

# Talking Machine World & Radio-Music Merchant

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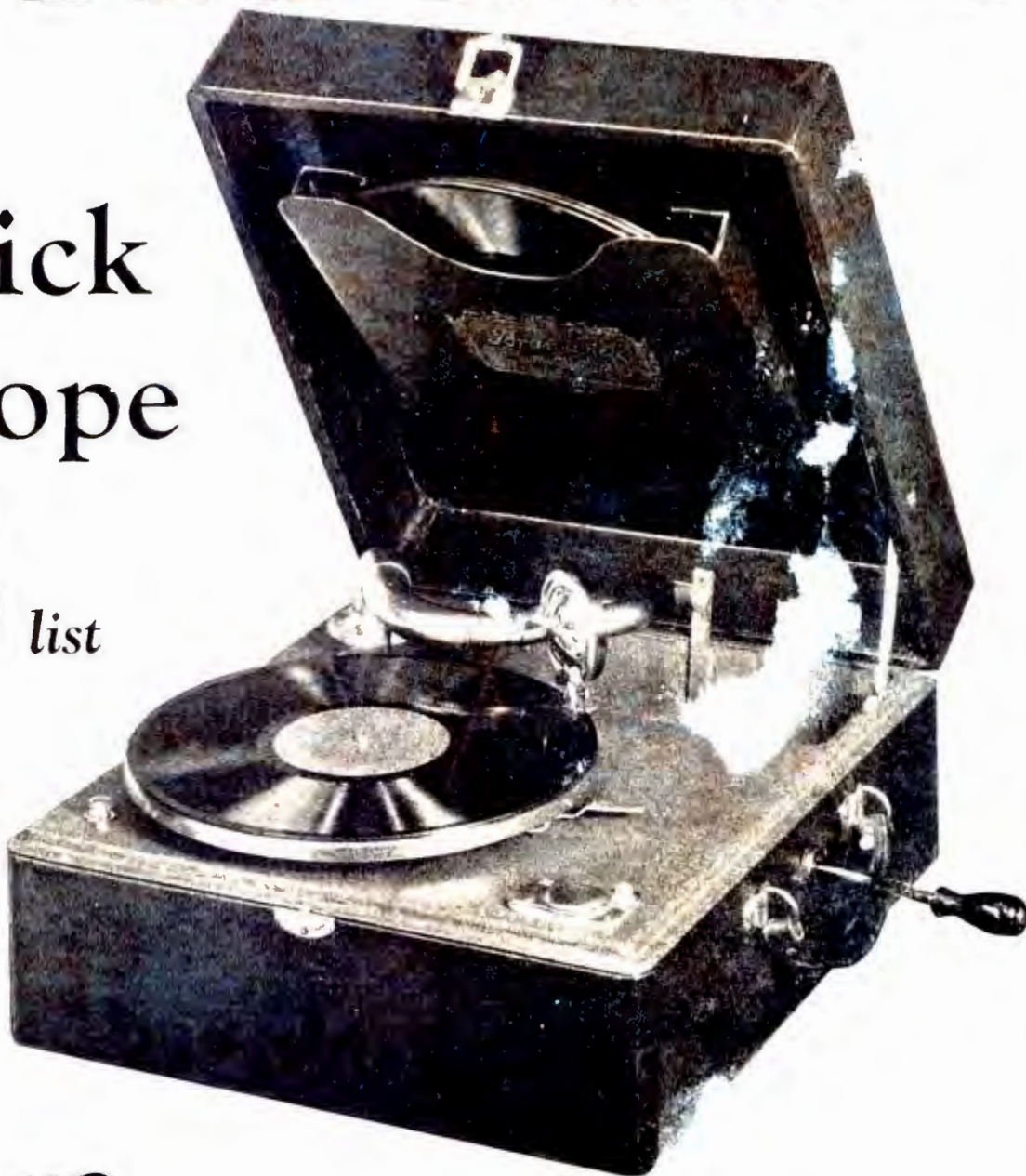
## *New!* A Portable

### 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 10-inch records. Ball-bearing tone-arm and reproducer. 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



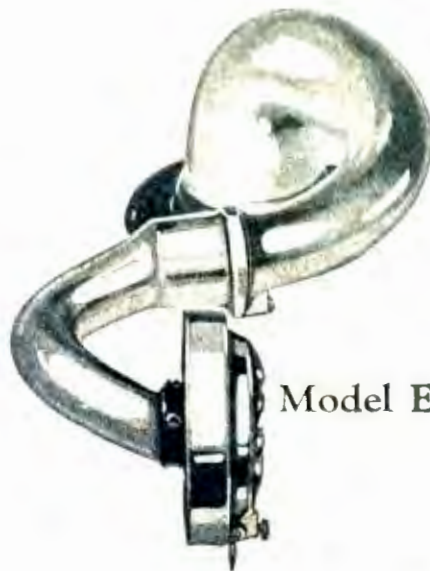
# VOLUME



No. 2

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 rhythmical 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.



Model E

*There is a quality product for every requirement in the complete line of Toman Reproducers and Tonearms. Each priced most reasonably and fully guaranteed. Inquiries are invited from responsible Manufacturers, Jobbers and Dealers. Samples gladly sent upon request.*

## E. Toman & Company

2621 West 21st Place

CHICAGO, ILL.

Cable—SIVAD—Chicago



# Here's reproduction so perfect . . . You forget the set completely

GET IT BETTER WITH A GREBE

## *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.



**GREBE**  
SYNCHROPHASE  
**RADIO**

A. H. GREBE & COMPANY, INC.  
Richmond Hill, N. Y.

*Western Branch:*

143 So. San Pedro St., Los Angeles, Calif.  
*Makers of Quality Radio Since 1909*





*Brunswick  
Panatropes  
with  
Radiola*  
Model 3NW8.  
To list at \$995.

# *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 Panatropes 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 *Panatropes-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**  
Panatropes • Radio • Records • Panatropes-Radiolas

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



# Talking Machine World & Radio-Music Merchant

Vol. 25. No. 1

New York, January, 1929

Price Twenty-five Cents

## A New Year of Prosperity

**T**HE 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.

### Every Dealer Should Read These Articles

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# Get The Customer's



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

**L**OCATED in Providence, Rhode Island, is the talking 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—?' 'Why don't you try—?' or 'I should think you might like—' or something to that effect. Our salesgirls say 'We have—' or 'We Carry—.' 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, used 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 as 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. Name, 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

## Slant To Sell Records

By M. S. Sullivan

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.





EARL BURTNETT and His Los Angeles Biltmore Hotel Orchestra



TOM GERUNOVICH and His Orchestra



JESSE STAFFORD and His Orchestra

*Now—*

# On Brunswick Only

## 3 Stars of the Golden West



*Records by these  
New Brunswick Artists*

- "Sally of My Dreams" (Theme song of movie "Mother Knows Best") . . . "Happy" —fox trots. Earl Burnett and His Los Angeles Biltmore Hotel Orchestra . . . 4104
- "You Tell Me Your Dream" (I'll Tell You Mine)—waltz . . . "Sincerely I Do"—fox trot. Tom Gerunovich and His Roof Garden Orchestra . . . 4047
- "Cinderella Blues") . . . "Shine"—fox trots. Jesse Stafford and His Orchestra . . . 4048

**B**RUNSWICK'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

Panatrope • 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

TOO 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 wealthy 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 need 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 they will not stand any 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 any, the real reason usually is that they have not understood overhead, have not allowed enough for it, have forgotten to include in it many items, or have slighted it in some manner.

A music store did a business of \$40,000, paying \$150 a month rent. Four clerks were employed at the \$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 over-the-counter sales. His personal profits were \$5,000 a year. Time passed and he did not watch rising costs closely enough, nor connect

Overhead Items	Per Cent
Management, officers, department managers, assistants, other executive salaries	2.29
Office salaries, clerks, bookkeepers, stenographers, etc.	1.93
Communications, postage, stationery, telephone, telegraph, etc.	.73
Legal and collection expense, auditing, exchange	.17
Heat, light, water power	.16
Repairs, depreciation of buildings, fixtures, equipment, etc.	.37
Boxing, packing expense, cartage, drayage, freight, etc.	.88
Rent, real estate charges	1.07
Store, warehouse salaries, shipping, order and packing clerks	2.24
Advertising and publicity	.48
Salesmen's remuneration, total	4.69
Insurance and taxes, other than real estate	.93
Miscellaneous, including all not otherwise classified	.48
Interest on borrowed money 6% on capital and surplus	3.09
Losses from bad debts	.79
Total all overhead items	20.30

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

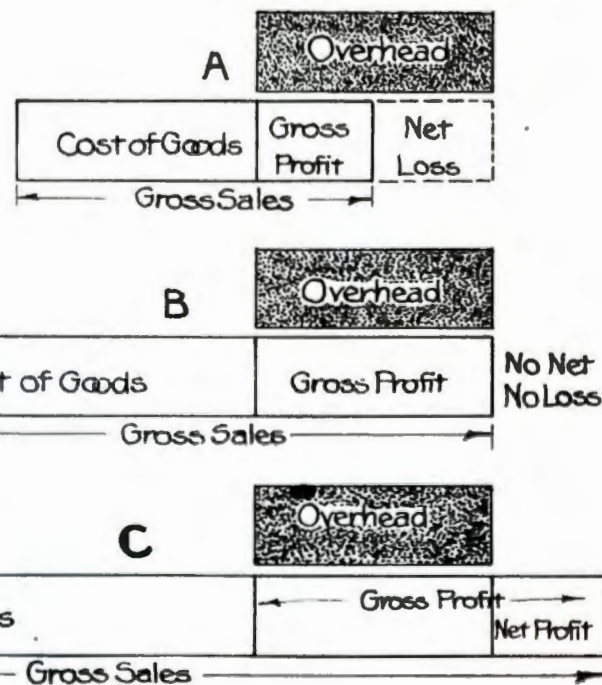
until one year he was dumfounded to note that he had no more than 10 years before. His sales total was \$50,000; against his increase of 25 per cent, rent had increased to \$450 a month, or 200 per cent; he now paid clerks \$50 a week and had been obliged to add one, a total salary increase of 150 per 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 \$5,000 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 all 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 our greater efforts. Determined to remedy this or bust we 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 expense, 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 results 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 6/7 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. Tacking 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.





“... 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.

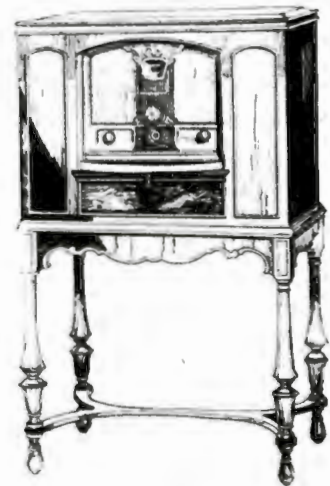
Their trained musical sense cannot be deceived by over accentuations of any kind. They recognize that Stromberg-Carlson tone is *actual* tone, that every Stromberg-Carlson is a mirror which reflects whatever degree of musical artistry is placed before a microphone.

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.

“There is Nothing Finer  
than a Stromberg-Carlson”



No. 636 Stromberg-Carlson, Art Console. Walnut Cabinet. Operates on A.C. \$245  
Tubes. Price, less tubes and Speaker

No. 635 Stromberg-Carlson. Shown in main illustration. Price \$185

Slightly higher in Rockies and West and Canada

# Stromberg-Carlson

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY YEARS



# How Radio Week Was

*Exhibits Held in  
Radio Stores*

*Thousands Viewed  
the New Sets*

*Business Boomed*

*Staged*

*In Battle*

*Creek*

*By M. A. Bonney*

*Mgr. Phonograph-Radio Dept. Chas. E. Roat Music Co.*

THE dealers in Battle Creek have organized and held, for several years, radio shows, good ones, too, that were attended by hundreds of visitors every day that they were open. But they were silent demonstrations where the printed word or the booth attendants' talk had to interest the prospect or leave him cold. There was no chance to let the radio speak for itself. A broadcasting station that was added to the 1927 exhibition proved so attractive in itself that little was carried away by any visitor to help sales in proportion to the effort that was made by those participating to put on a good show.

This year the radio week idea was evolved to take the place of the centralized display. Each dealer ran his own show in his own way, and in his own place of business, but at the same time this gave each member a greater opportunity for boosting his entire line, including the accessories upon which he depends for further trade after the main outfit has been sold.

That it might be a unified affair in which all who were engaged in the local trade had equal opportunity, the home broadcasting station owned by one of our daily newspapers took the matter up well in advance with special talks devoted to radio, which called direct attention to the Association week with full explanation of the manner of its scope and operation. The dealers also engaged well known musical talent to put on programs that would keep the dials set where they would do the most good for Battle Creek in yielding an interest in radio that might be translated into cash returns.

This advance work sponsored by the dealers was cumulative in its effect. By the time the shows were on at the various recognized radio stores the public was ready and anxious to look them over with definite buying notions. The dealers themselves had also absorbed some of their own propaganda, and were brought together more closely than ever by the team-work that had proved to be so necessary in giving each and all his place in the scheme. They began to realize that their Hooverized campaign was going big for a sure thing. The elimination of any opportunity for stopping the show with an outstanding individual attraction was automatically disposed of, and each individual effort was thus made to react for the general good of all the dealers taking part.

Radio Week in Battle Creek opened the season of 1928-29 with a bang. Those who were interested in buying, and plenty of them were, could hear as well as see the sets upon which their interest had finally centered. The local broadcasting station was engaged for extra programs, which each dealer could bring in to demonstrate in any way that he chose the excellence of any set that he had for sale.

The spying upon a competitor's line of action, so common at centralized exhibitions, was con-

spicuous by its absence, so that he could thunder to his heart's content without danger of having his best reverberations stolen to rattle his best set. The friendly relations of association members were in no way marred by price cutting or backbiting in the effort to make a sale. Merit counted, 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

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Mr. Bonney says:

IF anyone has doubts about the far-reaching influence of *The Talking Machine World* upon the hosts of its readers in the trade, he needs but to be mentioned in that publication in a way that appeals to their business sense in order that he may be thoroughly disabused. I know, for it has been tried upon me.

W. B. Stoddard said in an article in the November issue that Battle Creek radio dealers had worked out a fairly good plan of selling radio and quoted me in my capacity as manager of the radio and phonograph department of the Roat Music Co., as sponsor for some of the ideas that have developed into large sales in this lively center of Michigan radio listeners who are keeping the local dealers' association busy in furnishing supplies for both material and mental needs that keep them up in the air.

