitar.

269 The Song I Love (DeZyl)--Swing Dance, with Guitar.

270 The Song I Love (DeZyl)--Swing Dance, with Guitar.

271 The Song I Love (DeZyl)--Swing Dance, with Guitar.

272 The Song I Love (DeZyl)--Swing Dance, with Guitar.

273 The Song I Love (DeZyl)--Swing Dance, with Guitar.

274 The Song I Love (DeZyl)--Swing Dance, with Guitar.

275 The Song I Love (DeZyl)--Swing Dance, with Guitar.

276 I'm Bringing a Red, Red Rose (Whitney)--From (Kahn--Preston)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

LIST FOR JANUARY 24

296 She's More to Be Placed Than Considered--(Incident Song) (Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

297 Rich Man Blues (Kuhn--Kohn--Preston)--Singing, Violin and Guitar.

298 Bye Bye Blackbeard (Brown-Brucks-Bruckner)--Singing, Violin and Guitar.

299 acid-Sknife Shake with LaNya (Lanette)--Singing, with Guitar.

300 Salty Willie (Morris--Kern--Lieber)--Comic Song, with Guitar.

301 The Road to the Limit (Kroning--Fryer)--Singing, with Guitar.

302 The Song I Love (DeZyl)--Swing Dance, with Guitar.

303 The Song I Love (DeZyl)--Swing Dance, with Guitar.

304 The Song I Love (DeZyl)--Swing Dance, with Guitar.

305 The Song I Love (DeZyl)--Swing Dance, with Guitar.

306 The Song I Love (DeZyl)--Swing Dance, with Guitar.

307 The Song I Love (DeZyl)--Swing Dance, with Guitar.

308 I'm Bringing a Red, Red Rose (Whitney)--From (Kahn--Preston)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

LIST FOR JANUARY 24 cont'd

361 I'm Bringing a Red, Red Rose (Whitney)--From (Kahn--Preston)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

362 Rich Man Blues (Kuhn--Kohn--Preston)--Singing, Violin and Guitar.

363 Bye Bye Blackbeard (Brown-Brucks-Bruckner)--Singing, Violin and Guitar.

364 acid-Sknife Shake with LaNya (Lanette)--Singing, with Guitar.

365 Salty Willie (Morris--Kern--Lieber)--Comic Song, with Guitar.

366 The Road to the Limit (Kroning--Fryer)--Singing, with Guitar.

367 The Song I Love (DeZyl)--Swing Dance, with Guitar.

368 The Song I Love (DeZyl)--Swing Dance, with Guitar.

369 The Song I Love (DeZyl)--Swing Dance, with Guitar.

370 The Song I Love (DeZyl)--Swing Dance, with Guitar.

371 The Song I Love (DeZyl)--Swing Dance, with Guitar.

372 The Song I Love (DeZyl)--Swing Dance, with Guitar.

373 I'm Bringing a Red, Red Rose (Whitney)--From (Kahn--Preston)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

LIST FOR JANUARY 5

393 A Man With a Name (From "This Year of Ours")--(Brady--Foy)--Vocal and His Orch.--(Berlin)--Vocal Trio, with Piano.

394 Medley of Old Timer Songs (Dare--Dean)--Singing, with Violin and Guitar.

395 Medley of Old Timer Songs (Dare--Dean)--Singing, with Violin and Guitar.

396 Medley of Old Timer Songs (Dare--Dean)--Singing, with Violin and Guitar.

397 Medley of Old Timer Songs (Dare--Dean)--Singing, with Violin and Guitar.

398 Medley of Old Timer Songs (Dare--Dean)--Singing, with Violin and Guitar.

399 Medley of Old Timer Songs (Dare--Dean)--Singing, with Violin and Guitar.

400 Medley of Old Timer Songs (Dare--Dean)--Singing, with Violin and Guitar.

401 Medley of Old Timer Songs (Dare--Dean)--Singing, with Violin and Guitar.

402 Medley of Old Timer Songs (Dare--Dean)--Singing, with Violin and Guitar.

403 Medley of Old Timer Songs (Dare--Dean)--Singing, with Violin and Guitar.

404 Medley of Old Timer Songs (Dare--Dean)--Singing, with Violin and Guitar.
Part I - First

[The text is too fragmented to be clearly understood. It appears to be a list of songs or music pieces, possibly from a music magazine or a similar publication.]

Edison Blue Amberol

[Similar fragmentation continues, making it difficult to extract coherent information.]

Banner Records

[More fragmented text, possibly lists of records or songs.]

Domino Records

DANCE RECORDS

[More fragmented text, possibly lists of records or songs.]

Harmony Records

[Fragmentation continues, making it difficult to extract coherent information.]
CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

New Year Prosperity
Get the Customer's Slant to Sell Records
Analysis of Overhead
How Radio Week Was Staged in Battle Creek
Planned Radio Sales
Record Turnover
Merchandising Ideas
The Window Display As a Sales Force
Uses Sub-Agents in Selling Farmers and Ranchers
Imports and Exports of Trading Machines

CORRESPONDENCE FROM LEADING CITIES


C. A. Craig in Important New Post

Former Head of Sales Promotion Department of Sonora Co. Now Metropolitan Field Sales Manager

Charles A. Craig, who has been in charge of the sales promotion department of the Sonora-Five Hundred Home-Sale Co., is now metropolitan field sales manager for the Sonora-Five Hundred Home-Sale Co.

Bill to Clarify Radio Act of 1927

A bill designed to clarify Section 28 of the Radio Act of 1927, with respect to the broadcasting and re-transmitting or recording of a broadcast program without the specific authority of the originating station, has been formulated by Louis E. F. Baycroft, vice-president of the National Electrical Manufacturers Association, in charge of the Radio Division, and introduced into the House by Representative George P. Darrow.

A. K. Jobbers to View Dynamic Models

As this issue of The Talking Machine World is being delivered to readers on January 13, the distributors of the Awater Kent Manufacturing Co. are meeting at the Hotel Pennsylvania, Philadelphia, Pa., to view several radio projects of the company which provide dynamic radio reception. The Awater Kent organization has centered its efforts on this phase of radio activity since the introduction of the A. K. electric receiver and the new products are said to be well worthy of the A. K. trade-mark.
EMPIRE

The Tone Arms and Reproducers
made by
THE EMPIRE PHONO PARTS COMPANY
can now be furnished in
CHROME PLATED FINISH

No. 12
Tone Arm

No. 5
Reproducer

This new finish never tarnishes, retains its lustre and color permanently, and gives maximum value to the user.

ANOTHER EMPIRE ACHIEVEMENT

Write for Quotations on Your Requirements

There is an Empire Tone Arm to fit every type phonograph

THE EMPIRE PHONO PARTS COMPANY
W. J. McNamara, President Established 1914

10316 Madison Avenue Cleveland, Ohio
Mexican Branch Office—Radio Fonografica Mexicana, S. A., Balderas 110, Mexico D. F., Mexico
Radio lover, all over the country waited. They wanted to see and hear what an Edison could do. Then they did see ... and hear ... and approve. The new voice of the skies held them breathless. Such life-like reproduction ... such ease of operation ... such craft-man-like beauty of design.

Here was payment in full for the months of waiting, for here was a masterpiece. In hearing the new Edison people get something of the thrill that its makers got when they achieved it.

For the makers of the Edison had consistently refused to produce until every possible improvement had been made ... every proof established that their theories of radio construction were right. And after countless hours of tireless checking through 1925, they knew they were right. They switched on the power—and the new voice had spoken. Thomas A. Edison, Inc., Orange, N. J.

The new voice has spoken!

The Edison Radio
and Radio-Phonograph Combinations

Edison Distribution Corporation

Atlanta 155 No. Forsyth St.       Kansas City—1215 E. 11th St.       Richmond 1204 East Main St.
Denver 1636 Lawrence St.         Pittsburgh 1599 Penn Ave.       Dallas 500 Elm St.
Boston 76 South St.              Minneapolis 880 First Ave.       San Francisco 1200 Mission St.
Los Angeles, H. R. Carter Co., 77 Venice Blvd. 87, 101 N. Silverston Music Co., 1114 Olive St.
Ogden, Brenton Sporting Goods Co., 233 Grant Ave.
A Radiotron for every purpose

RADIotron UX-201-A
Detector Amplifier
RADIotron UX-199
Detector Amplifier
RADIotron UX-192
Detector Amplifier
RADIotron WD-11
Detector Amplifier
RADIotron WX-12
Detector Amplifier
RADIotron UX-200-A
Detector Only
RADIotron UX-120
Power Amplifier Late
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 Version
RADIotron UX-240
Detector Amplifier for
Recurrent-circuit
Amplifiers
RADIotron UX-250
Power Amplifier
RADIotron UX-226
A.C. Phonograph
RADIotron UX-227
A.C. Phonograph
RADIotron UX-280
Full-Wave Radiotron
RADIotron UX-281
Full-Wave Radiotron
RADIotron UX-474
Power Triode Tube
RADIotron UV-476
Rectifier Tube
RADIotron UV-486
Rectifier Tube

The standard by
which other vacuum
tubes are rated

Look for this mark
on every Radiotron

E. F. McDonald, Jr.
President

"We determine the performance of all of our receiving
sets by using RCA Radiotrons. That is because they
materially enhance the reception of our instruments.
We urge our dealers to recommend them for install-
equipped and for replacement."

RCA Radiotrons are better vacuum
tubes—And better tubes backed
by great year-round advertising
naturally win the biggest sales.

This is the first of the
1929 series of Radiotron
advertisements, each
of which will be signed
by a leading manufac-
turer of radio sets.
The three most popular loudspeakers
—each the leader in its price class

RCA LOUDSPEAKER 103—An improved model of the 100A with greater range, and in a very pleasing design. . . $37.50

RCA LOUDSPEAKER 106—An Electro-Dynamic reproducer of amazing range, capacity and tone fidelity. Operates from A. C. house current. . . . . . . . . . . . $68

RCA LOUDSPEAKER 100A—Magnetic type of reproducer with a natural tone of remarkable quality. . . . . . . . . . . . $29

This sign marks the leading dealer in every community.

