

Victor Co. Announces New 1927-8 Electrola and Radio Combination Instruments

(Continued from page 34d)

placed controls and a most artistic cabinet. The list price has not yet been established, but the company hopes to catalog it at less than \$1,400. It will be known as the No. 9-55.

Another quality combination instrument, but without the automatic feature, will be known as No. 9-25, and the list price will probably be \$950. The instrument is an Electrola—six-inch cone—8-tube Radiola Super-Heterodyne.

By the addition of a new and highly efficient

the 6-tube A.C. operated Radiola 17. The former will be known as the No. 7-10 and the latter as the No. 7-25. Both instruments will be housed in attractive cabinets of modified wall-type design, and the Victor Co. hopes to list the No. 7-10 containing the Radiola 16 at about \$225, and the No. 7-25 containing the Radiola

In the Electrola field there are two new automatic models, No. 10-51 and No. 10-70. The No. 10-51, first shipments of which are now being made, will list at \$1,050. The No. 10-70, having the automatic feature in combination with the six-inch cone, lists at \$950. Before the end of the year the Victor Co. also expects to have an Electrola specially designed for the customer whose space is limited, but who wants quality reproduction. This instrument, which will be known as the No. 12-15, will list at about \$525.

The No. 9-15, battery operated with the 8-



Automatic Electrola-Radiola No. 9-55

speaker unit the Victrola 9-40 continues as a leader among quality combination instruments. There is no change in the list price of \$1,000 and, incidentally, the new speaker unit is to be made available for instruments now in the hands of the trade; details regarding this product to be announced later.

In the popular price class of combination instruments there are two new models; one containing the new 6-tube Radiola 16 and the other



Electrola-Radiola No. 9-25

17 at about \$350. Mr. Forbes points out that these two instruments should enjoy an extraordinary sale because of their quality and low list prices.

In his letter Mr. Forbes states, "We follow the lead of the Radio Corp. of America in permitting the No. 7-3 and 7-30, containing the Radiola 20, to occupy the same relative position which they have enjoyed heretofore. The list price will be \$325 each."



Automatic Electrola No. 10-70

tube Radio Super-Heterodyne improved, will be continued in the catalog at a list price of \$600, as will the No. 15-1 at \$900 and Electrolas 8-60 and 12-25 at \$650 and \$625, respectively. The R-20 continues to be listed at \$135 and the No. 12-1 with its improved reproduction at \$250.

The University Music Co., Seattle, Wash., has moved to Fourteenth avenue, N. E.

Greater City Sponsors Sonora and King Exhibit

Greater City Phonograph Co., Well-known Metropolitan Distributor, Sonora and King Jobber, Holds Trade Show at Hotel Astor

Dealers in the metropolitan district availed themselves of the opportunity to inspect the new Sonora and King radio models at an exhibit conducted at the Hotel Astor, New York, August 8 to 12, by the Greater City Phono-

graph Co., Inc., exclusive distributor for Sonora in New York and northern New Jersey, and for King in New York, Brooklyn and Long Island. The Sonora line was the feature of the exhibit, including several highboy models with built-in speakers. Maurice Landay, executive head of the Greater City organization, was personally in charge, assisted by the metropolitan district sales staff. Mr. Landay reported a very satisfactory dealer attendance throughout the week, the many expressions of enthusiasm leading him to believe that a large volume of business will be done.

D. S. Spector Returns From European Trip

D. S. Spector, general manager of the merchandising division of Federal-Brandes, Inc., Newark, N. J., manufacturer of Kolster receiving sets and power speakers, recently returned to his desk from a six weeks' trip to Europe, where he studied radio conditions.

Ronald Carpenter is manager of sheet music section, Sherman, Clay & Co., Tacoma, Wash.

World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

WANTED—Salesman calling on musical trade. State territory you cover, present line, etc. We have an interesting proposition for live wires. Address "Box 1608," care of The Talking Machine World, Graybar Bldg., 420 Lexington Avenue, New York City.

WANTED—Salesmen, high calibre; openings only for those who are thoroughly experienced and are seeking bigger opportunities. Good salary and commission. M. Udko & Co., Inc., 224 Flatbush Ave., Brooklyn, N. Y.

WANTED—Experienced man with formula of stock to make a good, cheap phonograph record. State cost per pound of stock, experience and salary required. Address Box 1619, Talking Machine World, 420 Lexington Avenue, New York, N. Y.

POSITION WANTED—Electric recording engineer with own outfit, 20 years' experience, open for engagement. Address Box 1621, Talking Machine World, 420 Lexington Ave., New York City.

WANTED—A LIVE, WIDE-AWAKE SALESMAN WHO IS ACQUAINTED WITH THE PHONOGRAPH BUSINESS, AND HAS HAD EXPERIENCE, TO SELL OUR LINE ON COMMISSION, THROUGH THE SOUTHERN CITIES, NAMELY VIRGINIA, NORTH AND SOUTH CAROLINA. WE HAVE 18 TO 20 MODELS OF POPULAR-PRICED PHONOGRAPHS AT AN EXCEPTIONALLY LOW PRICE TO OFFER THE BIG BUYER. NONE BUT AN EXPERIENCED, FIRST-CLASS MAN WANTED. PLAYER-TONE TALKING MCH. CO., 632 GRANT ST., PITTSBURGH, PA.

FOR SALE

Plant especially built for wood-working. Brick mill construction. Sprinklered. 75,000 sq. ft. floor space in the lowest-priced labor market in Illinois. Easy terms. For particulars write The Wolf Mfg. Industries, Kokomo, Indiana.

EXPORT TO THE BALKAN STATES

Importing house for gramophones and radio articles seeks close connection (agency exclusive selling rights) for portable apparatus and dancing records, also trade novelties. Payment in cash. Offers with catalogs to be addressed to A. Mellinger, Stirbey Voda 75/79, Bucharest (Roumania).

WANTED—Sales representative in Middle Western territory by large manufacturer of radio cabinets. Address, giving past experience, Box 1615, care of The Talking Machine World, 420 Lexington Avenue, New York City.

WANTED—Prominent manufacturer located in Philadelphia requires services of experienced sales letter writer to handle sales and follow-up correspondence. Address, giving full particulars, Box 1616, care of The Talking Machine World, 420 Lexington Avenue, New York City.

WANTED—Buyer for phonograph, radio and piano departments in large Eastern department store. Telephone Mr. Seman, Ashland 4450 (New York), or address Box 1618, Talking Machine World, 420 Lexington Ave., New York.

For Sale

Electric recording machine complete, also shaving machine and recording wax. Address Box 1620, Talking Machine World, 420 Lexington Ave., New York City.

SALESMAN—Experienced in music and radio field, desires to connect with radio manufacturer or large radio distributor. Willing to travel. Box 1617, Talking Machine World, 420 Lexington Ave., New York, N. Y.