THE aftermath of that article has proved that the search for new ideas is far from being a local affair. Other places have radio, and other dealers have problems that seem to be the same as our own. And further, they are on the alert for the right solution for those problems, which many of them seem to think may be found right here in Battle Creek. Of course this is not really so, but it is the main trend of the correspondence that is still bringing me a more than ample mail.

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settled its bills was probably the most harmonious one that had ever been held. Instead of recriminations, co-operation and good will marked it for its own. "Joy riding" prospects were uncovered, poor pay undesirables 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 practice gets a prompt hearing. If it is sustained it has thus far been stopped before it can get under way as a loss that every member will eventually have to bear.

Dollars of good profit that are unthinkingly wasted by ill-advised competition are thus often saved for the purpose of paying legitimate business bills. Although as chairman, I know that the duties of this committee are sometimes

painful, they are peaceful as well, for not a member has gone over the traces to defy its authority, nor have its findings been questioned as made known. Instead, in many instances, the thanks of the offender have been received and placed on file while the committee still lives to tell the tale.

From inside to outside interference and trouble is but a step. Our committee on interference takes this step, takes it frequently, and takes it high, wide and handsomely. Electrical interference is prevalent in Battle Creek, for Battle Creek is a manufacturing city with health renovating establishments on the side in which all sorts of electrical apparatus treats a major part in making radio tubes take treatments that cause an awful protest.

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 dollar a set fee that is usual for its help may be able to quench violet rays, but it takes more to insure the willing co-operation of the industrialist who sees the gleam of gold in every spark from his 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 the interfering 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 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

	1927	1925	Per cent of increase or decrease (—)
Number of establishments .....	59	68	(1)
Wage earners (average for the year) 2/ .....	14,066	11,267	24.8
Wages 3/ .....	\$ 19,985,140	\$14,144,955	41.3
Cost of materials, mill supplies, containers for products, fuel and purchased power, total 3/.....	\$ 37,262,711	\$24,847,094	50.0
Materials, supplies, and containers.....	\$ 35,581,472	(4)	—
Fuel and power .....	\$ 1,681,239	(4)	—
Products:			
Aggregate value 3/ .....	\$ 94,815,873	\$61,057,147	55.3
Phonographs (including dictating machines and combination phonographs and radios) 5/.....			
Number .....	1,046,387	642,015	63.0
Value .....	\$ 49,242,170	\$22,613,909	117.8
Parts and accessories for sale as such, total value .....	\$ 41,624,220	\$33,111,775	25.7
Records and blanks—			
Number .....	105,701,302	82,125,060	28.7
Value .....	\$ 31,781,443	\$26,790,847	18.6
Needles, value .....	\$ 1,053,479	\$ 960,831	9.6
Phonograph cabinets, value 6/ .....	\$ 2,016,039	\$ 2,816,718	—28.4
Other parts, value .....	\$ 6,773,259	\$ 2,543,379	166.3
All other products, value .....	\$ 3,299,937	\$ 5,035,880	—34.5
Receipts for custom work and repairing .....	\$ 649,546	\$ 295,583	119.8
Value added by manufacture 7/ .....	\$ 57,553,162	\$36,210,053	58.9
Horsepower .....	\$ 43,927	\$ 41,342	6.3

1/ Per cent not computed where base is less than 100.  
2/ Not including salaried employees.  
3/ The amount of manufacturers' profits cannot be calculated from the census figures, for the reason that no data are collected in regard to a number of items of expense, such as interest on investment, rent, depreciation, taxes, insurance and advertising.  
4/ Not reported separately.  
5/ Separate figures for dictating machines and for combination phonographs and radios cannot be given without disclosing the production of individual establishments.  
6/ Phonograph cabinets are also made to some extent by establishments classified in the furniture industry. The figures here given relate only to cabinets made for sale as such by establishments engaged primarily in the manufacture of phonographs.  
7/ Value of products less cost of materials, mill supplies, containers for products, fuel, and purchased power.

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

parts and accessories valued at \$41,624,220. The number shows an increase of 63 per cent as compared with 642,015 reported for 1925, the last preceding census year, and the rate of in-

crease in value was 117.8 per cent. This latter rate of increase, however, is due in part to the production of a considerable number of combination phonographs and radio sets with a much higher value than that of ordinary phonographs. The production of records and blanks increased from 82,125,060, valued at \$26,790,847, in 1925, to 105,701,302, valued at \$31,781,443, in 1927, the rates of increase in number and value being 28.7 per cent and 18.6 per cent, respectively.

In addition, phonographs and parts are made to some extent as secondary products by establishments classified in other industries. In 1925 the value of phonographs and parts thus made outside the industry amounted to \$3,603,378, or 5.9 per cent of the total value of products 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, 12 were located in Illinois, 8 in New Jersey, 8 in New York, 5 in Connecticut, 5 in Indiana, 4 in Pennsylvania, 3 in Massachusetts, 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 1925 the industry was represented by 68 establishments, the decrease to 59 in 1927 being the net result of a loss of 21 establishments and a gain of 12. Of the 21 lost, 16 went out of business prior to the beginning of 1927, 2 were idle throughout the year, 2 reported commodities other than phonographs and phonograph parts and accessories as their chief products in 1927 and were therefore transferred to the appropriate industries, and 1 reported products valued at less than \$5,000. (No data are tabulated at the biennial census for establishments with products under \$5,000 in value.) Of the twelve establishments gained, two manufactured other classes of commodities as their principal products in 1925 and 10 reported for the first time at the present census.

The statistics for 1927 and 1925 are summarized in the table herewith. The figures for 1927 are preliminary and subject to such correction as may be found necessary after further examination of the returns have been made by the Department of Commerce.

## Awards in Atwater Kent Radio Audition

Hazel C. Arth and Donald Novis Selected As Winners—Other Prizes Given—"Splendid Standards Achieved"

The finals of the second annual Atwater Kent Foundation National Radio Audition were held on Sunday night, December 16, in the studio of station WEA, New York City, and were heard by the listeners-in to that station and the national network of the National Broadcasting Co. which extended from Coast to Coast. Hazel C. Arth, of Washington, D. C., contralto, and Donald Novis, of Pasadena, Cal., tenor, were selected from the finalists as the winners. Each receives \$5,000 in cash and two-year scholarships at a leading American conservatory.

Prizes were awarded to the other participants in the finals as follows:

Second, \$2,000 in cash and a one-year scholarship, won by Miss Dove Irene Kilgore, 21 years old, soprano, of Oakland, Cal., and Kenneth D. Hines, 22 years old, tenor, of Buffalo.

Third, \$1,000 in cash and a one-year scholarship, won by Miss Anna Mae Chandler, 20 years old, coloratura, of Fayetteville, Ark., and by Wilfred A. Engleman, 24 years old, baritone, of Detroit, Mich.

Fourth, \$500 in cash, won by Miss Gladys Morrison Ball, 22 years old, coloratura, of Kansas City, Mo., and Patrick H. Wilson, Jr., 18 years old, baritone, of Galveston, Texas.

Fifth, \$250 in cash, won by Miss Carmen

Rosell, 19 years old, soprano, of New Orleans, La., and by Ernest P. Ferrata, 21 years old, baritone, also of New Orleans.

The talent heard in the 1928 audition "achieved splendid standards" according to a statement by the judges of the finals, who were Madame Louise Homer, Giovanni Martinelli, Josef Willem Mengelberg, Yeatman Griffith, George Fergusson, Pierre V. R. Key, and Dr. T. Tertius Noble.

Opening the contest, A. Atwater Kent, the Foundation's president, said that approximately sixty thousand young singers had competed in the local, state and district auditions preliminary to the final contest in New York.

## Brunswick Dealer Publicity

HOLLYWOOD, CAL., January 3.—Brunswick dealers in this city received some fine publicity through being mentioned in a Christmas story, written by Jack Jenkins, traveling representative of the Los Angeles branch of the Brunswick Co., which appeared in a local newspaper. Among the Brunswick stores mentioned as being centers for holiday gifts were Hollywood Music Co., Kelly Music Co., Holly-Angeles Music Co., Platt Music Co. and Barker Bros.

## Jan Garber at Little Club

Jan Garber and His Orchestra, exclusive Columbia artists, opened on December 21, an engagement at the Little Club, New York City. The ensemble will also broadcast three times a week from station WEA.

## Birmingham Radio League Is Formed

E. E. Forbes Elected President of New Organization — Directors Are 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. Pritchard, treasurer.

The following committees were then appointed: Advertising: H. W. Brown, chairman; Jess E. Boston; R. B. Patterson; J. VonReeden, Jr.; B. W. Glassman. Membership R. C. Wiggins, chairman; John Neal; J. H. Goodson; J. L. Ausban; W. Ewing. Finance: John Shaw, chairman; Phillip Oster; Henry Jones; Frank Bromberg; Martin Ringelberg.

The board of directors as follows was also selected: Mike Banton; Phillip Oster; H. G. Smith; E. R. McDavid; R. B. Broyles; Robert Bromberg; John Neal; Ed. Henley and John Shaw, all well known to the trade.

A committee as follows was appointed to draw up by-laws and constitution for the new Association: Mike Banton; I. Randall; W. R. Brown; H. D. Peacock.



# Watch.....

for Our Announcement of the  
NEW NAME Selected for

# AUDAK

**T**HE 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 Standard by Which Others  
Are Judged and Valued" . . . .*

## The AUDAK

**565 Fifth Avenue,**

*"Creators of High Grade Electrical and*

**Audachrome, Polyphase, Singlephase and Revelation**



# PICK-UP

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."

(THIS, INCIDENTALLY, COMES FROM PARIS, FRANCE)

"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 products 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



**ACCEPT NO IMITATIONS**

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



# 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 de-

**JAMES A. HEARN & SON**  
FOUNDED 1827 INCORPORATED 1896  
Fourteenth Street, West of Fifth Avenue  
New York

Date \_\_\_\_\_

Dear \_\_\_\_\_

The following is the report of our service man who called at your request on \_\_\_\_\_

**AERIAL** \_\_\_\_\_

**GROUND** \_\_\_\_\_

**A BATTERY** \_\_\_\_\_

**B BATTERIES** \_\_\_\_\_

**C BATTERY** \_\_\_\_\_

**TUBES** \_\_\_\_\_

**SET** \_\_\_\_\_

**SPEAKER** \_\_\_\_\_

**REMARKS:** \_\_\_\_\_

\_\_\_\_\_

**CHARGES** \_\_\_\_\_

Very truly yours,

**SERVICE MANAGER**  
Radio Dept.

partment 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 indicates the trouble, and the customer can be advised what to do over 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 often are affected by the electrical refrigeration plants in stores, 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 affect 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 our store a printed 'Radio Guarantee and Service Agreement.' This agree-

### 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 part or 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 radio 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 deliver, and install this radio by erection of aerial. Erection of aerial is dependent upon facilities available. Destruction of aerial by high wind, or vandals 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 retained. 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

By \_\_\_\_\_  
The customer's signature below is evidence that this radio is operating satisfactorily at time of installation.

Customer's Signature \_\_\_\_\_

### NOTE

We advise our customers to make all requests for service by telephone as it enables us to give quicker service, and also to inform them of the day we expect to call. Phone Chelsea 3800.

ment is reproduced herewith and it is self-explanatory.

"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:

Date.....  
Our radio service man called to-day at..... You were not at home.  
If you desire a new appointment, kindly call Chelsea 3800, extension 369.

Yours very truly,

"When a service man is asked to call to diagnose the trouble in a radio set he makes his report at the store headquarters. This is followed up by sending to the customer the special form which reads 'Dear— The following is the report of our service man who called at your request on—', etc. This form, as may be seen by a glance at the illustration, gives the customer a clear idea not only as to what is wrong with her set, but also of the accessories that will have to be replaced, work

**HEARN**

14th STREET, 5th AVENUE, NEW YORK

### SERVICE ORDER

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Near \_\_\_\_\_  
Telephone \_\_\_\_\_

### NATURE OF WORK

Installation \_\_\_\_\_

Repairman \_\_\_\_\_ Date \_\_\_\_\_

Material Taken \_\_\_\_\_

Order By \_\_\_\_\_

C. O. D.  Started Work \_\_\_\_\_  
Finished Work \_\_\_\_\_

Above work has been done to my entire satisfaction.

Customer's Signature \_\_\_\_\_

Promised by \_\_\_\_\_  
For \_\_\_\_\_

done on the set itself and the charge for the completed job. This systematized plan of service department operation has proved very satisfactory to the store and to customers as well, according to Mr. Schott.

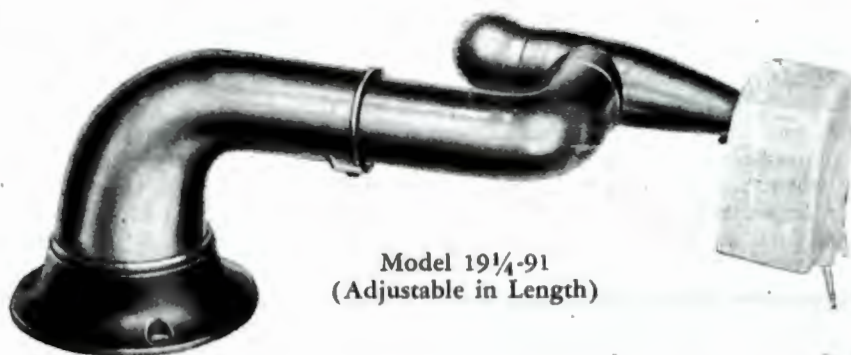


WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS · REPRODUCERS

# Exclusive Features

in

## Counter Balance PICK-UP ARMS



Model 19 $\frac{1}{4}$ -91  
(Adjustable in Length)

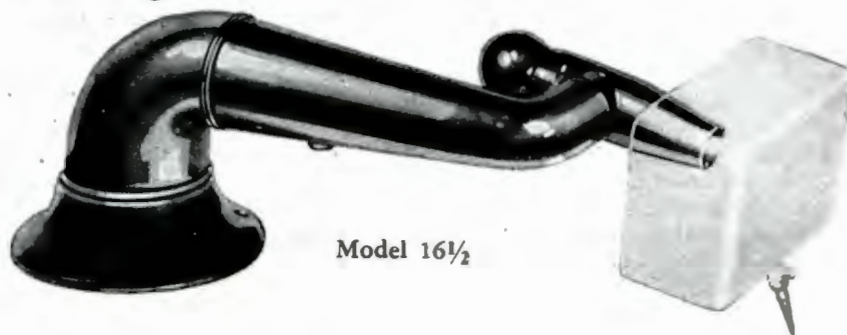
**C**ERTAIN exclusive features of the new Oro-Tone Counter Balance Arms for electric pick-ups have won for these quality products an immediate acceptance and hearty endorsement by leading manufacturers. Designed by engineers with long experience in the phonograph field, these arms are constructed to 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 $\frac{1}{4}$ -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 $\frac{1}{2}$  is designed for use in the larger cabinet machines. Like the Model 19 $\frac{1}{4}$ -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 $\frac{1}{4}$ -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.