RADIO CORPORATION OF AMERICA  NEW YORK · CHICAGO · ATLANTA · DALLAS · SAN FRANCISCO

RCA LOUDSPEAKER
MADE BY THE MAKERS OF THE RADIOOLA
Radiola Dealers all through 1929 will be backed by the largest advertising campaign ever undertaken by RCA.

This sign marks the leading dealer in every community.
Radiola Sales
by
RCA dealers
made a new high record in 1928
—and 1929 will be a still bigger year...

RADIO CORPORATION OF AMERICA
New York Chicago Atlanta Dallas San Francisco

RCA RADIOLA
MADE BY THE MAKERS OF THE RADIOTRON
There is more music in good music . . . and wise dealers are realizing that there is more profit in good music . . . Columbia Masterworks!

Columbia’s ninety masterworks albums offer the widest available selection of classical music. The taste of the most discriminating music lover can be satisfied from this amazing collection.

The composers and artists represented in the Columbia Masterworks form a list of names to conjure with . . . names that have weathered the tempests of time. And the Columbia Masterworks themselves are no less permanent. Masterworks always sell . . . they never become old or obsolete. Like the masters whose work they represent, age but adds to their glory.

Recommend and demonstrate Columbia Masterworks. Show your customers that there is more music in good music . . . and there will be more profit in good music for you.

COLUMBIA PHONOGRAPH COMPANY, NEW YORK CITY.

Canada: Columbia Phonograph Company Limited, Toronto.

"Magic Notes"
The steadily increasing sales of Guy Lombardo’s recordings prove the nation-wide recognition of the versatility and individuality of his offerings. Feature these latest Lombardo releases. Your customers are sure to like the sparkle and charm which characterize his records.

Record No. 1628-D 10 in. 75¢
SWEETHEARTS ON PARADE
THAT’S HOW I FEEL ABOUT YOU
Fox Trots—Vocal Refrains

Record No. 1653-D 10 in. 75¢
THE SPELL OF THE BLUES
HIGH UPON A HILL TOP
Fox Trots

“Magic Notes”
MORAN and MACK
"TWO BLACK CROWS"
in HADES

PARTS 1 and 2

RECORD NO.
1652-D
10 in. 75¢

Here's a Hot One!
Hear Mack give the devil his due

It is different, new, and the best record the Two Black Crows ever made—and that’s going some!

"Magic Notes"
For Those Who Seek the Best

Columbia Electric* Viva-tonal
and Kolster Radio Combination
Model 950

List Price $450

ALL in one! A radio one second, an electric phonograph the next, and writing cabinet any time you want to use it to jot down a note or write a volume. Now you can write to music if you wish!

Throw the switch one way and the vast world of radio entertainment is yours to command on a six tube Kolster Radio Receiving Set; throw it the other way, and play the phonograph record of any artist or any selection you care to hear on the Columbia Electric Viva-tonal Phonograph.

The amazing tone, volume, range, and selectivity features of this instrument as a radio receiving set are rivaled only by its reproduction and amplification qualities as an electric phonograph.

Columbia Electric Viva-tonal and Kolster Radio Combination, Model No. 950, is electric throughout. “The power comes from the house current. Batteries are eliminated. A ten-inch, full floating, electric dynamic cone speaker is included in the equipment. The volume of sound can be increased or decreased at will, from a whisper to a fortissimo, with every note exactly “like life itself.”

“Magic Notes”
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.

The J. A. Fischer Co., Inc., formerly of Philadelphia and manufacturers of talking machine replacement parts are prepared to render an even greater service to the trade through its removal to larger and conveniently located headquarters in New York City in close proximity to the Newark factory.

This business built on service, has multiplied many fold and its sphere of usefulness is greatly enlarged. The trade mark, "Valley Forge" is known in every corner of the globe. A few years ago with a handful of customers—today we have thousands who specify "Valley Forge" when main springs, repair parts, or reproducers are required. They want good materials quickly and they get them. The growth of our organization has been due to the quality of Valley Forge products. You can safely build the future of your repair department on this same line.

Incorporated

393 Seventh Avenue New York City
Compare This Speaker with Any Other

Selling at TWICE its Price!

Let your customers decide! After all, it is them you must satisfy. Just connect this new Quam Speaker to your favorite demonstration set and listen as it sells itself.

For there's real merit in this remarkable speaker—at astonishingly low cost! Performance plus—beautifully finished—convenient size—perfect for either AC or battery sets. There is no mistaking the round rich tone, full volume and distinct enunciation... clariy of reproduction which makes it a joy to demonstrate. And "Radio-wise" Dealers and Jobbers marvel at its built-in quality!

But once in a "blue moon" is a product which takes so little "selling effort" placed before you. A rare opportunity to cash in on unlimited business and quick sure profits!

A sample will immediately convince you that you'll want to feature the new Quam Speaker during 1929. Examine it closely—listen to it carefully... your eyes and ears will tell you it's right. This we know, for we doubt whether any product has ever met with the instant trade acceptance that has greeted the new Quam Speaker. Send for your sample... today!

Manufacturers—Samples of units shown at right sent promptly, with price quotations. Wire, or write—immediately!

Model A—List Price $17.50
Attractive lacquered steel base and frame of gold-bronze finish, standing, faced in gold silk, size 15 inches in diameter—dashing beauty!

Model B
LIST PRICE
$15.00

Model 1

Model 2

Model 3

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

Unlathed fitted exactly for attractive cabinets. Model 1 has unit and cone complete in lacquered steel drum with silk screen. Model 2 is unit complete with cone with mounting bracket. Model 3 unit, complete with cone and mounting bracket, with silk screen. All priced right for manufacturers' use.

Model A—List Price $17.50

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

Send samples at once of Models A, 1, 2, 3. (Check those desired.) This does not obligate me to buy.

Name

Address

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

Tone Supreme

Humless Dynamic Sterling has it! No longer need your customers complain of a dynamic hum, if you sell the powerful Sterling Dynamic. Unusually efficient on sets employing ordinary amplification. R-13-C, 110 volt 60 cycle Chassis, $43 List.

$38 Power Amplifier Improves tone by using either the 210 or 250 super-power tube. Connected in a few minutes to any type of radio set. May be used as the base of the Sterling Dynamic Chassis as shown. Only $38 List.

Hum Eliminator Attach this new Sterling device to any AC dynamic speaker in a jiffy, and the hum will disappear. Remove the last objection to dynamic speakers. Priced low for universal use. R-313, $3.50 List.

Peer of Magnetics

Super-Magnetic Sterling's highly improved Magnetic Speakers deliver better tone and more volume than many dynamic speakers on ordinary amplification. Customers who want good tone quality at low cost can have it with this wonderful chassis. Don't take our word for it, but arrange at once with your jobber for a comparative demonstration.

R-1, stripped chassis, as shown, $14 List.

R-3, the same chassis in a well-made baffle box, $18 List.

R-2, the Vari-tone model, is a table type speaker, beautifully finished in deep bronze and old gold. Has the R-1 mechanism, $25 List.

THE STERLING MANUFACTURING CO., CLEVELAND, O.

Best by Test

Over 11,000,000 products in use
The Brilliant Red Frame Casting Is Your Protection

At last a motor which breaks all records for real value... at the right price. Gayly topped with a brilliant red frame, the RED-CAP brings worlds of power to the finer cabinet machines. An improved triple worm gear and especially designed governor enable it to play six selections easily on a single winding. Absolutely quiet... with a strong, smooth pull, it sets a new standard of perfect performance.

With all-United construction and exclusive features for long life and utmost reliability, the RED-CAP surpasses even the famous United No. 5 which graced more than 150,000 better cabinet machines last season.

MANUFACTURERS, JOBBERS DEALERS!

Build lasting volume, greater profits and broader good-will in 1929, with United products! Samples and quotations gladly sent upon request!

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!

MOTORS

EXPORT OFFICES, 163 WEST WASHINGTON STREET, CHICAGO, ILLINOIS
9705 COTTAGE GROVE AVENUE, CHICAGO, ILLINOIS
Greatest Radio Accessory Line

To Electrify

Power Units

Thousands of dependable Sterling Power Units are supplying constant, economical socket power for operating DC radios in every section of the country. If a customer is not ready to buy a new AC radio, retain his good-will by suggesting that he electrify his present set with Sterling Power Units. Complete line of “A”, “B” and “B-C” Units.

R-81, 180 volt “B” Power, complete $28.50 List.

R-93 V, strictly dry 6-volt “A” Power, complete, $37.50 List.

R-94, special 4-volt “A” Power for Radiolas 20, 25 and 28, complete, $32 List.

Sterling Jobbers Everywhere

(Please slightly higher west of the Rockies and in certain Southern states.)

For Testing

Service Equipment

The several Sterling dependable testers are priced so low there's no need to be without complete testing equipment.

Universal Tube Tester

This popular tester shows and checks emission on all AC and DC tubes and reactivates DC tubes. Designed for universal service at the counter or in the service department. R-510, $21 Net.

Free!—Our little magazine, “The Sterling Radio Salesman,” will be sent regularly to any radio salesman on request. Interesting and helpful.

Send for Complete Catalog

Sterling

23 Years of Electrical Manufacturing
NOW
THE NEW
RED-

The NEW UNITED No. 5 RED-CAP has personality... New power... New pep. Look for the brilliant red frame casting—it is your protection!

The United Pick-Up

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

UNITED
PHONOGRAPH DIVISION
UNITED AIR CLEANER COMPANY
When you
Do you take in
Customers as
Merch
take inventory-
ventory of your
well as of your
andise?

Satisfied customers are the basis of every successf
 business! During 1928 PALS made satisfied customers for thousands of PAL dealers—maintaining the wonderful reputation they built up in the past nine years—and resulting in the greatest sales volume that PALS have ever had.

Write to your Jobber for samples of 1929 PALS—or write direct to us for jobbers address.

"Every time you sell a PAL you make a friend."

PLAZA MUSIC CO.
10 WEST 20TH ST., N.Y.
The Most Astonishing Electric Motor Ever Announced

Manufacturers can now afford to make every radio a combination ... every phonograph electrically equipped ... every portable light-socket operated.