Model 16 $\frac{1}{2}$

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

# The Oro-Tone Co.

1000-1010

QUALITY FIRST

GEORGE ST.

CHICAGO, ILL.



# 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 merchandise when 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 "wows". 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 of a number once 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 on it and order another to keep the stock complete. We are fortunate because of the branch houses 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 tills."

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 immediately 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

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 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 pans, 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 under it, when it is one of the popular numbers. This saves much time in locating it. Another time-saver 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 above 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 stock control employed by the Darrow establishment is one predicated on common sense abreast of the public's ever-changing taste.

### Orchestra on Exhibit

The Capehart Orchestra, 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 Orchestra, the latest addition to the Capehart line, attracted considerable attention from the visitors because of its powerful amplification and attractive cabinet design.

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***THAT it is possible to keep a complete stock of all records in the catalog and yet eliminate the possibility of overstocking with the resulting danger of accumulating slow-moving deadwood is evidenced by this interview with Miss Clarabelle Johnson, manager of the record department of the Darrow Music Co. A careful check of sales with daily re-orders keeps the stock active and an intelligent interest in the local orchestras' repertoires indicates the public's favorites.***

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handle and carries with it almost all of the advantages. The record of incoming merchandise, 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 for it 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 loss.

"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 stock gets down to 100, we feel 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'll order



# All-American Mohawk Corporation

# LYRIC RADIO

## The CHARM OF THE MODERN

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

**T**HIS is an age of discrimination and radio  
comes in for its share. Today's radio pub-  
lic 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.

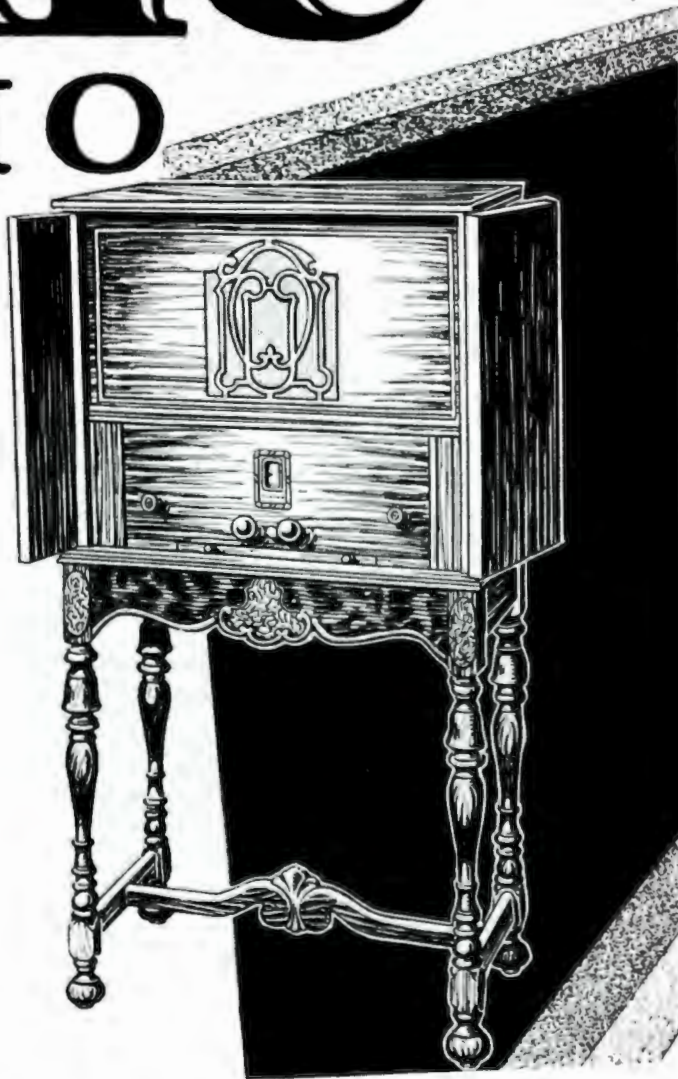
Cooperating with you is a powerful or-  
ganization of radio pioneers who will rigidly  
maintain today's high standard of radio  
quality and leadership for years to come.

As a Lyric dealer your future is assured.

### ACT NOW!

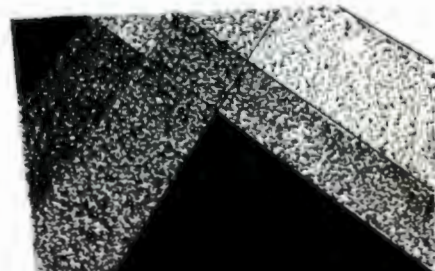
Wide-awake Radio Dealers are invited to write or  
wire immediately for complete details regarding de-  
sirable dealer franchise available in open territories.

**ALL-AMERICAN MOHAWK CORPORATION**  
4201 Belmont Ave. Dept. 6-D Chicago



Model 85

A distinctively designed Console of 5-ply selected  
Burl Walnut housing the 8 tube, one dial set.  
Curly Maple trimmings, turned legs. Hand  
rubbed piano finish, enclosed cone speaker. For  
110 volt A. C. operation. Less tubes, \$195.





# MERCHANDISING



# IDEAS

TESTED • PRACTICAL • PROFITABLE

**D**URING the year 1927 the Coleman Drug Store, Victor dealer, of which Frank Mileski is the proprietor, sold about \$20,000 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. Mileski's success? Perhaps the proper answer is contained in the fact that during three years only six instruments have been sold at the store. All the other 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. Mileski 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. Mileski 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 Kipps 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. Livingston, Kolster representative, who sponsored the stunt. A model K-20 was used to pick up the broadcast which was sent over the wire to the theatre and amplified on Kolster power reproducers 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.

\$

**O**NE 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 to-day has its theme song and the selection is being played dozens of times with every showing of the film, in most cases several times a day, 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.

FILM	THEME
Able's Irish Rose	Rosemary Little Irish Rose
Alias Jimmy Valentine	Love Dreams
Awakening	Marie
Battle of the Sexes	Just a Sweetheart
Beggars of Life	Beggars of Life
Fasil	Neapolitan Nights
Four Sons	Little Mother
Four Walls	Four Walls
Godless Girl	Love
Laugh! Clown! Laugh	Laugh! Clown! Laugh
Lilac Time	Jeannine
Love	That Melody of Love
Loves of an Actress	Sunbeams
Masks of the Devil	Live and Love
Manhattan Cocktail	Another Kiss Gotta Be Good
Man Who Laughs	When Love Comes Stealing
Mlle. Modiste	Kiss Me Again
Mother Knows Best	Sally of My Dreams
Mother Machree	Mother Machree
Our Dancing Daughters	I Loved You Then As I Love You Now
Ramona	Ramona
Red Dance	Some Day—Somewhere
Revenge	Revenge Dolores
Secret Hour	The Beggar
Seventh Heaven	Diane
Show Girl	She's One Sweet Show Girl Buy, Buy for Baby
Show People	Cross Roads
Singing Fool	Sonny Boy There's a Rainbow Round My Shoulder
Speedy	Speedy Boy
Spider	Kiss Before the Dawn
Street Angel	Angela Mia
Submarine	Pals Just Pals
Sunrise	Sunrise and You
Varsity	My Varsity Girl I'll Cling to You
Warming Up	Out of the Dawn
Wedding March	Paradise
What Price Glory	Charmaine
White Shadows	Flowers of Love
Wings	Wings
Woman of Affairs	Love's First Kiss

\$

**T**HE 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 heavy 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 cents per record. Within two weeks 16 portables had been sold—

5 for cash—\$3 to \$10 worth of records with each instrument!"

\$

**W**HEN 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 them read as follows:

"TWO BLACK CROWS' Greatest hit, 'In the Jail House.' It's different. Columbia Record No. 1560-75c. Tear out ad and return." The latter refers to a coupon just beneath. "Please mail the Two Black Crows' new record. 75c. enclosed. Name..... Address..... THE CHAS. E. WELLS MUSIC CO., 1616 California."

While the ad is directed toward out-of-town record prospects, the record buyer living in the city sees the ad and is also prompted to buy. 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.

\$

**D**URING the past month a New York City dealer who specializes in recordings reported exceptionally large sales of a number 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.

\$

**D**URING 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 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 enter 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.



# BECHTOLD'S IDEA

Attracts Thousands of People to Store Daily and Increases Profits \$25 Per Day

By J. L. Simpson

"I CONDUCTED a music store for years before I discovered the fact that the only way to have a good business is to make it good," says Mr. Bechtold, owner of one of the finest music stores in Denver. "I was proceeding upon the theory that if I waited long enough the business would come to me, but it just went on passing by and going to the stores which made an actual appeal for talking machine and radio business in an interesting and spectacular manner."

Eventually Mr. Bechtold got tired of waiting for the business to saunter up to his door and decided that there must be some way to pull it to his door, almost against its own will. Now, after years of watchful waiting, with no results to speak of, he can stand inside his store on Champa street and smile as he watches the people jamming into his store front to view his lines.

#### An Idea Worth \$25

"This idea I am using here in the store is worth \$25 a day to me, enabling me to sell radio sets, accessories and service every day, right through the hot months, simply because it gives my store prestige, brings thousands of persons here daily and interests folks in radio sets, almost in spite of themselves. This idea costs me only forty cents a day to put in operation, so, for every dollar expended, there is a direct profit return of about \$100."

#### Rebuilt Windows

However, it took some special preparation to place Mr. Bechtold in a position where he could put his business-building idea upon a working basis. For the execution of the idea which he had in mind, ordinary show windows were not properly adapted. So specially constructed show windows were necessary. These were constructed, not with the flat surface toward the street, but extending from the store front about thirty feet inward to the door. At the street front a large areaway was left between the two windows, gradually narrowing toward the door and leaving a large space resembling a V in shape, with the apex toward the door. The idea in this construction was to give sufficient show-window space on either side of the area to place a whole lot of stock in the windows, with plenty of standing room between the windows.

#### Store Door Demonstration

Having constructed his show windows to his satisfaction, Mr. Bechtold laid his plans for attracting the crowds and for the building of prestige for his store. "I have found that as a medium for interesting customers in radio sets it isn't necessary to use a radio set as a demonstrator. What I use is an electric phonograph," said Mr. Bechtold, "because it is louder, can be used at any hour of the day, is not affected by static, and may be turned on and off at will, and is not dependent upon the broadcasting of programs.

"This electric phonograph is placed just within the end of the passageway at the place

where the show windows connect up with the store proper. The purpose of placing it here is so the people listening to the program will be within the show-window area, and the purpose is not to bring them into the store to listen, but to leave them outside, where they cannot help but study the merchandise attractively displayed in the windows.

"Of course there is other musical stuff displayed here, but the main line is radio sets. Here we have dozens of them displayed, from the smaller ones up to those costing hundreds of dollars. Between each selection on the electric phonograph we leave a sufficient inter-

store is indicated by the results obtained. The important point is that a well-rounded campaign of publicity is necessary if the dealer is going to get a fair share of the business in his community. Advertising is the life of trade and it is the prime mover in developing business.

#### Selecting the Best Selling Lines

Selection of merchandise is a matter that should be given the most careful attention of the merchant. Many a dealer has discovered to his sorrow that one of the reasons for his failure to do a satisfactory business has been because he did not have the merchandise that appealed to the class of people with whom he was doing business. It is not the dealer's prerogative to select merchandise that appeals to him and try to force it on the public. He must make a careful analysis of his patronage and then handle lines that his customers can afford to purchase and which will appeal to them. Otherwise he is building up a sales resistance that gives competitors a handy advantage and boosts selling costs prohibitively, and, last but not least, creates dissatisfaction among his clientele.

Once the dealer has installed the line that is best suited for him to handle he must bring it to the attention of the public and he must devise ways and means of bringing people to the

store. This Mr. Bechtold has done by his carefully worked-out plan of scientifically arranged windows and his method of arresting attention of passersby through the medium of store-door playing of phonograph records.

Obviously the plan evolved by Mr. Bechtold would not prove as profitable for every talking machine and radio dealer, but it does point out that a study of the conditions upon which the dealer's business depends and the adaptation of the selling methods to meet the conditions might prove tremendously profitable. Take, for example, the dealer located in a residential neighborhood, where the number of passers-by is not great—the store-door demonstration idea would not be as efficacious as it would for the dealer situated on a busy street, but a scrutiny of his business should bring into existence some other method of increasing his sales. The proper use of the store's window display space, however, is never a lost motion regardless of location.

## Columbia-Kolster for Japanese Tea Room

Y. Shibatani, of Nagoya, Japan, recently wrote to the Columbia Phonograph Co., Inc., of the sale of the first Columbia-Kolster electric reproducing phonograph in that city, saying: "The first Columbia-Kolster has been sold to the Black Cat Tea Room, which is one of the most modern and refined in this city, favorably located between the Shinmori theatre and the Chitose movie hall."

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**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 window 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.**

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val of time when the people jammed in this areaway may look about them and see what is in the windows on either side.

#### Prices Painly Marked

"Every radio set is plainly price-marked and we have placards all through the show windows announcing our radio service, free examination of batteries, prices for complete overhauling of sets and other things of interest to set owners, as well as to intending purchasers.

"Every afternoon we keep this demonstration in progress until closing time, and there is never a minute when the areaway is not full of listeners and at times the crowd jams the sidewalk clear back to the curb. The big thing, of course, is not primarily in the matter of people who come right into the store while the demonstration is in progress, but rather the impression it leaves upon the minds, the memory of this store, and the cumulative prestige resulting.

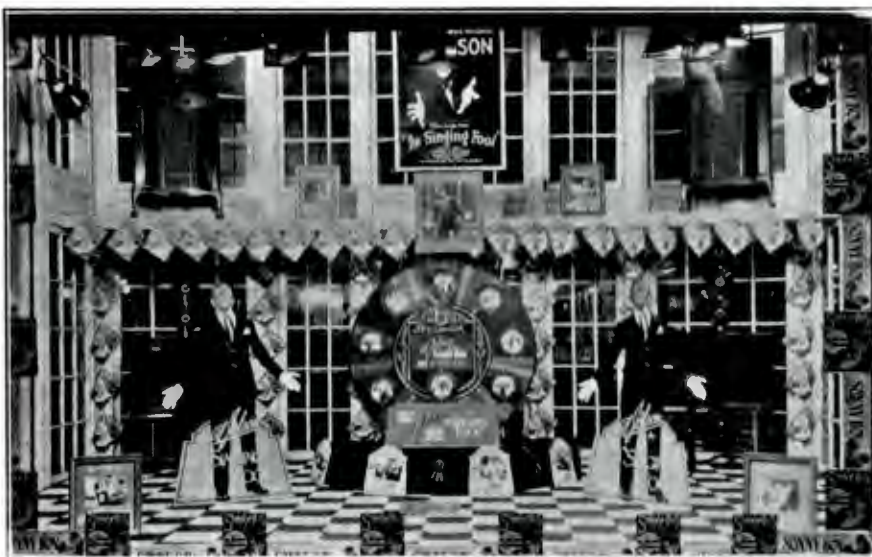
"Since the initiation of this method of advertising my profits have jumped \$25 daily, and I am hoping that these will be doubled at no very distant date. The cost of operation, about forty cents a day, is a very small per cent of the resulting profits. Besides, it's worth a lot to have found a way to bring people to our store door by the thousands daily. It gives life and pep and optimism to my work and to those who work in the store.

"The three essential elements of the plan are correctly planned show windows, good merchandise and a method of rendering a program which will interest people."

The merit of the plan in use at the Bechtold



# The Window As an Aid To Sales



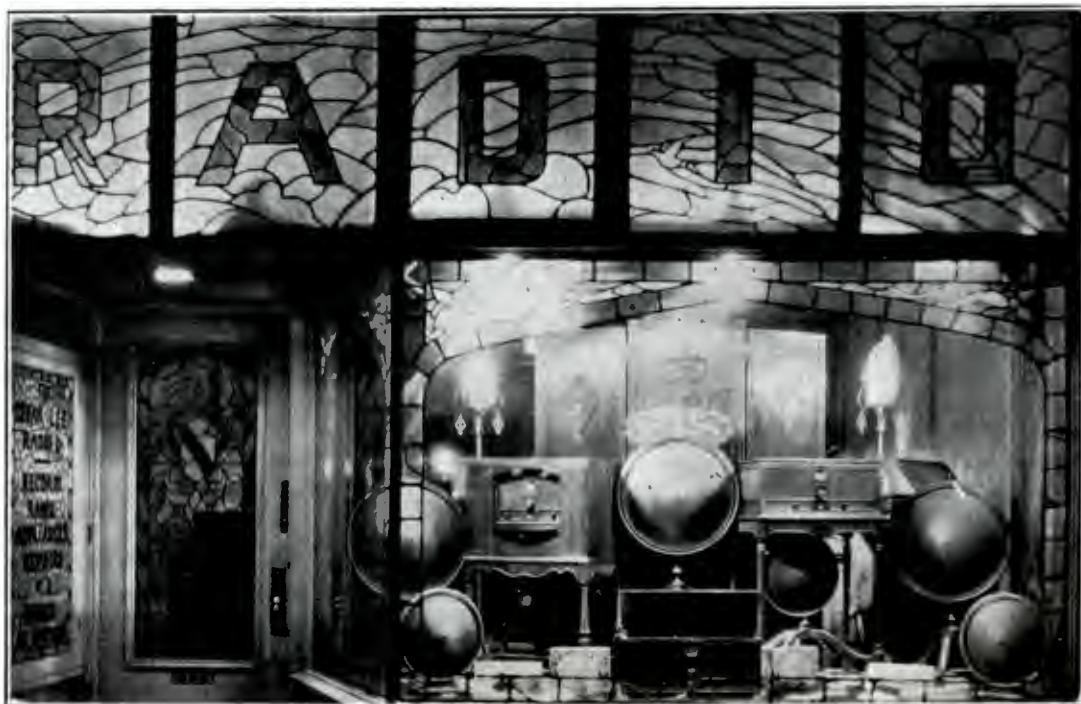
Above: A fine example of effective use of window display material supplied by the manufacturer. This is a window arranged by the S. Hamilton Co., Pittsburgh, Pa., featuring the "Sonny Boy" record by Al Jolson. Tremendous sales of this record resulted, and the Hamilton Co. attributes a large share of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



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.

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. Baier, 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.





# DEEMS TAYLOR

*distinguished composer and critic  
has chosen the new Sonora*

**I**T is no mere accident that Deems Taylor, brilliant writer of music and American composer, has chosen a new Sonora Melodion 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 Melodion, 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 Melodions 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

THE SONORA MELODION  
MELODION WITH RADIO  
SONORA PHONOGRAPHS



*Your ear will tell you how vastly  
Sonoras differ from all others.*

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.



NEW SONORA RADIOS  
MELODIONIC 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 Music Shop in Sterling, Col., finds the north-eastern Colorado 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 provided they own 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' purchases 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 cus-

tomers 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 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 benefit to the public, and indications point to a continuance of improvement in 1929. A record turnover of stock has taken place in radio stores and never has the dollar 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 as they were taking place and making educational features available to every home in the country instead of to only a small audience. A presidential campaign was carried on over the air and into the homes for the first time. The crowded condition of the air lanes was relieved by the reallocation of wave lengths. Radio sets were improved and the costs lowered. The year 1928 made radio history. Entering 1929, the industry finds the trend is toward appearance and the quality of performance of sets, without regard to what types of tubes or speakers bring the acceptable results. If the radio receiver is pleasing in appearance and the reproduction is natural, as it is in the sets of this season, most buyers assume, without prying around among the working parts to see how it is constructed, that it is well built and will give satisfactory service. Reputations for dependable sets and they must live up to them or drop out. That is the public's protection.

Cabinet designs will be improved, and the size of cabinets will be reduced. A progressive development will take place in the mechanical and electrical design of receivers as it has in automobiles. There will be no "revolutionary development" in 1929.

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 satisfactory television should arrive tomorrow, it would not make obsolete the broadcast receiver purchased to-day.

The new year will see a larger market, due to the new buyers who have gone without radio so far, and are now tempted by the quality of reproduction and the lowered costs, and due to the resale market of buyers who realize that their sets of a few years ago are not giving them the beautiful tones that the studios are now putting out on the air. That condition will increase the 1929 market greatly. In one home with an old set the family is hearing thin, pinched notes, while their next-door neighbor listening to the same station with a new receiver is getting the depth and richness of tone made possible by improved design in his set and reproducer.

Radio is solving the servant problem in many a home, and others are rapidly adopting it as a life-saver. It has been proved that a radio set at the disposal of the servants is a tie that binds them to the house. They don't ask for

so many evenings "out," when the best concerts and orchestras are playing in their own quarters. And a bit of syncopation seems to help the dish-washing wonderfully, without serious results to the dishes.

Other contributing reasons for a larger market in 1929 are the new broadcasting allocations for stations, and the increased use of radio receivers in homes because of the feature programs which will be on the air every night. At one time a concert by famous artists was a rare treat for the radio audience, anticipated for weeks. Now they can be heard almost any night, and the sponsors of regular broadcast features are vying with each other to present the most outstanding attractions each week.

Increased chain broadcasting and improvements in station equipment are bringing these features into every community, just as they are heard in the studio or concert hall, perhaps thousands of miles away. This progress in the distribution and quality of programs is bound to show a marked increase in the use of radio equipment in every section in 1929.

## Anna Case Is New Columbia Artist

American Concert Soprano Joins Ranks of Columbia's Exclusive Celebrity Artists—First Release to Be Out Soon

The Columbia Phonograph Co., New York City, recently announced the addition of Anna Case, concert soprano, to the list of exclusive



Anna Case

Columbia celebrity artists. Miss Case, who is one of the best-known American sopranos, received her entire musical education in America and was one of the popular favorites at the Metropolitan Opera for some time. The wider field of concert work attracted Miss Case for a world tour, since when she has remained in that field, in the front rank of interpretive singers who seek and give expression to the inner meaning of a song.

The first release of Miss Case's recordings is expected to be of special interest to the large following which the artist has from Coast to Coast. It couples two of her best-liked selections, Handel's "O Sleep, Why Dost Thou Leave Me?" and the aria "Connais-tu le pays?" from "Mignon."

## New Majestic Broadcasts

The first of the new series of broadcasts from the "Majestic Theatre of the Air" sponsored by the Grigsby-Grunow Co., manufacturer of Majestic radio sets, was heard on Sunday, January 6, over a hook-up of forty-three stations of the Columbia system. Among the featured artists were Eddie Whooper and Ruth Etting of the Ziegfeld hit "Whoopie" and Julius Tannen, who acted as master of ceremonies. The musical program was arranged by Meyer N. Goldman, famous musician of Washington, D. C.



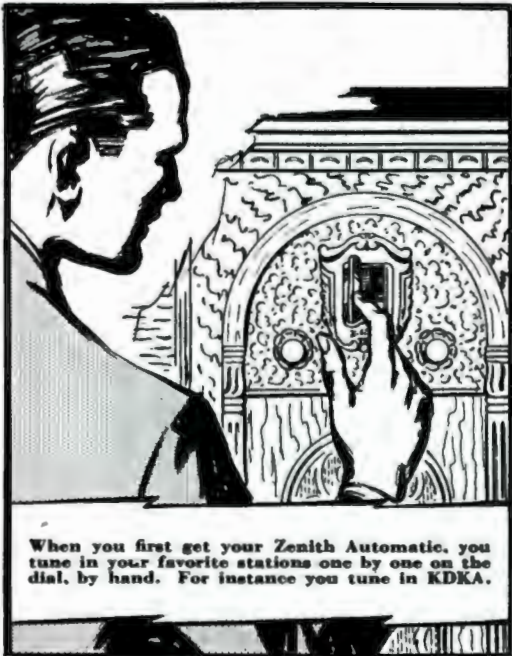
# ZENITH

TRADE MARK REG.

→LONG DISTANCE←

## RADIO

# AUTOMATIC TUNING



When you first get your Zenith Automatic, you tune in your favorite stations one by one on the dial, by hand. For instance you tune in KDKA.

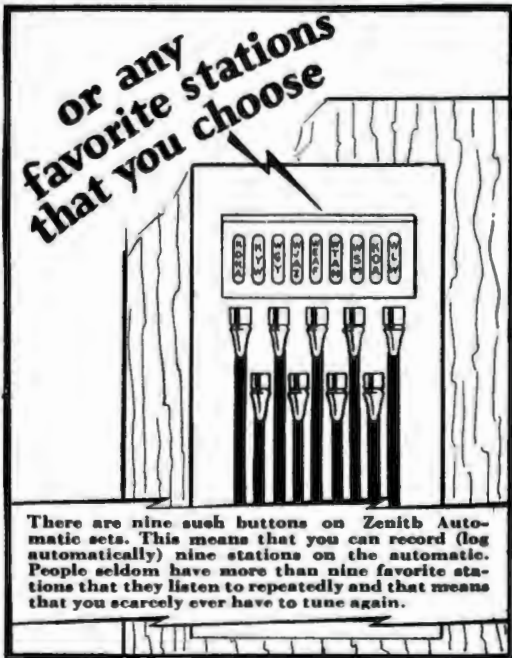
These six pictures illustrate the striking simplicity of Zenith Automatic Tuning



You lock this tuning on the first Zenith Automatic button, without tools, by merely loosening the button, depressing the arm and tightening the button again, and mark the name of the station in the first space on the card.



Any time after that anyone—child or adult—can repeat your expert tuning by just pressing the button. You will never have to tune KDKA by hand again, never have to hunt for it on the dial, or jiggle back and forth to get it right. For ever after, KDKA comes in perfectly, instantly, automatically.

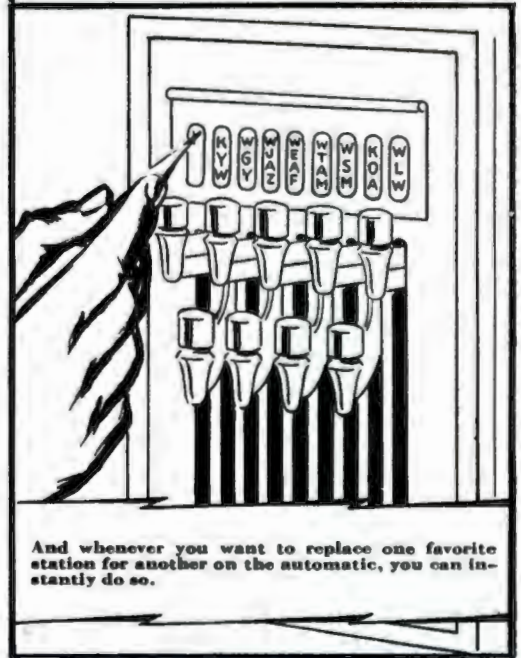


or any favorite stations that you choose

There are nine such buttons on Zenith Automatic sets. This means that you can record (log automatically) nine stations on the automatic. People seldom have more than nine favorite stations that they listen to repeatedly and that means that you scarcely ever have to tune again.



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



And whenever you want to replace one favorite station for another on the automatic, you can instantly do so.

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

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

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 1581145, Re-issue 17002, Heath 1638734, Canada 264391, Gt. Britain, 257138, France 607436, Belgium 331166. Also under Marvin and other U.S. and foreign patents pending.

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO



# VICTOR TALENT

# "BIG"

*Take the popular field, for instance*

**FANNY BRICE**

**GENE AUSTIN**

**HELEN KANE**

**FRANK CRUMIT**

**JIMMIE RODGERS**

**GEORGE OLSEN**

**JEAN GOLDKETTE**

**WARING'S**

**PENNSYLVANIANS**

**JOHNNY HAMP**

**TED WEEMS**

**NAT SHILKRET**

**JOHNNY MARVIN**

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 21165.

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.





# IS INVARIABLY "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 opera-sets, 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.