This announcement marks a new milestone along the highway to increased volume and new profit for every Manufacturer, Jobber and Dealer in the radio-music field.

The demand today is for electrically operated musical instruments. And here, at last, is the electric motor that makes possible the union of quality with economy in their production. The new ALLEN-HOUGH ROTOR is positively revolutionary in the efficiency it gives, and in its astoundingly low price.

A mere 1/8 inches in thickness, the ROTOR has only one moving part — no gears, no governor, no brushes! As steadily as the Western Union Clock ticks off sixty seconds, the Allen-Hough ROTOR turns the table eighty times each minute. Its marvelous compactness makes it "a natural" for practically every cabinet. Never before, was there an electric motor which could qualify in such a broad way. Perfect for A.C. operation, it costs the consumer less than 1-10 of a cent to run for a solid hour! The ROTOR is absolutely quiet in operation, and its speed is independent of voltage fluctuations. It is completely enclosed, dust-proof, fool-proof!

The ROTOR carries an absolute guarantee of dependability and efficiency, and is offered to you at a price which makes it a positive sensation — a price comparable to what you now pay for a good spring-type motor!

Send at once for Sample and Prices

You will now want to take advantage of the production and sales opportunities this new development offers. Wire or write immediately for sample and complete information on the ROTOR. This, of course, places you under no obligation.

ALLEN-HOUGH ROTOR
Electric Phonograph Motor

ALLEN-HOUGH MANUFACTURING COMPANY
RACINE, WISCONSIN

FACTORIES: RACINE AND NEW YORK
The New ELECTRIC ROTROLA

What a market... every person to whom you've ever sold a radio set will want it... instantly! This new A. C. electrically operated Rotrola makes every radio a combination! At a list price of $35, with its beautiful solid walnut case, its ALLEN-HOUGH ROTOR, and its famous Phono-Link Pick-Up, this new instrument will break all records for you in sales and profits during 1929. Quick, easy business... it sells on sight!

Just plug into the light socket, and without attention, without winding or adjusting of any kind, it gives perfect electrical reproduction through the radio loud-speaker of any set. Mechanically, the ROTROLA is simplicity itself. It is absolutely fool-proof and trouble-free, always ready to play!

The ROTROLA further offers genuine beauty of design and finish. Its handsome solid walnut case and aristocratic gold trimmings harmonize completely with the most beautiful of radio cabinets. It is also finished in an attractive Fabricoid, if desired.

And at a list price of only $35! What an opportunity for a modern, alert merchantiser! Your sample is waiting... with complete details.

Write, or wire, for this marvelous new musical instrument, which brings with it unprecedented profit opportunity for you... today!

LIST PRICE
$35.00
A Value Far Beyond its Price!

The ALLEN-HOUGH ROTROLA ELECTRICAL REPRODUCTION from Any Radio Set

ALLEN-HOUGH MANUFACTURING COMPANY
RACINE, WISCONSIN FACTORIES: RACINE AND NEW YORK
New **ALLEN**

equipped with

for only $5.00

list price

**THE ALLEN No. 8**

Perhaps this will sound boastful... but we think the No. 8 is the finest portable ever built to sell at a popular price. We know you'll agree when you hear its wonderful volume, full round tonal quality, made possible by the self-enclosed 50-inch air column horn... the longest horn ever built into a portable. Equipped with an exclusive Toman Reproducer, a double spring long-playing motor, gold finished equipment inside, attractive oxidized hardware outside, padded top. Equipped with a new style record album, beautifully embossed with separate compartments for ten and twelve inch records. Furnished in all standard accepted colors of genuine DuPont Fabricoid... a rare instrument in the No. 8! Equipped with guaranteed light socket electric motor for only $5 additional list.
PORTABLES

Electric Motor

additional retail

Never before have you faced such opportunity for profit! Can you imagine what sales will be yours, when you offer a superior portable, equipped with guaranteed electric motor, at almost the same price your competitors ask for ordinary portables?

Even more, you will also have the exclusive advantage of the new Allen line of finer portables... new beauty of design... richer rounder tone... greater volume... made possible by the new self-contained 50-inch air column horn—the longest horn ever used in a portable!

The market was ready for something radically new and different... and here you have improvements which until a few weeks ago were impossible. It's your first real opportunity for a big portable business... act today... take your profit. DEALERS... wire now for nearest Jobber's name. JOBBERS... wire or write today... Your Dealers are sure to demand the new Allen line, and our proposition to you is most attractive. Obey that impulse... act now... your opportunity is immediate!

THE ALLEN No. 22
Consider the new No. 22... with its long air column self-enclosed horn, padded top, exclusive Toman Reproducer, strong pullin motor with 10 inch turntable and large handle, piano hinge, and other features. Full volume, beautiful tone... and priced for your customers at about 25% less than one might expect for such value! All standard accepted colors.

THE ALLEN No. 5
The most famous portable on the market... perfect reflex type... exclusive features galore, which you and practically all other Jobbers and Dealers recognize... a real standard of value! Equipped with strong spring motor, and for $5 additional list with a guaranteed light socket A C motor!

ALLEN PORTABLES

ALLEN-HOUGH MANUFACTURING COMPANY
RACINE, WISCONSIN
FACTORIES: RACINE and NEW YORK
**Last-Minute News of the Trade**

**Victor Talking Machine Co. and Radio Corp. of America Combine**

Unification of Two Companies Represents One of the Most Important Deals in Industry's History—E. E. Shumaker and David Sarnoff Issue Statements

The unification of the Victor Talking Machine Co. with the Radio Corp. of America, formally consummated at meetings of the boards of directors of the two companies on January 4, concludes one of the most important deals in the history of the music and radio industries. It was generally conceded to be a move of far-reaching significance, welding even closer than heretofore the interests of the phonograph and radio in the entertainment field.

The merger includes the holdings of the Victor Co. in subsidiary and associated companies reaching significance, welding even closer than heretofore the interests of the phonograph and radio in the entertainment field.

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**New Lyric Models Shown to All-American Mohawk Distributors**

Three New Models Enthusiastically Received at the Convention—Distributors Placed Orders for Entire Lyric Radio Production for Next Three Months

With practically a 100 per cent attendance, the All-American Mohawk Corp. held its mid-year distributors' conference at the Congress Hotel in Chicago on January 4 and 5. The purpose of the conference was to introduce to the distributors the new Lyric line which will be ready for shipment this month, and the enthusiastic reception accorded the new models assures the success of the line.

Three Lyric models were introduced to the distributors at this conference designated as models 70, 73 and 75. Model 70 is a seven-tube AC electric table model, including the 250 tube, which operates only in combination with the Lyric dynamic speaker. No other speaker can be used with this table model. For the new Lyric dynamic speaker has numerous distinctive features and is constructed so that it is impossible to use it with any other set.

Model 73 is a handsome console with the new Lyric dynamic speaker embodying the same chassis as the Model 70, and Lyric distributors received this model with marked enthusiasm. (Continued on page 117)

**Carle W. Guinzburg With Symphonic Corp.**

Is Elected Vice-President of Symphonic Sales Corp.—Will Develop Wasnuth-Goodrich Sales Among Jobbers

Lambert Friedl, president of the Symphonic Sales Corp. of New York, sales representative for Wasnuth-Goodrich cabinets and manufacturer of Symphonic sound boxes, announced this week the election of Carle W. Guinzburg as vice-president of the company. Mr. Guinzburg, who has been identified with several prominent commercial organizations in the past, will concentrate his activities on the development of Wasnuth-Goodrich sales among the jobbers. Joseph H. Friedl, secretary of the company, will also co-operate with jobbers in connection with Wasmuth-Goodrich sales, and at the present time he and Mr. Guinzburg are visiting the wholesalers generally in order to offer them practical assistance.

The Symphonic Sales Corp. closed a very satisfactory year with Wasmuth-Goodrich sales far beyond expectations. In addition to the alliances formed during the past twelve months with prominent radio set manufacturers, Lambert Friedl is laying the groundwork for important connections for 1929, which will be announced in the next few weeks.

**T. W. Quilter Is Ad. Manager for Sonatron**

Has Been Connected With the Sonatron Organization as District Sales Manager—Long in Music-Radio Field

Thomas W. Quilter was recently appointed advertising manager of the Sonatron Tube Co., making his headquarters at the general offices in Chicago. Mr. Quilter has been affiliated with the Sonatron organization for the past year as district sales manager in Illinois, Indiana and Kentucky, also including the City of St. Louis in his territory. Fifteen years ago Mr. Quilter entered the music-radio field with the Brunswick-Balke-Collender Co. advertising department, and later for a period of two years he was in the retail music business in Chicago.

In 1922 he became sales manager of the Ray-di-Co. organization, the first exclusive radio distributor in the Middle West. In 1923 he was sales manager of the Crosley Radio Corp., Cin-

**Appointed Columbia Los Angeles Manager**

The appointment of Edwin C. Rauth as manager of Columbia's Los Angeles branch has been announced by W. C. Pakri, vice-president and general sales manager of the Columbia Phonograph Co.

Mr. Rauth succeeds W. H. Lawson, Columbia's Los Angeles manager for the past two years, who resigned on January 1. Mr. Rauth was formerly a member of the firm of Steeber & Brenner, St. Louis distributor, and has been well known in the trade for many years.

**T. W. Quilter in Cincinnati,** and was later affiliated with the radio division of the Robbins & Myers Co., and Richard T. Davis, Inc., as sales manager of both organizations. He brings to the Sonatron organization a wide experience in merchandising of music and radio products.
J. E. Broyles Elected Capehart Secretary; Name Regional Heads


Hewitt & Snow, Inc., January 8.—In order to best care for the great consumer demand which has arisen for the Capehart Orchestrope during the past year, H. E. Capehart, vice-president and general manager of the Capehart Automatic Phonograph Corp., recently announced a number of promotions and additions to the selling staff of the organization. The announcement of the election of J. E. Broyles as secretary of the company is also made at this time. Mr. Broyles has been general sales manager of the Capehart firm since its inception, and, under his direction, a nation-wide sales and dealer organization has been built up. He brings to his new work a thorough understanding of the problems of the field, as well as the sincere best wishes of his friends and business associates.