**THE NEW  
ORTHOPHONIC**

# VICTOR RECORDS

VICTOR TALKING MACHINE CO.



CAMDEN, NEW JERSEY, U. S. A.



## 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. Andrea, Inc., have returned to their various headquarters 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 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. Andrea, where they were joined by the various Fada executives from the factory and departments other than the sales department. Mr. Andrea, 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 "Spares" Package

**Dealer Help Seeks to Induce Customer to Provide Himself With Spare Tubes—Carton Can Be Used as Display**

The DeForest Radio Co., Jersey City, N. J., has introduced an ingenious dealer help in the



**New DeForest Tube Package**

form of the "DeForest Audion Spares" package, the purpose of which is to induce the radio set owner to provide himself with spare tubes. The package is an attractive carton, readily folded into a counter or window display, which makes a neat package for the customer. The carton takes three standard size small tubes, together with a large tube such as the DeForest rectifier. The "Spare audion" idea is being strongly featured in DeForest advertising.

J. Scott Brear, chief of the art division of the advertising department of the Atwater Kent Mfg. Co., Philadelphia, Pa., is the proud father of a son, who arrived a few days in advance of Santa Claus.

## 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 price reductions on the current models of Jensen dynamic speaker units and cabinets. The price cuts range as high as \$10 on some of 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 season, and the fact that it has been able to effect 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 at their lower price the same design, construction and materials are 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 apace with the influx of orders received from the trade. Installation of new equipment at both plants has given the Jensen organization a material 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 of the new Jensen Auditorium speaker which is announced in this issue of *The World*.

## Lyon & Healy Add Edison Radio Line

Lyon & 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 estimated upon them. The ascendancy of the "AC" receiver is shown in the replies which reported sales of 23,599 battery sets as against approximately 100,000 AC sets for the three-month period of July, August and September.

## W. C. Stoner in New Post

SPRINGFIELD, Mo., January 4.—L. H. Ragsdale, president and treasurer of the Cary Cabinet Corp., 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, O., and he comes to his new post enthusiastic over the prospects for expanding business for the line.

## Steinite Receivers Popular in the South

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

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



**Receives Carload of Steinite Sets**

on dealers during the holiday season. H. G. Gardiner, manager of the local branch, stated the holiday business was most satisfactory and the outlook for January bright. The features contained in the Steinite sets, which are not incorporated in other receivers in the same price range, make the line exceedingly popular in this section of the country, he said.

## Imports and Exports of Talking Machines

**Figures on Exports and Imports of Talking Machines and Records for October—Exports Increase Over Last Year**

WASHINGTON, D. C., January 8.—In the summary of exports and imports of the Commerce of the United States for the month of October, 1928, the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during October, 1928, amounted in value to \$33,173, as compared with \$66,301 worth which were imported during the same period of 1927. The ten months' total ended October, 1928, showed importations valued at \$415,519; in the same period of 1927, \$514,308, a substantial decrease.

Talking machines to the number of 46,008, valued at \$734,149, were exported in October, 1928, as compared with 13,873 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 \$5,646,238, 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, \$69,670; 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, \$10,457; Philippine Islands, \$24,693; Australia, \$10,115; New Zealand, \$5,939; British South Africa, \$8,630; other countries, \$33,341.

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 thereafter with as little servicing as is required for an electric ironer or an electric toaster, is an industrial achievement of first importance, for an art still in its infancy. In a sense, this marks a new era of radio reception in the home, for the perfected products of our great electrical laboratories are not to be compared with the receiving sets placed on the market during the transition period of the industry.

With network broadcasting systems now extending from coast to coast, radio service has become a permanent feature of the American home. This, in turn, has anchored the radio industry upon the solid basis of a regular and established service. We no longer listen in because of the novelty of the situation. We listen in because broadcasting is now bringing us the reflection of many important national activities and educational features, as well as the entertainment and musical programs demanded by the home.

The growing appreciation of the fact that the

quality of a broadcasting program can be no better than the quality of reception possible on 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 re-

markable 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 Radiö 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 degasification 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.

# SELL SYMPHONIC

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

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



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

**Overture**  
PHONOGRAPH REPRODUCER  
MADE BY SYMPHONIC



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

**Symphonic**  
PHONOGRAPH REPRODUCER



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

## SYMPHONIC SALES CORPORATION

370 SEVENTH AVE.

Pioneers and Leaders  
in the Independent  
Reproducer Industry

NEW YORK



## "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 Homes Before Buying

FOR every two records played by the Chas. E. Wells Music Co., under its "approval plan," one is sold. This "approval plan," the policy of allowing the charge customer to hear records in her own home, has greatly increased the company's phonograph record sales. The company attributes the success of the plan to the increased satisfaction the record gives when heard in the customer's home on her own talking machine.

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 returning 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 car, the customer may 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 the records are at her 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 she likes. 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

Radio-Phonograph Combination. Ward Leathers, Haworth, N. J., assignors by mesne assignments to Radio Corporation of America. Patent No. 1,695,966.

Talking Machine. Eugene T. Kieffer and William B. Stevenson, Philadelphia, Pa., assignors to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,696,683.

Loud Speaker Unit. Hugo Heller and John C. Mitchell, Milwaukee, Wis., assignors to A. C. Kootz, same place. Patent No. 1,696,235.

Antenna System. Harold W. Nichols, Maplewood, N. J., assignor to the Western Electric Co., New York, N. Y. Patent No. 1,696,249.

Radio Apparatus. Charles E. Bonine, Melrose Park, Pa. Patent No. 1,696,263.

Radio Antenna. Charles A. Horton, Providence, R. I., assignor to Hope Webbing Co., Pawtucket, R. I. Patent No. 1,696,402.

Radio Tube Socket. Frank S. Masley and Albert P. Wasil, Homestead, Pa. Patent No. 1,696,406.

Radio Receiving Apparatus. Reginald E. Humphrey, Swanton, Vt. Patent No. 1,696,437.

Loop Swant. Tobe C. Deuschmann, Boston, Mass. Patent No. 1,696,529.

Radio Frequency Unit. Theodore E. Friend, Norwalk, O. Patent No. 1,696,675.

Radio Transformer. Frank D. Pearne, Chicago, Ill. Patent No. 1,696,860.

Loud Speaker. Arthur F. Randall, Boston, Mass. Patent No. 1,696,863.

## 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 brought to 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 *The World*, and it is said to be a rugged, powerful and noiseless motor. United Air Cleaner Co. designed the new motor with particular attention to efficient operation in radio-phonograph combination instruments. According to F. F. Paul, general sales manager of the United Air Cleaner Co., a new model of the United pick-up 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 "Orchestrians," 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 Will Rogers and Dorothy Stone. The coast-to-coast hookup will include WJZ, WBZ, WBZA, WHAM, WBAL, KDKA, WLW, WJR, KYW, KWK, WREN, KOA, KSTP, KPO, KFI, KGW, 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 Bridgeburg, 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 F11 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

MINNEAPOLIS, MINN., 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 departments and buildings.

In addition to the Victor line the Beckwith Co. distributes Amrad and Crosley radio receivers, Radiotrons, 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 Music Industries Chamber of Commerce, the National Association of Music Merchants, and allied music trade organizations. The concurrent radio and 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 Association at the Drake. Measures of mutual advantage in co-ordinating the industrial meetings, banquets and shows, avoiding conflicts, were outlined at a conference here between 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 banquet 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 Greve Coeur Club, this city, recently as the guests of the Isaac Walker Hardware Co., distributor of the products of the Kolster Radio Corp. R. J. Swann, 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 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.

**CECO** - Millions · in use



## Must 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

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

The outlook for the talking machine and radio business seems most promising. It is certain to prosper and expand if we look upon it as a stable enterprise—a business in which we may safely invest our money and expend all of our energy in building for the future.

If we, the dealers, the distributors and the manufacturers, improve our merchandise, enlarge our 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 will be invested for entertainment in 1929, 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 great 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

Ninety-seven Masterworks Album Sets Listed in New Attractive Catalog—Wealth of Interesting Material

The Columbia Masterworks series, which is now approaching its first century mark, Set No. 100 being issued this month, has just been presented to the public in a new and most attractive catalog listing all sets 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 in compactness and utility. Its first 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 in the most succinct form possible a treatise on the elements of musical form, thumb-nail sketches of the master composers, features of melodic interest in the dictionary 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., was 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. Mahaffey.

## 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 and furnish the entertainment 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 Hotel in Honolulu, and while the ship was in port here the orchestra appeared at the Fifth Avenue Theatre and in the Venetian 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 Mussolini in Italy, has been built up 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, Beer-bohm Tree, Winston Churchill, Baron Davidson, David Lloyd George, Lord Oxford and Asquith, Sir Ernest Shackleton and George Bernard Shaw.

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

## 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 salon 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.

## 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 State capital. 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.

## 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 (69 shares 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 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 season of 1929 will find the All-American Mohawk Corp. with greatly increased production facilities, and we will have at least two more manufacturing 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."





**1929**

**F**OR your splendid support in 1928, Utah thanks you. And in appreciation of that support, we promise even greater co-operation 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.

**UTAH**



# ANNOUN



# 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!



# ANNOUNCING

## Fada's new sensation

**N**OW! 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.

### FADA 16

*List price \$110, without tubes*

This handsome table model contains all of the features of the Fada 32—For use with either dynamic or magnetic speaker—Self-contained in attractive metal cabinet. Model 16-Z also available for operation on A. C. lines 90-130 volts—25 to 49 cycles.

### FADA 17

Same as Fada 16 in artistic, dark brown burl walnut table model cabinet—to sell at \$135.





# Musical Billboard Wins Attention

## Advertising Sign Entertains Passing Crowds

**T**HE 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, conspired 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 40 radio and a Deca-Disc

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 routed, 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



Southern California Music Co.'s Talking Billboard

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

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 Cordtz, of the Robert Cordtz Outdoor Advertising Co., to be a success. Others are to be installed in parts of the city where the program will be welcome.

## Status of Television Summarized in Report

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

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

RMA survey, "that television is an actuality today, but only just as is the airplane. The airplane 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 experimenter. They are not satis-

factory for general entertainment, and from an entertainment standpoint are in no way comparable with audio broadcasting. The necessity for careful attention to the 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 difference should also be emphasized between sending photographs by radio, the sending of images from moving picture films 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 not available 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 theatre. 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. Swann, 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 1928 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 '29 . . . 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.

Such an attitude on the part of the buying public means that the radio backed by a reputable name is in growing demand. The result has been a stabilization of the radio industry during the past year and that will to an even greater extent characterize 1929.

Another marked tendency of 1928 which will be still 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, Brunswick dealers of Buffalo, N. Y., are listed among the most important music dealers in the country, and



Window Display at Buffalo Store

when they plan their window displays, they work to attract attention, yet maintain a gravity of motif that will add to, rather than detract from, their prestige. A typical example of their displays is the one featuring the Brunswick instruments shown herewith.

### "Black Crows" in Hades

The New Year brings a day of reckoning for the Two Black Crows. It's all down on the record—Columbia's January 18th release—"Two Black Crows in Hades." Mack (Amos Crow) appears before the Devil (Moran) to give an account of his career on earth. It's no use to lie, either, for at the first sign of mendacity a buzzer buzzes. For each truth a gong sounds.

### 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 Wetzel Radio Store, Inc., 1918 Irving Park Boulevard, Chicago, Ill., has been organized to deal in radios, phonographs and musical instruments.

### Discusses Women's Influence on Sales

The present trends in radio receiver design are largely due to feminine influence, in the opinion of David O'Brien, radio sales manager of the Graybar Electric Co., New York City. 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 she is, as in the automobile world of to-day, 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.

### To Market New Set

The Sentinel Mfg. Co., it is understood, will introduce in the near future a new AC receiver, furnished both as a chassis and in a table model. According to advices received from the Sentinel plant, the firm has experienced a very successful year in the manufacture of radio receivers. The new Sentinel set has been so designed that it may be easily installed in combination radio-phonograph instruments.

### New Store in Yoakum

The Everton-Chaloupka Music Co. has opened a talking machine and radio store in Yoakum, Tex. The establishment is handling a complete line of talking machines and radios.

# Keeping Faith

As pioneers in the Portable Field, Carryola has been ever mindful of its responsibility to its dealers.

⚡ This responsibility does not end with the giving of the utmost in tone or quality—nor, with the perfection of any one single model.

⚡ For Carryola is a *Line*. As such it is of greater importance to the individual dealer than any specialty *could* be. Each Carryola model is the outstanding *value* in its respective price range.

⚡ Carryola portables have given dealers the opportunity to capitalize upon an almost universal Love for Music. The music lovers of the world can rely upon a Carryola to satisfy their yearnings for good music at a popular price, and that price represents the utmost in value, tone, quality and faithfulness of sound reproduction.

⚡ The day you, as a dealer, stock a sample line of Carryolas—you are prepared for any competition condition that could possibly confront you.

⚡ During the new year of 1929 you can depend upon it that Carryola will continue to make money for its dealers as it has done in the past.

⚡ Write or wire for demonstrations, prices and trade discounts. Simply address:

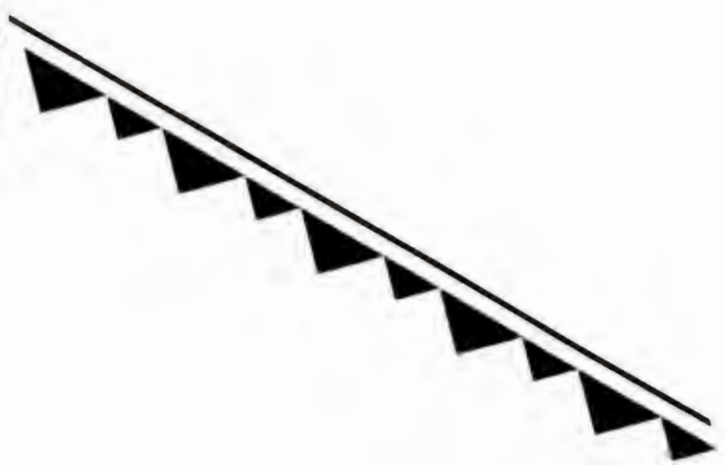
## Carryola

THE CARRYOLA COMPANY OF AMERICA  
647 Clinton Street  
Milwaukee, Wisconsin



# NEW

## *the Beautiful* 1 9 2 9



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



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



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



# Quality Portables

—at reasonable prices



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

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

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

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

The above facts are important for portable buyers to consider

*Ask your jobber—or ask us*

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



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



## 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 perfecting 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 many families owning two or more cars, the potentialities in the radio industry in comparison are hard to conceive, as any family 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 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 Tokio: "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 exchange in the world, will be held from March 3 to 13, 1929. Following its traditions of 700 years, the Fair will welcome exhibitors and



Phonograph Exhibits at Leipzig Fair buyers 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. The 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 2,200 buyers from all parts of the United States will attend.