W. R. Deaton has been appointed general

(Continued on page 122)

Start Erection of New Perryman Plant

Tract of Ground at North Bergen, N. J.
Purchased—Work Started on Construction of Modern, Up-to-date Plant

H. B. Foster, vice-president and general manager of the Perryman Electric Co., New York City, manufacturer of Perryman tubes, announced this week that the company had purchased a large tract of ground at 4900 Hudson boulevard, North Bergen, N. J., for the purpose of constructing a new plant. It is planned to construct a building 250 by 300 feet, and work has already been started on this new Perryman factory.

During the past few weeks arrangements were made whereby the removal from the present plant at North Bergen, N. J., to the new plant will be made without the loss of a single day’s output, and when completed the new Perryman factory will be one of the most modern and up-to-date plants in the tube industry.

Machinery of the latest and most improved types has already been ordered, and manufacturing efficiency systems of proven value will be installed throughout the plant.

The phenomenal increase in Perryman tube sales the past twelve months has made the present plant absolutely inadequate to meet the requirements of the trade, and the new factory will give the organization an opportunity to expand along necessary lines. Merchandising plans are now being developed for the coming year which will enable the Perryman organization to co-operate to advantage with the wholesale and retailers marketing Perryman tubes throughout the country.

Allen-Hough Market
Rotor Electric Motor

The Allen-Hough Mfg. Co., Racine, Wis., announced this week a new product which will be known as the Allen-Hough rotor electric motor and which has attracted wide attention among manufacturers, wholesalers and retailers. The Allen-Hough rotor electric motor has been perfected to meet the needs, not only of phonograph manufacturers, but it has been developed also for use in radio-phonograph combination instruments. The motor has only one moving part, contains no brushes nor governors, and is said to be dustproof and foolproof. It runs evenly at 80 revolutions per minute and is not affected by voltage fluctuations, according to the manufacturer. The Allen-Hough rotor re-

D. MacGregor Joins Utah as Treasurer

Well-known Radio Executive Assumes Responsibilities of Important New Post

Donald MacGregor, formerly treasurer of the All-American Mohawk Corp., joined the Utah Radio Products Co. of Chicago, on January 1,

Regal Record Co. and English Firm Merge

The Plaza Music Co., New York City, recently announced that a merger has been effected between that branch of the company which is concerned with the manufacture and distribution of records and which is known as the Regal Record Co. and a large and established record company in England.

Starting on January 1, 1929, the accounts of the Regal Record Co. and the Plaza Music Co. are being kept separately, although the management of both companies is centralized as heretofore. All records, both ten-inch and seven-inch—Little Tot books and Playtime records—will be billed by the Regal Record Co., while all portable phonographs, music rolls, sheet music, accessories, etc., are billed by the Plaza Music Co.

D. MacGregor, as treasurer of that organization. Mr. MacGregor is a well-known figure in the radio industry, having been active in the field for many years. He has also been prominent in association activities and served as director of the RMA for four years. He was treasurer and also chairman of the RMA credit committee.

Louis Katzman Made Brunswick Lab. Mgr.

Louis Katzman, well-known arranger and musician, has been appointed manager of the recording laboratories of the Brunswick Co. of Chicago and New York, succeeding Frank S. Horning, who will continue with the company, doing special work relating to moving pictures.

Announcement of Mr. Katzman’s appointment was made at a reception accorded him at the Brunswick Co.’s New York headquarters.
The New Peerless Line
offers you four ultra-modern fast selling Portable Phonographs with distinctive
Style—Eye Appeal
Splendid Tonal Quality
Ear Appeal

The wonderful new Masterphonic—$25.00 List has everything—Tone—Beauty—Price Appeal

Vanity Flat Model $12.00 List
The Popular Junior Model $15.00 List
Champion Model $20.00 List

We make a specialty of building portables to your own specifications and price limit

Follow Peerless and you’ll always be A...... Step ...... Ahead

PEERLESS ALBUM CO.
PHIL. RAVIS, President
636-638 BROADWAY, NEW YORK

Peerless Record Albums
The tremendous increase in the sale of records has again made albums a profitable item to push. Don’t forget — an empty album in the home is a constant invitation to fill it with records.

Sell Albums
Peerless Artcraft and the New Peerless Looseleaf Album (flat opening)

Radio and Cabinet Manufacturers
Our hand-tooled gold decorated albums in various colors will make your cabinet more attractive and eye appealing.
Made to your own specifications. Write for samples and special quantity prices

Peerless ALBUM CO.
Expensive Combinations Do Sell

THE manager of a large music department in Wisconsin has expressed the opinion that a greater demand for phonograph-radio combinations will be experienced by the trade when manufacturers get away from the idea of listing such instruments at $700 or $800 or more. It seems strange, indeed, at this day and age a dealer should be so out of touch with the opportunities that lie in his field. Expensive combinations are selling and in sufficiently large numbers to indicate that there are a large number of prospects who have the price and the inclination to buy the best. At the same time there are combinations offered at $250 or thereabouts which represent remarkable bargains for the man who cannot pay more. Does the manager in question prefer a diet of plain milk, or does he enjoy a little cream once in a while? Certainly high-priced models represent the cream of the business.

A $100 Suit and Selling

A PROPOS of the above, a music merchant in Cincinnati declared recently that when he hired a new salesman the first demand was that the salesperson purchase for himself a $100 suit of clothes and wear it to business. Admittedly he could secure a satisfactory suit for probably half the amount, but the psychology of the idea is that once encased in a $100 suit even a $25-a-week man develops that $100 feeling and tries hard to live up to it. On the same basis, in some dealers who are afraid of high-priced models would invest in a few and then fight to get their money back through sales, they should be interested in the comparative case with which ambition can be realized.

Farsighted Trade Activity

WITHIN the past month or so leading concerns in the music-radio field have seen fit to encourage American composers and artists to the extent of awarding prizes running into thousands of dollars for the demonstration of unusual talents. On December 15, for instance, were held the finals of the second annual Atwater Kent Foundation National Radio Audition, with awards of $5,000 in cash and two-year scholarships in a leading American conservatory to both the man and the woman considered best among American singers participating. Next, the Victor Talking Machine Co. awarded a first prize of $10,000 and a second prize of $5,000 for compositions by American composers within the playing range of the average American jazz or dance orchestra, with a $25,000 prize to follow for the best American symphonic work. It might be well at some time to compile a record of what has been done by the industry itself for the cause of music as an art.

Music Is Not a Nuisance

PHONOGRAPH and radio dealers who realize the necessity of demonstrating their products for the benefit of the passers-by have found a friend in Judge Luebbers of the Municipal Court in Cincinnati, who, in refusing to hold several radio dealers of that city arrested recently for violating the anti-noise ordinance, declared that he could not see why purveyors of music should be discriminated against in favor of hucksters and newsboys, who were unmolested. The judge declared, moreover, that Cincinnati was a music-loving town and that music does not constitute a nuisance. Here is a decision that should be published throughout the country, for it is both logical and sanitary in the fact that there is an occasional dealer who does not make the proper distinction between music that entertains and that which annoys.
SONATRON

RADIO

TUBES

THE WORLD'S LARGEST
RADIO TUBE LINE

SONATRON
What the World's Largest will do

EXPANSION!

A TREMENDOUS demand for Sonatron products which has made even our great new plant in Newark inadequate to meet orders, has brought about the establishment of a Sonatron factory in Chicago. From this strategic point, Midwest and Western distributors will receive more prompt deliveries than have been possible heretofore. At the same time, plans are already being formed to erect another Sonatron factory in Newark on land acquired for that purpose a year ago when it became apparent that Sonatron would continue to grow beyond all expectations. A complete acceptance by the American public of Sonatron as the new standard of radio tube satisfaction has compelled a program of expansion which will be even greater in 1929 than it was in 1928!

NEWSPAPER ADVERTISING!

SONATRON sales rest on the broad, solid foundation of a complete and overwhelming advertising campaign which takes advantage of every effective advertising medium. The Sonatron newspaper campaign has been a marvel of consistency throughout 1928. Powerful advertisements, appearing in a long list of newspapers which blanket the country, will form an important part of the 1929 advertising program. Sonatron newspaper advertising is timely, attention-arresting and informative — and it produces buying action which is felt by every Sonatron dealer. In 1929 the Sonatron newspaper list will be larger than ever before.
A GREAT JOBBER ORGANIZATION

Radio Tube Line
in 1929

THE SATURDAY EVENING POST!

FULL pages in The Saturday Evening Post, appearing with effective regularity, will continue to give Sonatron advertising a powerful prestige. Nothing can take the place of The Saturday Evening Post's huge three million circulation, reaching into every community with an influence that is instantly translated into sales. Commanding in space, and powerful in appeal, Sonatron's Saturday Evening Post advertising promises to make 1929 a year of record-breaking sales. The first Sonatron 1929 full page ad appeared in the Post, January 12th—watch for the others!

BROADCASTING!

SONATRON goes on the air! A coast-to-coast hook-up over the great Columbia Chain will soon bring the Sonatron story directly into millions of homes. Imagine the effect of a consistent broadcasting schedule, combined with Saturday Evening Post and newspaper advertising! No wonder observers concede Sonatron a leading position in the tube industry for 1929! No wonder that dealers are seeking the Sonatron franchise as never before! Sonatron's programs will be built to please the widest range of listeners—they will employ outstanding talent. Sonatron broadcasting will mold into one tremendous and powerful unit, the great Sonatron publicity campaign.

What Sonatron will do in 1929 is of vital interest to every radio dealer who sees his tube business becoming more important with every season. You may have complete details of the Sonatron proposition, and the name and address of your nearest jobber, by writing to the

SONATRON TUBE COMPANY
The World's Largest Exclusive Tube Manufacturers
108 W. Lake St., Chicago  16 Hudson St., New York City  57-59 State St., Newark, N. J.

EVER SPONSORED BY A TUBE MANUFACTURER.
"See them come—more Sonatron factories"

Anderson Auto Supply Co.
JAMESTOWN, N. Y.

We can't help but thrill to the news that Sonatron is placing a new factory in Chicago—and contemplating another new factory in Newark, New Jersey. And the last new factory in Newark has just been completed! That's progress—and that's every dealer's assurance that the Sonatron line will grow stronger every year.

SONATRON
"The World's Largest Radio Tube Line"
A CAREFUL study of the radio tube market confirms a first impression that Sonatron promises most for 1929. The consistent building-up of the Sonatron trademark for the past five years is bound to bring tremendous rewards to Sonatron dealers. Watch the swing to Sonatron this year!

SONATRON

"The World's Largest Radio Tube Line"
"We are with Sonatron because—"

Anchor Lite Appliance Co.
330 Second Avenue
PITTSBURGH, PA.

SONATRON has taken steps to insure a further increase in sales for 1929. We are satisfied that the advertising and broadcasting plans of the Sonatron Tube Company for 1929 will put Sonatron where it belongs—in undisputed possession of the whole country’s good-will. We like those full pages in the Saturday Evening Post—what a job they’ll do!

SONATRON

“The World’s Largest Radio Tube Line”
"An honest-to-goodness tube—and profit"

Beach Wittman Co.
1820 McGee Street, KANSAS CITY, MO.

1500 Young St., Dallas, Tex.
706 N. Broadway, Oklahoma City, Okla.

207 N. Marker St., Wichita, Kans.
210-212 E. 10th St., Tulsa, Okla.

AT THE TESTING BLOCK, each Sonatron tube is called upon to give an account of itself before it goes out into the world to maintain the Sonatron reputation. There is no appeal from these tests—perfection is the only standard observed in the Sonatron factories.

THERE'S a powerful appeal to every dealer in the Sonatron story. It is imperative that we offer our dealers the right tube line, and it is significant that we feature Sonatron as our leader.

SONATRON
"The World's Largest Radio Tube Line"
THAT'S a new title for the makers of The World's Largest Radio Tube Line. These are two slogans which speak volumes to the dealer whose mind is open to a story of greater profits.

ONLY FEMININE HANDS COULD perform to perfection many of the intricate processes in the making of Sonatron radio tubes. This young lady calmly and efficiently does a type of work which would baffle many men.

SONATRON

"The World's Largest Radio Tube Line"
"80,000 tubes a day sounds good—"

Brown & Hall Supply Co.
1504 Pine Street

ST. LOUIS, MO.

AND over 100,000 a day sounds even better! With production like that, Sonatron is going to be a powerful factor in 1929. Dealers are realizing this truth—and are flocking to the Sonatron standard!

DEFT WORKERS ARE THESE young ladies, who are trained to operate delicate machinery with skillful precision. With the automatic supervision of a system of tests made at every point, these girls do their bit towards making Sonatron tubes of unequalled quality.

SONATRON
"The World's Largest Radio Tube Line"
"An honest-to-goodness tube—and profit"

Beach Wittman Co.

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SONATRON

"The World's Largest Radio Tube Line"
"When Sonatron goes on the air—"

Empire Electric & Mfg. Co.

25 Juneau Avenue

MILWAUKEE, WIS.

A PART OF THE huge working force which is employed in the new Sonatron factory at Newark. A force of equal size will be necessary to man the new factory at Chicago. Sonatron employees are kept at highest efficiency through the active interest of the company in their welfare.

WE look for an even greater consumer demand than this great tube line has enjoyed for years. Sonatron, by contracting for a comprehensive broadcasting program, has indicated that it intends to keep step with every means of reaching the public.

SONATRON

"The World's Largest Radio Tube Line"
44 TYPES

SONATRON

THE WORLD'S LARGEST RADIO TUBE LINE
"$50,000,000 in 1929"

Weiss-Muessel Co.
1901-13 So. Main St.

THAT is the retail value of the estimated sales of the Sonatron Tube Company in 1929. In this huge volume of business Sonatron dealers find their assurance of continued prosperity and maximum profit from their tube sales.

SPOT-WELDING ON THE very small units of a radio tube requires concentration and skill. Thoroughness is essential in this work, and it is accorded by these young women.

SONATRON

"The World's Largest Radio Tube Line"
The combination of advantages which we find in Sonatron tubes is not matched by any other line. We are with this great organization in its successful campaign to dominate the tube market.

"No other tube line can even tempt us"

Grier-Sutherland Co.

433 E. Larned Street

Detroit, Mich.

SONATRON

"The World's Largest Radio Tube Line"
"We like Sonatron's newspaper campaign"

Harger & Blish
112-114-116 Eleventh Street
DES MOINES, IOWA

SPOT-WELDING on the very small units of a radio tube requires concentration and skill. Thoroughness is essential in this work, and it is accorded by these young women.

WE appreciate the wisdom which has kept Sonatron consistently in the newspapers for years, and we know that Sonatron's Saturday Evening Post advertising has made their newspaper campaign many times more effective.

SONATRON
"The World's Largest Radio Tube Line"
"A Sonatron for every socket"

United Electric Supply Co.
117-119 West Fourth South St.

THAT'S a good slogan for any dealer—no dealer ever failed to gain in good-will and prestige by recommending Sonatrons either as initial equipment or for replacements. The tremendous growth of the Sonatron Tube Company is due in large measure to the outstanding quality of the tube itself.

INGENIOUS JIGS AND DIES smooth the progress of Sonatron tubes from raw materials to finished product. At these work tables operations of exceeding fineness are performed easily with the aid of these clever tools.

SONATRON
"The World's Largest Radio Tube Line"
"No one questions Sonatron quality"

LIGHTNING DEALER SERVICE
The ROYCRAFT CO.
25 North Third St.
MINNEAPOLIS, MINN.
Specialized Wholesale Distributors

FOR years Sonatron quality has been taken for granted. It is understood that far from being merely a good tube, Sonatron is a better tube — made better to give longer service.

SONATRON
"The World’s Largest Radio Tube Line"
Harper-Meggee, Inc.

SEATTLE, WASH., 4th at Blanchard

SPOKANE, WASH., 122 South Lincoln St.

We are certainly glad to express our confidence in the future of Sonatron. In that future we wish to share, and we invite our dealers to share it with us. We see nothing but prosperity and even greater growth for Sonatron in 1929.

THE Sonatron production manager at the Sonatron plant in Newark, N. J., making a movie of an operation so that he may study it for elimination of waste motion. This is an example of the scientific study which Sonatron is consistently making of tube manufacture.

SONATRON

“The World’s Largest Radio Tube Line”
"Sonatron is the tube line of the future"

J. W. Jenkins Sons Music Co.
1015 Walnut St.
KANSAS CITY, MO.

SONATRON dealers can know that their tube business will be greater and more profitable with every season. There is nothing quite like the tremendous respect which the Sonatron label enjoys among tube buyers. Sonatron is unique.

SHAPELY HANDS WIELD THE pliers in this department. Operations which almost approach the jeweler's art are performed here. Supervision by specially trained foreladies keeps the standard high.

SONATRON
"The World's Largest Radio Tube Line"
EVERYTHING else being equal profit is of paramount importance. Sonatron means greater profits to every dealer—because it offers a comfortable margin on constantly growing sales. The Sonatron line is profitable; ask any Sonatron dealer.

ONLY FEMININE HANDS COULD perform to perfection many of the intricate processes in the making of Sonatron radio tubes. This young lady calmly and efficiently does a type of work which would baffle many men.
WE find an increasing number of dealers who realize that the Sonatron line carries with it a definite prestige. Powerful advertising has made a deep impression upon the American public — and Sonatron dealers profit by it.

MINIATURE FORESTS OF GLASS streets for Sonatron Radio Tubes are visible here. This scene in Sonatron’s new factory at Newark indicates the spacious and intelligent layout of the plant. Every precaution has been taken to insure careful manufacture, so that Sonatron tubes will be perfectly uniform in characteristics and will give noticeably longer life.

SONATRON

"The World's Largest Radio Tube Line"
The signal for greater accomplishments

MacFadden Ignition Co.
1004 Kanawha St.
CHARLESTON, W. VA.

The completion of Sonatron's new Newark factory seems to have been the signal for even greater developments. The manner in which this organization has grown makes it clear to us that it will never be out-distanced.

SONATRON
"The World's Largest Radio Tube Line"
"The demand for Sonatron is growing"

Listenwalter & Gough, Inc.
819-821 E. First St.  LOS ANGELES, CAL.

A TREMENDOUS demand for Sonatron tubes, maintained and multiplied by effective advertising that never lets off — that is good business insurance for every wise dealer. The growing importance of radio tube sales has awakened many to the desirability of the Sonatron line.

SONATRON

"The World's Largest Radio Tube Line"
It is highly significant that Sonatron is so well equipped from a scientific and research angle, that it has often produced new types of tubes months before other manufacturers. The latest example is the XI71AC — offered exclusively by Sonatron.

A DETAILED VIEW of the semi-automatic bombarding process illustrates the complex apparatus which makes this development possible. Ingenious machinery, manned by intelligent and experienced workers, is the answer to Sonatron's consistently higher quality.

SONATRON

"The World's Largest Radio Tube Line"
No matter how you view your radio tube business, you must inevitably conclude that Sonatron offers most. In quality, in acceptance by consumers, in sales and profit, Sonatron holds the lead by a big margin.

The Sonatron chief engineer at home in his laboratories conducts an intricate experiment which will, no doubt, yield some measure of improvement for the Sonatron tube. Sonatron research looks towards the improvement of existing types of tubes, as well as the development of new ones.
"There's a selling edge in 44 types"

Lukko Radio Co.
5034 Irving Park Blvd.

THE completeness of the Sonatron line, covering every radio tube need, gives Sonatron dealers a selling edge over competitive lines. Sonatron's 44 types are one indication of Sonatron's leadership in an engineering way — and that's important, too.

SONATRON
"The World's Largest Radio Tube Line"
NO matter how you view your radio tube business, you must inevitably conclude that Sonatron offers most. In quality, in acceptance by consumers, in sales and profit, Sonatron holds the lead by a big margin.