### Demonstrate Orchestropes

WHEELING, W. VA., January 3.—The Capehart 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 Capehart 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.—Ira C. Serrin 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. Serrin 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 Girl," 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.

## Delivering Everything



Carryola Model 30  
Retail at \$25

Listen to this instrument at any sight-unseen demonstration—

You will be amazed at the full, rich tones and the faithful reproduction of any and all records. Model 30 is truly the most remarkable value in portables today—and it is as handsome and beautifully finished as it is dependable and entertaining.

Size for Size—Dollar for Dollar—the Carryola portable delivers everything any phonographic instrument could be expected to deliver. Carryola is the very heart of all that is lovely, beautiful and worth while in scientific musical reproduction. Beyond this, one buys furniture.

Carryola Model 20  
Retail at \$15

Never before such value and performance compressed into a portable phonograph—Hear this amazingly popular Carryola, to retail at \$15.00!

Listen and compare it with anything made to retail within its price range, and you'll agree that, on every point: quality workmanship, finish, purity of tones and honest money's worth, Carryola Model 20 is beyond comparison.



Demonstration gladly arranged upon request.  
Simply address:

# Carryola

THE CARRYOLA COMPANY OF AMERICA  
647 Clinton Street Milwaukee, Wisconsin



*A sweeping departure in Dynamic Speaker design that places the out-of-date tag on all other types of Dynamic Speakers . . . . .*

# Farrand Announces

*an extraordinary advancement—the Farrand **INDUCTOR** Dynamic Speaker—which completely revolutionizes Dynamic Speaker sales, usage and performance—making Dynamic operation available for every type of radio receiver, at PRICES hitherto unknown.*

In the INDUCTOR Dynamic, Farrand has attained the goal striven for by all speaker manufacturers—a speaker *entirely dynamic in operation* in which all of the following heavy and costly parts are eliminated:

**No FIELD COIL—No IRON COIL HOUSING  
No POWER TRANSFORMER—No DRY RECTIFIER  
No CONDENSER**

***Farrand***  
**INDUCTOR**  
***Dynamic Speaker***



# THE FIRST STEP in 1929



**FREED-EISEMANN**  
*The Magnifying Tone*  
**RADIO**

Don't fail to tune in every Tuesday night, 10.30 P. M. Eastern Standard Time, on the Freshman Freed-Eisemann Orchestradians—the largest dance orchestra 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.

**FRESHMAN**  
 YOUR ULTIMATE RADIO



# A **NEW** BROADCASTING ACHIEVEMENT



## **FRESHMAN** YOUR ULTIMATE RADIO

**W**HEN 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.



Thomas Griselle

Thomas Griselle, of Mount Vernon, N. Y., was awarded the first prize of \$10,000 for his "Two American Sketches," and Rube Bloom, of Brooklyn, N. Y., was named as winner of the second prize of \$5,000 for his composition, "Song of the Bayou." The playing time of each number is less than five minutes.

The contest, which was announced last May, was open only to American citizens, and was designed by the Victor Co. to encourage the art of musical composition in America. Prizes were offered for the two best compositions "within the playing scope of the American dance, jazz, or popular concert orchestra, not hitherto published or performed in public." Hundreds of manuscripts were received from every section of the country, many of them being of such excellence that the judges' committee required

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



Rube Bloom

Gorno and composition with Louis Victor Saar. On his graduation in 1911 he was awarded the Springer Gold Medal with Great Distinction. Later he studied organ with William C. Carl, of New York, and more recently he was a student at the Conservatoire Americain at Fontainebleau, France, where he studied composition with Mlle. Nadia Boulanger, Andre Bloch and Raymond Pech. For one season he was accompanist for Nora Bayes and for five years he was solo pianist and accompanist for Alice Nielson. He has also accompanied Marie Sundelius, Clarence Whitehill and many other singers of wide renown in this country and abroad.

More recently Mr. Griselle has been associated with several radio programs as conductor, special arranger and pianist. Among them are the Eveready Hour, Dom Amaizo, the Collier

Hour, American Magazine Hour, Woman's Home Companion Hour and Goldy and Dusty.

Mr. Griselle's published compositions include "Two Dances of Olden Times," "Minuet," "Bourree," "Danse Moderne," "Cubist," "Noodlin'" and "Tomfoolery." He is also the composer of music for the dance specialty done by Jessica Brown in the Cohan Revue of 1918. Recently he wrote "A Keyboard Symphony" for six pianos (twelve performers) for the Clavier Ensemble, Providence, R. I. This composition, which is probably the first ever written originally, which is 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 the 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 "Soliloquy," 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 Ray 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.

# Music for Millions

**More Music  
Per Dollar  
in Every  
Price Range**

*Carryola Meets the Price Ideas  
of the Greatest Number of People*

Outstandingly practical designs—Exquisite, lifelike reproductions of the World's finest music—Carryolas are given the preference wherever portable phonographs are displayed, heard, demonstrated and sold.

Small initial investment—Quick turn-overs—Consistent profits every month in the year.

Write today for trade discounts and demonstrations. No obligation. Simply address:

THE CARRYOLA COMPANY OF AMERICA  
647 Clinton Street Milwaukee, Wisconsin

Portable Phonographs \$15, \$25, \$35  
Electric Pick-ups \$7.50, \$23.50, \$57.50



# 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 actively 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



F. B. Travers

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. for four years and has been 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-

ing up many outlets abroad. Later he was put in charge of purchasing. In 1927 he was made first vice-president in charge of sales and licenses for the company.

Mr. Pridham was one of the original founders of the Commercial Wireless Development Co., which was established in 1911 and which was absorbed by the Magnavox Co. in 1917. He is the inventor of the dynamic speaker and other radio improvements. He has been chief engineer for Magnavox since 1917, and was made vice-president in charge of engineering on November 10, 1928.

The Magnavox Co. during 1928 broke all records in production and sales both here and abroad, and, according to President Travers, looks to 1929 to establish even greater records.

## Tobe Deutschmann Issues "Filterette"

The Tobe Deutschmann Co., Canton, Mass., manufacturer of radio parts and accessories, has started the publication of a paper known as The Filterette, dedicated to the annihilation of man-made static—the interference to good radio reception caused by local electrical machinery. The paper is planned as a help to every radio listener, dealer and all others whom man-made static affects. A free advisory service on interference problems is offered and communications from all readers are requested.

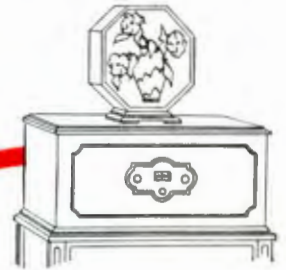
## Big Chicago Lyric Outlet

The Hartman Furniture Co., with twenty-six retail stores in Chicago and surrounding territory, is the latest Lyric radio merchandiser 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 near-by 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 I. 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 two profits for dealers, instead of one!

CARRYOLA  
MODEL  
61



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 fabricoid, touched off with rich old gold of its metal parts.



CARRYOLA  
MODEL  
50

Carryola Model 50—is a smaller type spring-driven pick-up, playing phonograph records through the radio loud speaker. List \$23.50.

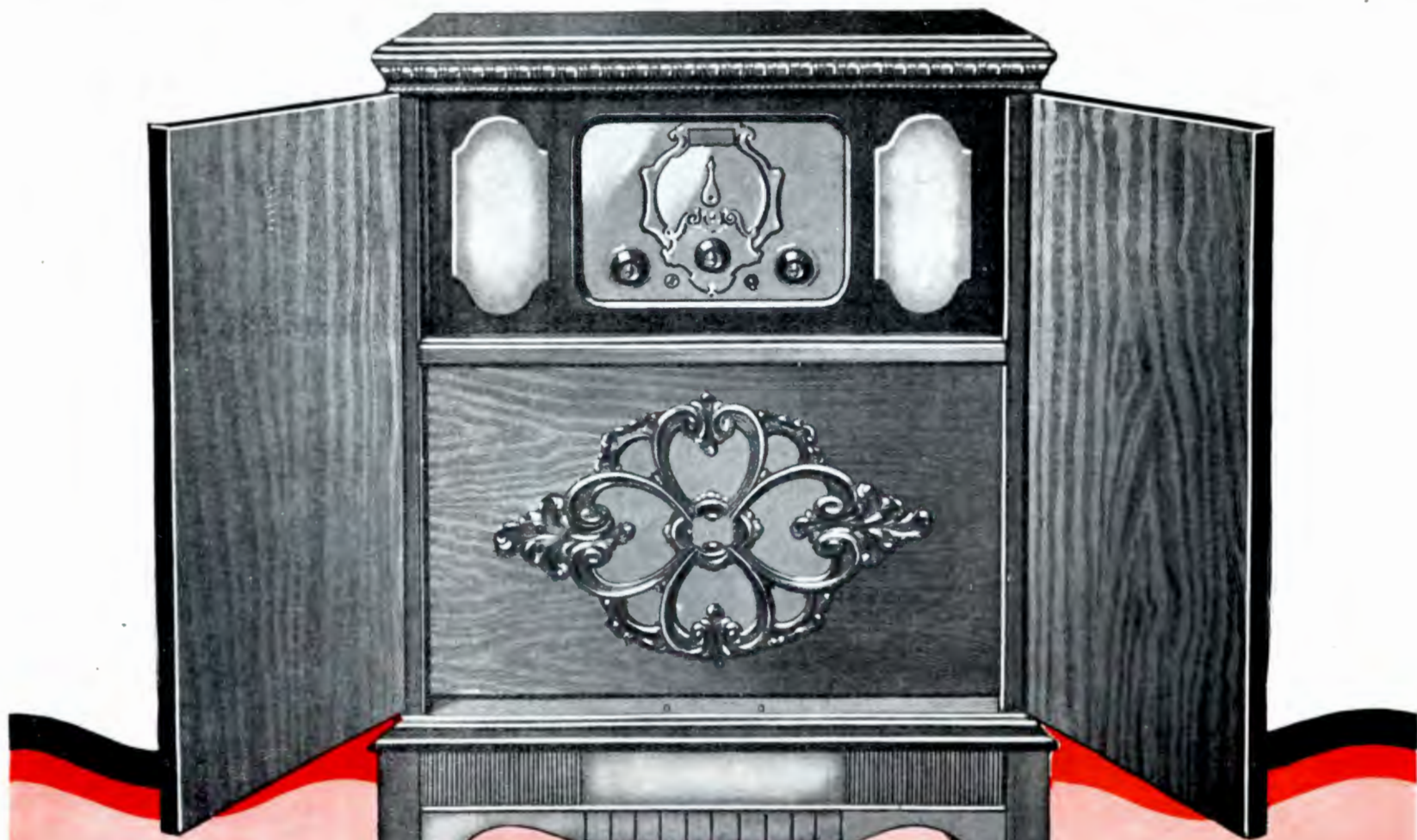
Demonstrations, Trade Discounts and Complete Specifications promptly on request. Simply Address:

**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 net-work is designed to bring out wonderful capacity of the speaker.

RADIO'S CLEAREST VOICE

# COLLO



# Success 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

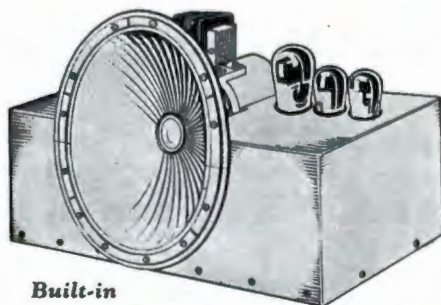
Within a short time, Colonial will have offices, service representatives and warehouse stocks in Chicago, Cleveland, Detroit, Pittsburgh, Baltimore, Boston and other large distributing centers. After January 1st, live dealers in these sections will have opportunity to capitalize this great New York success.

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.



Built-in  
**CUTTING DYNAMIC SPEAKER**  
*Different from all other Dynamics!*

The Colonial is licensed under patents of the Radio Corporation of America, General Electric, Westinghouse and American Tel. and Tel. Companies.

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.

# NIALL



# Carryola Profit Makers

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



The Carryola Electric Pick-up

Is conceded 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 records may be electrically reproduced through the radio loud-speaker. Full, rich, mellow volume or the faintest whisper—all available by the manipulation of a single "volume control" knob. This attachment may be used with any standard radio and any phonograph.

\$7.50 List in either AC or DC form.



Carryola Model Forty

A wonder portable for appearance, tone quality and volume. Sixty-inch air column metal horn, our own laboratory product made according to the exponential curve theory. Heavy gold plated hardware and tone-arm—special spring motor plays three records—automatic stop—Bakelite reproducer with patented tripod diaphragm—plush covered turntable, patented automatic album holder and lid support—lacquered wood finish inside—outside covering extra heavy fabrikoid in two colors, brown or black. Measurements 9 1/2 inches high, 13 1/4 inches wide, 17 1/4 inches long, weight 23 pounds. Retail at \$35.00.

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

# Carryola

THE CARRYOLA 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 broadcasting will, under better 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:

"1928 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 lifelike 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 Getz, vice-president, announces that Tom Williams, formerly with the Peaslee-Gaulbert Co., Louisville, has been engaged to work with the American Supply Co., Chicago, 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 traveling 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. Crossley, 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. Ley, who will act as chief inspection engineer.

Recognizing the coming importance of electrical pick-ups for phonographs, Steinite has engaged Professor R. J. Knouf, formerly with Iowa State University. Professor Knouf 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—Hear it 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



Schweig-Engel "Sonny Boy" Window

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., 5911 Easton avenue, whose window is illustrated herewith. The second prize was awarded to the Kieselhorst Piano Co., 1007 Olive street, and third prize was won by the Tyler B. Hawk Music Stores, 3618 North Grand avenue.

## New Raytheon Developments

The research work which is constantly being carried 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 deals with the use of buffer condensers, the other with the filter choke coils.



# ANNOUNCING



**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.

**\$32.50**

## THE NEW CONAMIC

**DYNAMIC PERFORMANCE AT AMAZING LOW PRICE..**



**The AURORA**

The Conamic unit in 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.