THE Sonatron chief engineer at home in his laboratories conducts an intricate experiment which will, no doubt, yield some measure of improvement for the Sonatron tube. Sonatron research looks towards the improvement of existing types of tubes, as well as the development of new ones.

SONATRON

"The World's Largest Radio Tube Line"
8 Tubes Including Rectifier
Push-Pull Amplification
and equipped with
The NEW TYPE
Electro-Dynamic
Speaker

Read this startling Philco announcement.
Four pages that carry the complete details of the biggest selling opportunity ever offered the radio dealer.

Think of it! Philco "Neutrodynne-Plus"—world-recognized quality in radio, and now offered in exquisite furniture at this amazingly low price. Contains every modern radio improvement that the public demands today; every feature to bring an enormous volume of retail sales. And Philco, with another new $1,000,000 plant—6 factories in all—is ready to meet that demand.

Read full story on following pages!
Nation Wide Introduction

Read this Program!

1. Gigantic newspaper advertisements—full pages—1500 lines—1000 lines in more than 200 big daily newspapers.
2. 8-page Philcosupplements dominating everything in big dailies.
3. Coast-to-coast advertising of

Coast-to-Coast Broadcasting!
The popular "Philco Hour" with its tremendous following, will continue every Friday night at 9:30 o'clock, Eastern standard time, through 36 high-powered stations.

And, at the beginning and the end of each weekly program, the marvelous new model Philco "Neutrodyne-Plus" Electric Radio—the 8-tube instrument with the new type Electro-Dynamic Speaker—will be announced to the millions of listeners from the Atlantic to the Pacific.

By the time you read this announcement, big, smashing Philco newspaper advertisements, for immediate publication, will be on their way to more than 200 big daily newspapers over the entire United States—gigantic advertisements telling the vast buying public all about this remarkable radio value—priced at only $157.

Yes, right now, this month of January, Philco begins the largest newspaper advertising campaign in its history—big size, dominating advertisements that will reach many millions of people and start a flood of buying that we believe will be without parallel in the radio business. And the full power of Philco's coast-to-coast broadcasting of the Philco Hour will be swung back of this tremendous nation-wide sales announcement.

Now then, while you are reading this message, the first carload shipments are being delivered to the Philco jobber in your territory.

If you are now a Philco dealer, get in touch with your jobber at once. Be ready when this Philco January advertising starts!

You know that the public—far and wide—will start buying on the very day that this advertising appears. So get the merchandise on hand. Get your Philco announcement banner ready. Don't miss your share of the big volume of business that is sure to come.

Send Coupon Now

Whether or not you are a Philco dealer, send the coupon for the complete news—the full details. If you are not now a Philco dealer, we will tell you frankly whether it is still possible for you to get the Philco franchise in your locality. We want the best dealers in every community and then we will continue to protect and cooperate with those dealers.

Philco
Ontario and C Streets, Dept. 5181 Philadelphia, Penna

GENTLEMEN:

Please send me at once full description of the new Philco 8-tube models with new type Electro-Dynamic Speaker; also full information on Philco Dealer franchise and sales and advertising plans.

Name ____________________________
Address ____________________________
City ____________________________ State ________

Here's Why

1. New Type Philco
   ELECTRO-DYNAMIC SPEAKER
2. Push-Pull Amplification
3. Eight (8) Tubes including Rectifier Tube
4. Furniture—superbly designed Console
5. No aerial needed; therefore movable
6. ALL-ELECTRIC—ENTIRELY DRY
7. Four Condensers—Range Control
8. Illuminated Dial
9. And—NEUTRODYNE-PLUS! Philco’s famous Radio Discovery which gives—
   TONE PLUS POWER. Yes, a purity of tone combined with a selectivity and
   distance range that has thrilled users everywhere.
10. ALL THIS FOR $157 LIST
11. AND THE PRODUCT IS PHILCO
12. In Big Volume Production—6 large factories

"NEUTRODYNE-PLUS"
Tone Plus Super-Power
Marvelous Selectivity—Vast Distance Range

Philco—Quality Radio

Here is surely the selling sensation of 1929! A wonderful new model by Philco! Yes, the famous Philco "Neutrodyne-Plus" All-Electric Radio, known everywhere for its superb quality and rare performance; now built with 8 tubes; now presented in exquisite furniture for only $157. And equipped with the new type Electro-Dynamic Speaker with push-pull amplification.

Phenomenal Performance

Actually possesses sharper tuning than ever before—a selectivity that is truly marvelous. And such power, such remarkable distance range! You will admit you’ve never seen or heard anything to equal it. And Philco is already recognized over the nation for its superior performance.

And tone! Philco’s perfected tone quality—actual LIFE-like RE-production—now accentuated, now re-doubled by the New Type Electro-Dynamic Speaker, the New Electro-Dynamic that brings back the pure, clear-toned quality of voice and song, retains the pleasing resonance of low tones and restores the high notes to their necessary place in radio musical entertainment.

And Exquisite Furniture

This splendid, new model 8-tube Philco with the New Type Electro-Dynamic Speaker and push-pull amplification is in a full-length Console Cabinet of exquisite design. This most attractive cabinet is made of selected walnut panels, beautifully grained, and superbly finished by expert cabinet makers.

When you see this elegant furniture model, and when you try out for yourself the remarkable performance of the instrument and the clear volume of the speaker, you will wonder how it can be made to sell for only $157. The answer is rapid expansion, volume production and masterful radio engineering.

The Philco Highboy
A modern conception of the Louis XVI period style. Handsomely matched walnut panels, fluted legs andgallery, swinging doors. This model contains the 8-tube (including rectifier) Philco Receiver; power supply; built-in aerial; phonograph connection and the New Type Philco Electro-Dynamic Speaker.
Price, without tubes, $275.00

The Philco Lowboy
Another Louis XVI design for those who prefer a low cabinet. The drop door, when open, forms a convenient arm rest for tuning. This model contains the 8-tube (including rectifier) Philco Receiver; power supply; built-in aerial; phonograph connection and the New Type Philco Electro-Dynamic Speaker.
Price, without tubes, $215.00

Turn to the Next Page
**Value in Radio**

**Country Overnight**

in Volume Production!

**Big Dealer Profits**

And now about trade discounts—about your margins of profit! They are just as liberal as ever—not cut, not reduced one iota, and you know that Philco discounts to the dealer have always been generous.

In other words, Philco dealers this year will be offering the greatest selling radio ever built—the biggest value ever offered—and better still, they will make a real sizeable profit on each and every sale.

**Dealer Franchise Protection**

Important! The demand for the new Philco models, particularly the splendid Console at $157, is already assuming tremendous proportions, BUT Philco will maintain its policy of territorial protection for dealers. We shall continue to guard the interests of Philco dealers.

This means that we will have only a limited number of Philco dealers within a given radius. And to those dealers we give the utmost protection and co-operation.

**And Delivery!**

Volume production has already started! Carloads of these new Philcos have already been shipped. Six big Philco factories are bending all facilities right now, this minute, to keep abreast of the demand. In other words, you can get the merchandise—not, perhaps, as many as you want—but plenty to enable you to do a big business and make a splendid profit each and every month.

**Philco's Finance Plan**

Thousands of Philco dealers qualify and use the Philco finance plan. Why? Because it is reasonable, mighty reasonable, and more important still, it works smoothly and quickly. The Philco dealer can do business in big volume on easy payments and get the cash. No confusing red tape! No long delays! And the Philco dealer gets this financing at a charge that is surprisingly low.

---

**Prices Denver**

- $2.50 for the Philco Portable
- $5.50 for the Philco Table Model (not available until January 15th)

**The Philco Table Model**

The Philco table cabinet is of simple, classic design, finished in rich two-tone Spanish Brown which will harmonize perfectly with any interior. It contains the 7-tube (including rectifier) Philco Receiver, power supply, built-in aerial and portable ground.

Price, without tubes, $115.00

**The Philco Speaker (Magnetic Type)**

A speaker specially designed for use with the Philco Table Model. Reproduces the entire musical range, high notes as well as low notes, in perfect balance and proportion. A full, broad, life-like tone.

Price, $25.00

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**NOTE:** For 25 and 40 cycle sets add $10 to any model.

---

$157

**Philco**

ALL-ELECTRIC RADIO
“Just What Everybody Wants!”
writes Universal Radio Co. of New York

To Our Dealers:

Here is the big news our men are bringing to you as fast as they can get around. But don’t wait for them; phone or call on us right away.

1. The marvelous new Philco line—topped by the wonderful Casade Cabinet Model at only $157. Just what everybody wants. It will sweep the country.

2. And Philco right now this month of January announces this tremendous value with gigantic newspaper advertising over the entire country.

3. And plenty of more news for you—selling plans for dealers with Philco “money” cooperation for dealers’ advertising.

4. And prompt delivery—because 6 big Philco factories are running full blast, and because carbond shipments are on their way to us right now.

If you are not a Philco dealer, write us or phone today. Some territory is still open.

Universal Radio Co.

Universal Radio Co.

536 Bergen Avenue
New York

Exclusive Philco distributors in Manhattan, Brooklyn and Westchester; also meetings in Brooklyn.

Wire or write at once for information regarding the Philco franchise. A few choice locations still open.
Interesting Events of the Trade in Pictures


Above: Third annual banquet of the Chicago Radio Representatives Association, held at the Electric Club, Chicago, on December 4. Harold W. Holsen, president of the Federation Radio Trade Association, was one of the featured speakers.

Above: The Mercer Electrical Supply Co., New York City, inaugurated a sales campaign featuring Radiates by a banquet at the Hotel Pennsylvania.

Right: The Schemmel Electric Supply Co., Stenite receivers and Temple speakers, was host to Philadelphia dealers at the Hotel Adelphia, recently.


"It Will Go Like Wildfire!"

writes

May Home Utilities Corp.

Newark, N. J.

ALL-ELECTRIC RADIO

To the Radio Dealer:

Beginning right now—what a wonderful year this is going to be for the Philco dealer.