**\$28.00**

**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

Export Department  
535 Fifth Avenue  
New York, N. Y.  
Cable Address: "AMSTA"

Sales Department  
**The Zinke Company**  
1323-25 S. Michigan Ave.  
CHICAGO, ILLINOIS



**The CONAMIC CHASSIS**

This is the Conamic Chassis for manufacturers who desire to install this fine new type of speaker giving reproduction equal to Dynamic but at a much lower price. Write for specifications and other information.

**\$18.00**



**The SENIOR**

Radio's greatest speaker value! The Senior will deliver the output of any set up to and including five and six tube Neutrodyne, Superheterodyne, etc. using 201-A type tubes. Great volume, range and sensitivity. 54 inch air column. 3 colors. The Junior, 2 colors.

**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 OPERADIO DYNAMIC UNIT**

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



**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 BARCELONA**

A very attractive speaker table of Spanish design equipped with a 54 inch air column. A beautiful cabinet that is also designed to accommodate any standard radio set.



**The ST. CHARLES Dynamic**

A cabinet model Dynamic Speaker which will handle and give tremendous volume with undistorted 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 84 inch air column or Dynamic Unit, 6 volt D. C. or 110 volt D. C. or A. C. [with or without an Operadio 4 or 5 tube amplifier]. Amplifier may be used in combination with air column or Dynamic Unit.



# OPERADIO

**REPRODUCERS FOR EVERY NEED**



# 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.



千言雅講  
此告白相傳

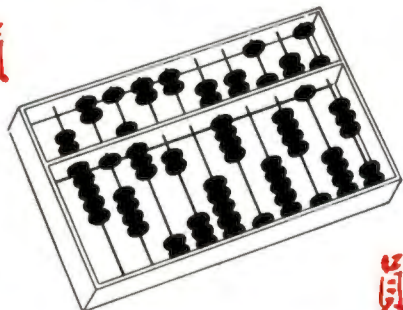
**Clever People**

**these Chinese**

An old Chinese Proverb inscribed above, translated, says, that—

"A Picture is Worth a Thousand Words"

It is no exaggeration to say that every alert dealer is interested in profit because *without profit* no business can continue to exist.



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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.

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

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

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

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It is a profit picture; worth more to you "than a Thousand Words."

Write today for Demonstration and Trade Discounts. Address:

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**Carryola**

THE CARRYOLA COMPANY OF AMERICA  
647 Clinton Street  
Milwaukee, Wisconsin

**J. W. Garside Expects Dawn of Television in the Home Soon**

President of DeForest Radio Co. Anticipates Ample Refinements and Improvements in 1929 But Nothing so Radical as to Upset Well-Established Fundamentals

WE enter the year 1929 with every assurance of a continuation of the prosperity our industry has enjoyed during the past twelve months. A firm foundation has been laid for future progress. Of foremost importance to our future prosperity, I believe, is the competitive research and development among the leaders of the industry, which is making for genuine technical advances such as we could never achieve while depending upon a single organization or group for technical guidance. While we have gone ahead with refinements and improvements, the basic principles of the radio art have been reduced to definite standards. Mass production, based on standardized practice, has been possible, followed by the greatest value at the lowest price to the consumer, providing us

with a wonderful market for our wares. With these foundation stones upon which to base our efforts during the coming twelve months, we are certain to enjoy continued prosperity. I look forward to important improvements in vacuum tubes during the next few months, now that tube specialists are engaged in competitive research and development. I expect to see the dawn of practical television in the home, with inexpensive televisions and a comprehensive nationwide television service. I anticipate ample refinements and improvements in the 1929 offerings of radio set manufacturers, but nothing so radical as to upset our well-established fundamentals. All in all, 1929 will be a great year in the radio industry, according to all present indications.

**Columbia Records in Unusual Test**

Cuban Distributor Sponsors Contest in Which Radio Listeners Tried to Distinguish Between Singer and Records

Station PWX, Havana, Cuba, offered its hearers, on November 28, a unique musical contest, under John L. Stowers, Columbia Cuban distributor. In a program consisting of ten Columbia records by Rita Montaner, well-known Cuban singer, and four songs by Miss Montaner in person, a free record was promised each person who could tell which were the record selections and which were those of the artist in person.

"I received more than 500 answers," reports Mr. Stowers, "and only five of the answers were correct." Perhaps even this small percentage is to be accounted for on the law of averages.

The records were played on a Model No. 901 Columbia-Kolster electric phonograph, and a feature point of the test was the fact that this instrument has been used in weekly record broadcasts from Station PWX for the past year, so that the majority of hearers on November 28th were undoubtedly familiar with the fine points of such broadcasts, and should thus have been able to detect variations in far greater numbers, if a difference actually existed.

**A. K. Jobber Sponsors Song Writing Contest**

A song writing contest sponsored by Broadcast Station WKY of Oklahoma City, the daily Oklahoman and the Harrison Smith Co., Atwater Kent distributor in the Oklahoma territory was recently held. Several cash prizes were offered, ranging from \$100 down. The winners were announced Christmas night, at which time the winning words were broadcast from the station. There were no restrictions to the contest, the only requirement being that the entry be made on blanks obtainable from any dealer selling Atwater Kent radio.

**Collegians on Kolster Hour**

The series of concerts by glee clubs of leading American universities given by the sponsors of the Kolster Radio Hour has proved popular with listeners-in. Among those heard have been the Glee Club of the University of Pennsylvania and that of the University of Illinois. Columbia University's singers will be heard in the near future.

**Mark Inspection of 250,000th Speaker**

Officials of the United Reproducers Corp. Commemorate Miss Pailthorpe's Inspection of 250,000th Speaker

Miss Nellie Pailthorpe, inspector of Peerless magnetic speakers at the United Reproducers



The 250,000th Peerless Speaker

Corp., Rochester, N. Y., was recently surprised with the gift of a Peerless dynamic speaker, Model 19A, awarded to her by the officials of the company in commemoration of the fact that she had inspected the 250,000th speaker. The young lady states that she expects to get a great deal of enjoyment from the gift and hopes to stay on the job and inspect the 500,000th speaker.

**Zenith Corp.'s Prosperity**

A recent inquiry as to the financial standing of the Zenith Radio Corp., Chicago, was quickly answered by the following interesting telegram issued from the office of Paul B. Klugh, vice-president, to parties concerned, which vividly testifies to the solid permanency of the Zenith Radio Corp.: "We are loaning a million dollars on call in New York. We owe nothing to banks and have no indebtedness of any kind. We have no preferred stocks nor bonds. Our company has a public valuation of twenty millions of dollars. We will earn two million net this year."

The Wilms Electric Co., which conducts a retail store at 549 W. Washington boulevard, Chicago, has opened a branch store at 1616 Chicago avenue, Evanston, Ill. The Stromberg-Carlson line is being carried exclusively.



## 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. Matthies, manager of the radio department of the Flanner-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 located in beautiful new quarters at 434-436 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 field, is vice-president and treasurer, and Frank J. Schmitt 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, Kolster, Crosley, Bremer-Tully, McMillan and Lyric radios.

The Lincoln Electric Service Co., 1390 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 Lappin Electric Co., distributor for the Philco in Wisconsin. The banquet was tendered by David C. Lappin 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. Lappin. 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 Victrolas, 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 Flanner-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. Leatherby 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, marqueterie, and antique brass; designed and built by master craftsmen—*men who have been makers 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 the country over regard 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  
National Sales Agent, Studner Bros., Inc., New York City, 67 West 44th St.  
Chicago, Ill., 28 East Jackson Blvd.



Model No. 33

*Buckeye*  
RADIO FURNITURE



## "Second Record Sells Easier Than the First" Says H. C. Cox

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 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 super-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 renditions will be also interested in Masterworks of melodious character. Others, lovers of the inimitable 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 hearers of the now 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



Kellogg Holiday Display

window. The cards are illustrative of a clever and appropriate idea, ye olde time caroling minstrels, in harmony with the musical character of the instrument and the spirit of the season. The material for this window was furnished free of charge to all Kellogg franchised dealers who subscribe to the monthly service.

## Freshman Employing New Audio System

A new method of audio amplification which provides a better response and makes for smaller audio transformers without danger of saturation has been announced by George Eltz, vice-president in charge of engineering of the Chas. Freshman Co., New York City. He says in part: "We are utilizing the innovation of a shunt-feed system of coupling audio transformers. By keeping the direct current component out of the transformer primary, the inductance value is enormously increased. In this manner it becomes possible to make a small transformer do the work of a large transformer under the usual method of wiring. We obtain a remarkable bass note response without the artificial boom."

## PHONOGRAPH AND RADIO MANUFACTURERS

### Custom Built Record Albums

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

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

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

Write us today for samples and quotations

## NATIONAL PUBLISHING CO.

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

New York Sales Room  
225 FIFTH AVE.



*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*

IRVINGTON

NEW JERSEY

*Manufacturers of Radio and Television Tubes*



**Okeh**  
ELECTRIC

A  
Complete List  
of  
**Okeh**  
ELECTRIC  
RECORD  
Distributors

GEORGE CAMPE  
611 Howard Street, San Francisco, Cal.

COLUMBIA PHONOGRAPH  
COMPANY, INC.  
1000 Washington Street,  
Boston, Mass.

CONSOLIDATED TALKING MA-  
CHINE COMPANY  
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MA-  
CHINE COMPANY  
2957 Gratiot Ave., Detroit, Mich.

CONSOLIDATED TALKING MA-  
CHINE COMPANY  
1424 Washington Ave. So.,  
Minneapolis, Minn.

GROSSMAN BROS. MUSIC  
COMPANY  
2144 E. 2nd Street, Cleveland, Ohio  
JUNIUS HART PIANO HOUSE, LTD.  
123 Carondelet St., New Orleans, La.

HAWAII MUSIC COMPANY  
1021 Fort Street, Honolulu, Hawaii

L. D. HEATER  
469½ Washington St., Portland, Ore.

IROQUOIS SALES CORPORATION  
210 Franklin St., Buffalo, N. Y.

KORNBLUM BROS. MUSIC CO.  
2122-A Pine Street, St. Louis, Mo.

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

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

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

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

JAMES K. POLK, INC.  
McCall Bldg., Memphis, Tenn.

JAMES K. POLK, INC.  
803-05 West Broad St., Richmond, Va.

THE Q. R. S. MUSIC CO.  
1017 Sansom St.  
Philadelphia, Pa.

STERLING ROLL & RECORD  
COMPANY  
322 Race Street, Cincinnati, Ohio

**Okeh**  
ELECTRIC

## 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 worthwhile 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 department 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 County. 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 £300,000. 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, Balkite sets, Raytheon and Radiotron tubes, Super Ball antennas, Eveready batteries and other nationally known radio accessories.

## Edison Radio Distributor

The H. R. Curtiss Co., 727 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—all sizes  
Send for free samples and prices  
All Mica Products  
INTERNATIONAL MICA CO.  
Phone Baring 535 Philadelphia, Pa. Cable Filasco, Phila.

## F. J. Saporiti Heads Kolster Export Dept.

Is Now on an Extended Tour of All South  
American Countries to Call on the Kol-  
ster Radio Representatives

Frank J. Saporiti, head of the export department of the Kolster Radio Corp., left New York on January 3 for an extended tour of all



Frank J. Saporiti

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 Prensa, 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 Standard Drug Co., Elizabeth City, N. C., and the Anderson-Soward Co., Dayton, O., as distributors of the Federal Ortho-sonic radio line in their respective territories.

Musgrove'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. Musgrove's handles a full line of pianos and in phonographs 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*

**H**ERE 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  
340 1/2 N. Halsted Street    \*    \*    Chicago, Illinois