Just think of it! Only $157 for the famous new model 8 tube Philco with new Type Electro-Dynamic Speaker in full length Console Cabinet. It will go like wildfire.

And we want all of our Philco dealers in our territory to know that we have prepared to make prompt delivery. Six big Philco factories are building these sets now, and the minute the announcement reached us, we placed carload orders for quick delivery. These carloads are now on the way to us.

As you know, the Philco dealer gets territory protection. We uphold that policy. And some mighty good territory is still unassigned. So if you are not yet a Philco dealer, write us at once.

MAY HOME UTILITIES CORP.

D. W. MAY, President

390 Central Avenue

Newark, N. J.

"Radio’s Greatest Value"

L. W. Cleveland Co., Portland, Maine

ALL-ELECTRIC RADIO

To the Radio Trade:

Think of what this means to the radio dealer. Philco—the quality radio known everywhere for its remarkable performance—now built with 8 tubes including rectifier; with the new type Electro-Dynamic Speaker; and housed in a beautiful Console cabinet to sell for only $157. In our opinion this is surely the greatest value in radio.

We want all of our dealers to know that we can make delivery. We placed our orders early and carload shipments are already arriving. We know that delivery is generally a problem, but Philco has 6 big factories running full blast.

A few good territories are still open in our territory. Write or telephone us at once.

L. W. Cleveland Co.

Portland, Maine
"Biggest News in Radio" writes
Victory Electrical Supply Co., Inc.
Brooklyn, N.Y.

To the Radio Dealer:

The biggest News ever announced in radio.

A marvelous New Philco line. And what a leader! The console model—exquisite furniture job—8 tubes—NEW TYPE Electro-Dynamic Speaker with push-pull amplification and selling for only $157. The world's finest radio, containing everything the public wants—and at such a price!

This is going to be a tremendous year for Philco dealers. We ask all Philco dealers to get in touch with us at once. Our men are bringing this news to you as fast as possible, but you can save time by phoning or calling.

If you are not a Philco dealer write us at once. It may be possible that there is room for you as a Philco dealer in your locality.

Victory Electrical Supply Co. Incorporated
1207 Bedford Avenue Brooklyn, N.Y.

the NEW 8 Tube Model
including rectifier tube

PHILCO ALL-ELECTRIC RADIO in Full-Length Console Cabinet
and equipped with NEW TYPE ELECTRO-DYNAMIC SPEAKER
only $157

Philco Distributors for Philadelphia and Delaware Counties in Pennsylvania; Camden, Gloucester and Burlington Counties in New Jersey.
Write or wire at once for information regarding the Philco franchise. A few choice locations still open.

Motor Parts Co.
822 North Broad Street
PHILADELPHIA

the NEW 8 Tube Model
including rectifier tube

PHILCO ALL-ELECTRIC RADIO in Full-Length Console Cabinet
and equipped with NEW TYPE ELECTRO-DYNAMIC SPEAKER
only $157

Philco Distributors for Minnesota, North and South Dakota, the Northern peninsula of Michigan, the counties in Wisconsin west of and including Florence, Forest, Langlade, Marathon, Portage, Wood, Jackson, Monroe and Vernon, certain Wyoming and Montana territory.
Write or wire at once for information regarding the Philco franchise. A few choice locations still open.

Kelly-Howe Thompson
DULUTH, MINN.
THE NEW "4-1-" MOTOR

At a low price . . . WITH THE PULLING POWER of the FAMOUS No. 77. The marvel of it . . . starts immediately at high momentum . . . after four full 10 in. selections it finishes with EXCESS POWER.

HEINEMAN MOTOR

NO. 40

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, President and General Manager

25 West 45th Street Sole Sales Agents New York, N. Y.
We have put to work the best steel . . . the result is a perfected needle . . . a needle that keeps faith with music.

OKe\(h\) and \textit{Truetone} Needles

\textbf{OKEH PHONOGRAPH CORPORATION}

\textit{Otto Heineman, President and General Manager}

25 West 45th Street, New York

SOLE SALES AGENTS
## Selections from World Famous Operas:

### 12 inch $1.50

<table>
<thead>
<tr>
<th>Selection</th>
<th>Duration</th>
<th>Price</th>
<th>Orchestra/Conductor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tannhauser (R. Wagner) (Arrival of the Minstrels at the Wartburg)</td>
<td>3240</td>
<td>$1.50</td>
<td>Dr. Weissmann and the Grand Symphony Orchestra, Berlin</td>
</tr>
<tr>
<td>The Prophet (G. Meyerbeer)</td>
<td></td>
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<tbody>
<tr>
<td>The Barber From Bagdad (P. Cornelius) Overture Part I and II</td>
<td>3239</td>
<td>$1.00</td>
<td>George Szell and the Grand Symphony Orchestra</td>
</tr>
<tr>
<td>Traviata (Verdi) Scena Della Borsa E Concertato Part I and II</td>
<td>3232</td>
<td></td>
<td>Traviata (Verdi) Scena Della Borsa E Concertato Part I and II</td>
</tr>
<tr>
<td>La Forza Del Destino (Verdi) Overture Part I and II</td>
<td>3230</td>
<td></td>
<td>Dr. Weissmann and the Orchestra of the State Opera House, Berlin</td>
</tr>
<tr>
<td>Died Goetterdaemmerung (R. Wagner) Bruenhilds Tod Part I and II</td>
<td>3220</td>
<td></td>
<td>Prof. Dr. Max Von Schillings and the Grand Symphony Orchestra, Berlin</td>
</tr>
</tbody>
</table>

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### ODEON ELECTRIC RECORDS

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street
New York, N. Y.
75c DORSEY Brothers
DANCE ELECTRIC RECORDS

41151 CROSS ROADS (Theme Song of "Show People") Fox Trot
SALLY OF MY DREAMS (Theme Song of "Mother Knows Best")
Fox Trot—Played by Dorsey Brothers and Their Orchestra

75c DORSEY Brothers

41124 OUT OF THE DAWN—Fox Trot
'ROUND EVENING—Fox Trot
Played by Dorsey Brothers and Their Orchestra

.... for the moderns—BOYD SENTER

41163 ORIGINAL CHINESE BLUES
Fox Trot—Boyd Senter and His Senterpedes
PRICKLY HEAT—Clarinet Solo—Boyd Senter;
Accompanied by piano and guitar by Ed. Lang

Okeh Phonograph Corporation

25 West 45th Street
New York, N. Y.
New Sonatron Plants in Chicago and Newark—Facilities Multiplied Many Times

WITH a new four-story radio tube factory scarcely completed at Newark, New Jersey, the Sonatron Tube Co. announces plans for an additional tube factory in the same city, and another plant to be located at Chicago, Ill. These announcements indicate that Sonatron has embarked upon eventually house the Chicago offices of the company.

This plant was made necessary by continued increases in business in the Western territory, and it will make possible improved delivery schedules to Western points. The well-known advantages of Chicago as a shipping center will operate to bring shipments of Sonatron tubes to their destination in the shortest possible time, and Western distributors who have been forced to wait for Eastern shipments have expressed themselves as highly pleased over the news of the Chicago Sonatron factory.

It is believed that Sonatron’s move in establishing a Chicago plant is the first time that an Eastern tube manufacturer has been forced by popular demand to create manufacturing facilities in the West.

Contain Marvelous Equipment

The plant at Chicago and the contemplated factory at Newark will be equipped, according to Mr. Chirelstein, with the same modern developments in tube machinery as are to be found in the recently completed Newark plant. This structure has already been commented upon as containing the most up-to-date machinery employed in tube manufacture. In addition, space in this structure has been laid out on a scientific basis with the result that waste motion of workers and materials has been completely eliminated. The fact that the Sonatron plants are now operating at peak efficiency is attributed to

a program of expansion which will soon make possible an enormous production of tubes.

The Newark factory will be situated upon the ground acquired some time ago by the Sonatron Co. Nathan Chirelstein, president, states that as far back as a year ago it became evident that the growing demand for Sonatron tubes could not be satisfied with the new plant then contemplated. Choice parcels of land situated at desirable points in Newark were acquired by Mr. Chirelstein for the company, to be used for additional buildings as sales warranted.

Chicago Plant to Serve West

The Chicago plant, it is said, will be located close to the “Loop,” and will eventually house the Chicago offices of the company.

Present sales figures, according to Mr. Chirelstein, indicate that the retail value of Sonatron tubes which will be sold in 1929 will exceed $50,000,000. The increase in Sonatron sales has been so phenomenal that observers of the industry are unanimous in predicting that Sonatron is in an extremely powerful position to make itself a leading factor in the market this year.

Mr. Chirelstein reports important additions to the Sonatron jobber family, and states that his jobbers have noted a steady swing to the Sonatron line on the part of many new dealers.

$50,000,000 Business Anticipated

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Sonatron Enters Broadcasting on Coast-to-Coast Chain

Goes Into Air Advertising as Logical Medium—Will Use Columbia Chain in Coast-to-Coast Hook-up—Other News of Progressive Tube Manufacturer

ANNOUNCEMENT is made that the Sonatron Tube Co. has just signed a contract for a weekly series of broadcasts which will use the Columbia chain from coast to coast. The importance of this move is better appreciated in the light of Sonatron's already huge advertising appropriation, which will place Sonatron consistently in a large string of newspapers and in the Saturday Evening Post.

Officials of the company indicate that the Sonatron programs will be unusual in make-up, and will employ the finest talent. It is felt that advertising over the air is a strong factor in unifying the Sonatron advertising program, and that it will aid in crystallizing the effects of other advertising into buying action.

At the same time, Harry Chirelstein, vice-president of the Sonatron Tube Co., points out that broadcast advertising is an extremely logical medium, because it reaches only live prospects: since every listener is a tube user, he is definitely interested in the Sonatron program and the message which it conveys.

Dates and hours will be announced shortly. It is understood that the programs will go on the air very soon.

The advertising department will of course provide a wealth of material to Sonatron dealers so that they will receive the full benefits from the series of broadcasts.

Sonatron Salesmen Serve Satisfactorily

Seldom is one organization fortunate enough to possess a group of salesmen as universally liked and respected as the men on the Sonatron sales force.

Under the able and inspiring guidance of Dom Quinn, sales manager at Chicago, and Lou Newman, sales manager at New York City, these men travel the country from the Atlantic to the Pacific visiting jobbers, accompanying jobbers' salesmen on trips to dealers, and generally keeping Sonatron before the eyes of the trade in a favorable light.

The Pacific Coast, for instance, holds many enthusiastic friends of E. C. Austin, who travels the far west for Sonatron. In New England, A. E. Klein is a favorite with customers. P. H. Brown, stationed at Kansas City, Mo., has made Sonatron a byword in the prairie states, while Rex Munger has many warm friends throughout Minnesota. The State of Pennsylvania keeps Harry Spir hopping. Mortimer Schiff is a well-known and well-liked figure in New York City, while Edward D. Levy travels New York State. In lower New York Sidney Berliner promotes goodwill for Sonatron.

Genial Dave Kasson burns the soil of Ohio with his speedy feet, and Marlow Voakes works out of Detroit.

And, of course, Tom Quilter, although off the road and doing his bit as advertising manager for the firm, keeps up his contact with his many friends through the mails.

A group of fine men like these, bound together by the common purpose of making Sonatron the most famous and respected tube name in America, can do much towards building the future of their firm. There is nothing but praise on every hand for the splendid work which is being done by Sonatron's sales force.

Sonatron Sponsors First Tube Section

Talking Machine World and Radio-Music Merchant Contains Unusual Achievement in Good-Will Advertising

This issue of Talking Machine World and Radio-Music Merchant contains a special section devoted to the Sonatron Tube Company and many of their jobbers, which represents an unusual achievement by a tube manufacturer.

Never before has any tube manufacturer been able to command the interest and co-operation necessary to produce a special section of this kind. Heretofore the Talking Machine World and Radio-Music Merchant has carried many of these sections by set manufacturers, but it was never thought possible for a tube company to sponsor such a move successfully.

However, the powerful position in which Sonatron has placed itself in the tube industry came to light when Sonatron jobbers were invited to participate in a Jubilee Section in the Talking Machine World and Radio-Music Merchant, to commemorate the completion of a great factory in Newark and to signalize the starting of work on another factory in Newark and one in Chicago. Jobbers responded enthusiastically, and the size of the section combined with this issue of The World speaks for itself.

Sonatron can mark down another item on its long list of achievements which starting five years ago have made it the world's largest exclusive manufacturers of radio tubes today.
Instant Response!

The Prime Electric Phonograph Motor’s Performance has established itself.

Following its introduction three short months ago, it has won a place in the Trade as the most outstanding success. The “response” still keeps up because it is the nearest approach to mechanical perfection that electrical engineering skill has ever produced in a dependable electric phonograph motor.

No commitments on small motors should be made for 1929 until you have tested the new Prime Electric Motor.

All we ask for the new Prime Electric Motor is an opportunity for it to prove its own superiority in your own way, for, obviously—

✓ An Induction Type Motor
✓ Gives the Best service.
✓ Perfect control at all speeds
✓ with power, plus.
✓ Having no brushes, longer
✓ wear is insured.
✓ All gears enclosed and revolving
✓ in oil; only two places to oil.
✓ It cannot “spark” or burn
✓ out and will even “run” under water.
✓ Weight, complete, 7½ lbs.
✓ Two balanced bearings; No vibration; No noise.
✓ Operates on 110 Volt AC 50
✓ or 60 cycle.
✓ Responds instantly at the
✓ turn of the switch, without
✓ “coaxing.”
✓ Four-point double spring
✓ suspension.
✓ A complete Unit—including
✓ Turn-table, Speed Regulator
✓ and Control Switch.

Put the new Prime Electric Phonograph Motor to an immediate test in your own model shop at our risk. Let it demonstrate its superiority in your own way, you’ll find that its performance will greatly exceed your expectations. Write for prices, sample, specifications and any other information desired.

Address:

The Prime Manufacturing Co.
653 Clinton Street    Milwaukee, Wisconsin
-for the New
Atwater Kent
Electro-Dynamic!

NEW LOW PRICE
PERFECTED BAFFLE BOARD

Pooley has designed this superb new cabinet—Model 8200—built specially to house the new Atwater Kent Electro-Dynamic Set Model 46, and the F-2-C Electro-Dynamic Speaker. Pooley offers this timely piece of fine furniture at a price to meet your keenest competition. It is ready for immediate delivery. See Model 8200 at the Pooley distributor's in your territory.

THE POOLEY COMPANY
1600 Indiana Avenue
Philadelphia, U.S.A.

Model 8200 is built luxuriously, and done in American Walnut Pooley standard duotone finish. It is equipped with carefully matched sliding doors of combination "V" shape striped mahogany.

RADIO CABINET
by POOLEY
THE UNIVERSALLY ACCEPTED FURNITURE FOR ALL ATWATER KENT RADIO
Last May we promised to Stewart-Warner dealers a new and greater radio. One with qualities that would set new and higher standards of radio value. The now-famous “300” series made that promise a fact!

This super-selective set not only brought new, exclusive advancements in design and performance but also new, surpassing qualities in voice and music reproduction. TONE REALISM near perfection!

This Realism, adding so vastly to value, and bringing added enjoyment, was the year’s greatest radio achievement. It was attained through the marvelous Electric Ear test.

The Electric Ear, an instrument devised by Stewart-Warner scientists for recording sound vibrations, is many times more sensitive and accurate than the human ear. It is used in perfecting the Stewart-Warner Radio and absolutely proves Realism.

STEWART–
The voice of
The success of the "800" series is without precedent in radio history. So great was the welcome and so widespread the demand that even our very extensive manufacturing facilities were taxed to the limit.

It is natural that this corporation, with leadership won through 22 years' achievement in the precision instrument field, should lead in radio progress. Only instruments of highest character will ever bear the Stewart-Warner name; and only the best and most aggressive methods will back their selling.

With unequalled research equipment, increased producing facilities and our unchanging policy of constant improvement of product, the Stewart-Warner Dealer Franchise grows more and more in value with every passing year. Better investigate today.

STEWART-WARNER SPEEDOMETER CORPORATION, Chicago

WARNER
authority in radio
Every box like this contains a **HEALTHY Tube**

*The next page tells you why*
TUBE-HEALTH and longevity in radio tubes depend upon permanent retention of the tube’s original characteristics.

And this, in turn, requires that the tube elements — filament, grid and plate — shall remain fixed in precisely their original relative positions.

Raytheon Tubes have an exclusive type of inner construction which insures maximum life and prevents microphonic noises, by securely anchoring the elements against any deviation from their correct relative locations.

Instead of the ordinary two-point support, Raytheon employs a four-pillar, eight-point, top-and-bottom, cross-anchored sustaining structure, as shown above.

It is a great sales-point.

RAYTHEON MANUFACTURING COMPANY
CAMBRIDGE, MASS.
New Features...  
new Selling Points...  
new PROFITS!

The Webster Electric Pick-up offers you all these... plus faithful tone reproduction!

The Webster Electric Pick-up embodies engineering refinements that make it highly superior to the general line of pick-ups. It has been specifically designed to overcome the objections so common in less finely-developed products. Sweeping public acceptance is now accorded the Webster Pick-up, for it is the one reproducer that faithfully recreates all recorded music! Each individual part of the Webster Electric Pick-up is perfectly matched and delicately balanced. A frictionless stylus bearing—a pick-up head encased in a die-cast dead-metal housing, that eliminates objectionable resonance—and a supporting arm of the cantilever type, suspended in snugly fitting bearings—these features are all tangible selling points which you can convert into additional profit!

Test the Webster in your own showroom! Note the thrilling realism of its reproduction—the brilliance of the full symphony orchestra—the unbelievable delicacy of the solitary tone of the violin—the distinct whisper of a low human voice. This is indeed perfection for you and your public!

The Webster Electric Pick-up is available in two Models. Model 1-A includes pick-up head, supporting arm with a volume control incorporated in the base—an exclusive Webster feature—and necessary adapters. The Model 1-B includes pick-up head, separate volume control, and necessary adapters. Model 1-A is priced at a list of $17.50, while Model 1-B is priced at a list of $12.50.

A very complete and practical assortment of sales helps—catalog pages, envelope enclosures, etc.—are supplied. Both models are packed in attractive self-selling counter display cartons—one Model 1-A to a carton and three Model 1-B to a carton—a small enough quantity to permit a constant stock yet secure quick turnover. The usual wholesale and retail discounts apply.

Your jobber now has the Webster Electric Pick-up in stock, and is ready to fill your orders. If he has not yet received his supply, order direct from us. Get in on this new business as quickly as possible—it’s a daily profit proposition!

Webster Power Amplifiers
Another Precision-Built Webster Line

Skillfully engineered and built to precision standards, Webster Power Amplifiers provide vocal and musical amplification of new high standards of perfection. A Webster Power Amplifier used in conjunction with the Webster Electric Pick-up is the ideal combination.


WEBSTER ELECTRIC COMPANY
RACINE, WISCONSIN

A Universal adapter and four accessories are packed in attractive display cartons with Model 1-A or three Model 1-B.
STEP into unchallenged leadership with DeVry Cine-Tone!

Be first in your community to offer talking movies for the home. DeVry Cine-Tone sings, plays, talks, acts with results equal to fine theater productions. Compact, easily operated by anyone, without experience!

Everyone knew this would come. But no one dreamed it could be offered at a price so astonishingly low. Complete with electrical connections to radio loud speaker. Cine-Tone retails for only $250 with case. Think what a market this means!

Pictures and sound are perfectly synchronized. Sound reproduction is by the electric pick-up process. Dependability and quality always associated with the DeVry name give you assurance of satisfaction.

Make your store the talk of the town—a center of interest. Get the facts about DeVry Cine-Tone and the profit opportunity it affords. Capitalize on this latest sensation.

Write today!

DEVRY CORPORATION, 1111 CENTER STREET, CHICAGO, ILL., DEPT. ITW