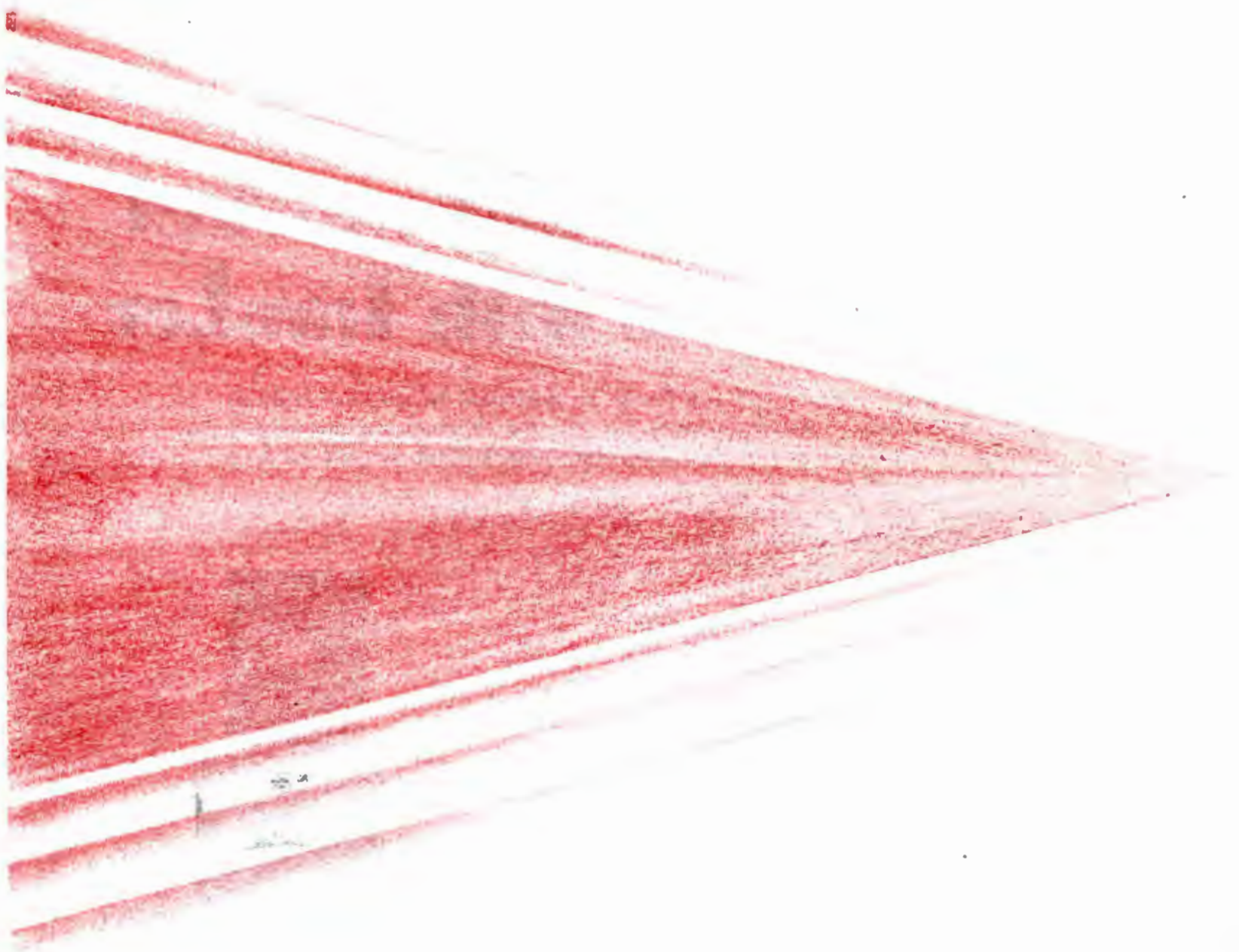


**57<sup>50</sup>**  
STANDARD  
\$75 DE LUXE . . . .  
\$100 ARISTOCRAT. .  
ALL PRICES LESS ACCESSORIES

*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.*

# TRAV-LER



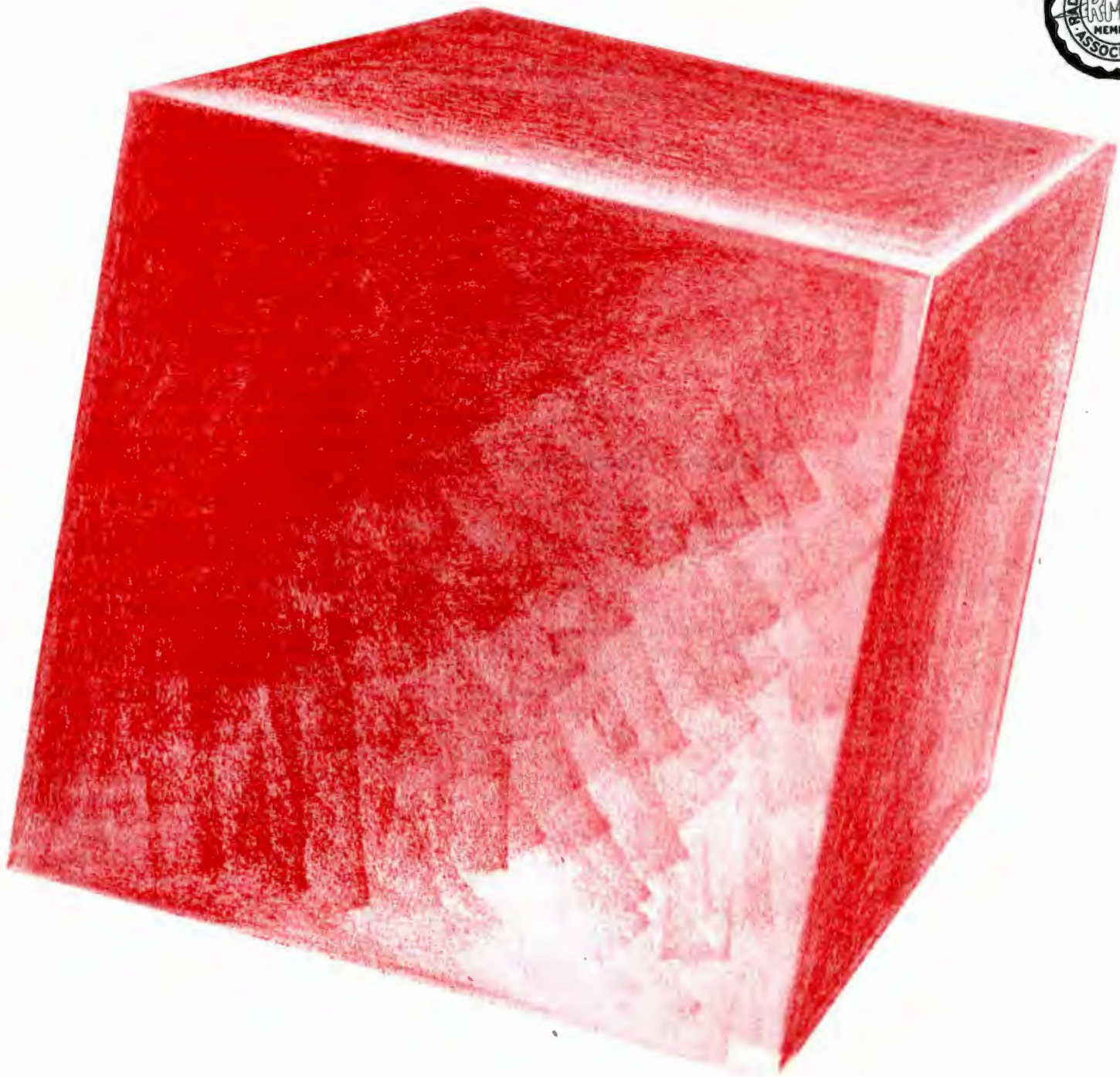


**W**hat happens when an irresistible force meets an immovable body? . . .

**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. ⇨ ⇨ 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.**

Copyright by Kolster Radio Corporation, Newark, N. J., 1929.



## Sonatron President Points Out Future Tube Possibilities

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

**S**TRESSING 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 are 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 tremendously improved circuits.

"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 overshadows the set, for they are so scarce as to impede set sales. This condition, which it 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. 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 tube manufacturers and set manufacturers have uncovered many avenues of use for radio tubes. Development of equipment that would be quite as startling to-day as the radio receiver was eight years ago is progressing. 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

### Majestic "Back Stage" Facts

Herbert E. Young, general sales manager of the Grigsby-Grunow Co., recently issued a bulletin regarding the production of Majestic radio receivers which is well worth noting. 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

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 modernly equipped.

"Other indications appear in the offing; 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, Ill., of a capacity equal to that of the Newark plants.

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, condenser banks, etc.

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

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

"It takes a corps of men in the factory and out in the field constantly speeding up deliveries of raw material, and in many instances we have had material, such as lumber, etc., come to us by the 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 material necessary for the building of Majestic radio receivers 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.

### Steinite Stock Dividend

Directors of the Steinite Radio Co., Chicago, recently declared a stock dividend of 10 per cent, payable 2½ 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.

### Roberts Adds Sonora Line

SAN FRANCISCO, CAL., January 2.—The Sonora Melodon 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 receiving set which he puts to work entertaining the audiences, adding his own lines during the program, and at the conclusion of the act.

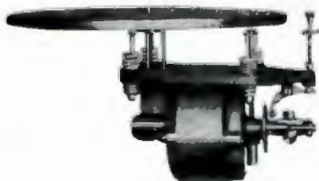
## 3 real sales builders

### Signal Electric Phonograph

An inexpensive electric phonograph that plays phonograph records electrically with all the tone quality, realism and beauty of the expensive electric phonograph—operation simple. Model U-2, shown here, includes Signal Electric Phonograph Motor, Turntable, Automatic Stop, Phono-Radio Switch, Electric Pick-up and Adaptors, Speed Control, Needle Cups—complete in a cabinet especially designed for console mounting. Can be installed in 10 minutes complete—beautiful Walnut Cabinet. It is a power amplified phonograph in 15 minutes.

### Signal Phonograph Motor

Includes Turntable and Automatic Switch, as shown here.



### Signal Electric Pick-up

With volume control in base—amplifies tone from phonograph—gives quality not possible through the regular phonograph reproducer. Wherever there is a radio you have a prospect for the Signal Electric Pick-up and Electric Phonograph.

Real sales builders that meet the demand for something new—backed by over 30 years experience making motors and electrical appliances. See your jobber today.

### SIGNAL ELECTRIC MFG. COMPANY

Manufacturers of Electrical Phonographs, Motors and Appliances  
MENOMINEE, MICHIGAN

# SIGNAL

MANUFACTURERS OF ELECTRICAL PRODUCTS



## The World Receives Industry's Greetings

Officials and Executives of Talking Machine and Radio Industry Throughout Nation Extend Season's Best Wishes

Talking Machine World & Radio-Music Merchant acknowledges with thanks and heartily reciprocates Christmas and New Year's greetings from the following members of the trade: Otto Heineman, Okeh Phonograph Corp.; Edward Worthington, Pierce-Phelps, Inc.; Reincke-Ellis Co.; E. Don Coots, Grigsby-Grunow Co.; Fred E. Yahr, Yahr-Lange, Inc.; Herb Young, Grigsby-Grunow Co.; Harrington's, Sydney, Australia; Porto Rico Talking Machine & Supply Co.; Arthur W. Rhinow, Kolster Radio Corp.; Curtis N. Andrews, D. W. May, Superior Cabinet Corp.; Barsook Company; Maurice Landay, Greater City Phonograph Co.; Penn. Phonograph Co.; Morris Metcalf, American Bosch Magneto Corp.; Herbert Berkley, Sonora Phonograph Co.; Hawley & McKenzie; C. J. Calahan, L. W. Gillingham, Frank F. Paul, United Air Cleaner Co.; Henry C. Cox, Columbia Phonograph Co., Inc.; Bond P. Geddes, Radio Manufacturers' Association; Symphonic Sales Corp.; Badger Talking Machine Co.; W. C. Hutchings, Brunswick-Balke-Collender Co.; J. H. Burke Co.; Eric H. Palmer, Philadelphia Victor Distributors, Inc.; J. Newcombe Blackman, Blackman Distributing Co.; J. E. Rudell, C. Howard Baker, American Bosch Magneto Corp.; Arthur Moss, Electrad, Inc.

Louis Gerard Pacent, Pacent Electric Co.; Arthur A. Trostler, Freed-Eisemann Radio Corp.; Quality Factories, Inc.; J. D. Mugford, Sonora Phonograph Co., Inc.; Otto Goldsmith, E. A. Wildermuth, Inc.; Edward B. Lyons, Standard Talking Machine Co.; Harry A. Beach, Charles Freshman Co.; James D. Moore, Maison Blanche; Harry G. Russe, American Bosch Magneto Corp.; Miss A. M. Kennard, Okeh Phonograph Corp.; Louis Gruen, Sparks Withington Co.; Edward J. Biel, Herbert H. Frost, Kolster Radio Corp.; F. J. Ames, Columbia Phonograph Co., Inc.; Jack Kapp, Brunswick-Balke-Collender Co.; Charles T. MacKinnon, Nickol Co. of America; R. F. Bensinger, Brunswick-Balke-Collender Co.; Udell Works, Frank Dorian, Columbia Phonograph Co.; Grigsby-Grunow Co.; Herbert A. Brennan, Gross Brennan, Inc.; Charles W. Glaser, Radio Manufacturers Show Association; Henry E. Gardiner, Sonora Phonograph Co.; Samuel I. Scheer, North American Radio Corp.; A. W. Landay, Progressive Musical In-

strument Corp.; Allen Fritzsche, General Phonograph Corp.; H. A. Weymann & Son, Inc.; Kenneth E. Reed, Federal Radio Corp.; Milton E. Schecter, Russell E. Hunting, Louis Buehn Co.; John S. MacDonald, Columbia Phonograph Co., Inc.; Plaza Music Co., G. Clayton Irwin, Jr., Radio Manufacturers' Show Association; M. Frank Burns, E. T. Cunningham, Inc.; E. P. Huyler Allen, Harvey Roemer, QRS Co.

Benjamin Gross, of Gross-Brennan Inc.; Louis B. Rosenfield, Julius Haber, Radio Corp. of America; Roy Davey, American Bosch Magneto Corp.; Temple Corp., Hinde & Dauch Paper Co., James J. Davin, Grigsby-Grunow Co.; James K. Polk, Inc.; Harold J. Wrake, Benwood-Linze Co.; William C. Fuhri, Columbia Phonograph Co., Inc.; A. B. Cornell, C. A. House Co.; Howard J. Shartle, Cleveland Talking Machine Co.; Powel Crosley, Jr., Crosley Radio Corp.; Frank V. Goodman, American Bosch Magneto Corp.; Walter J. Bauman, Bremer-Tully Manufacturing Co.; Cary Cabinet Co., DeSylva, Brown & Henderson, Inc., E. W. Guttenberger, Columbia Phonograph Co., Inc., Sam Fox Publishing Co., Miss Edna M. Sias, Columbia Phonograph Co., Inc.; J. J. Robbins, Robbins Music Corp.; Velvet-Tone Record Co., Harry Engel, Irving Berlin, Inc.; Bernard Prager, Robbins Music Corp.; St. Louis Radio Trades Association, R. J. Kelly, Talking Machine & Radio Men, Inc.; Targ & Dinner Music Co., Will Pohlman, Zenith Radio Corp.; Dunham-Lesan Co., Joe Davis, Triangle Music Publishing Co.; V. Auspitz, Auspitz-Lee-Harvey; Raymond H. Woodford, Stewart-Warner Speedometer Corp.; Burten E. Ebert, Pooley Co.; C. S. Tay, C. S. Tay Co.; Herman Doughty, Fansteel Products Co.; Bob Devlin, Brunswick-Balke-Collender Co.; H. C. Erstrom, Federated Radio Trade Association; Johnny Marvin; Allen Hough Mfg. Co.; Laurence H. Lucker; Amrad Corp.; Art Stringer; H. Donaldson Leopold, Dearborn Advertising Agency; Carl D. Boyd, Continental Radio Corp.; Radio Manufacturers Association, Inc.; Phil Ravis, Peerless Album Co.; Spier & Coslow, Inc.; George A. Lyons, Brunswick-Balke-Collender Co.; H. Emerson Yorke, Paramount Pictures Corp.; Robert MacClennan; Frank J. Coupe, Redfield-Coupe, Inc.; Edmund H. McCarthy, Grigsby-Grunow Co.; John Gabel Co.; Edward G. Evans, C. Bruno & Son, Inc.; H. E. Capehart, Capehart Automatic Phonograph Co.; David F. Goldman, North American Radio Corp.; O. N. Taylor, Crosley Radio Corp.; Harry Alter and all his boys; J. J. Bregman, Robbins Music Corp.; F. Clifford Estey, Crosley Radio Corp.; Otto N. Frankfort, All-American Mohawk Corp.; Trilling & Montague; George Seiffert, Superior Cabinet Corp.; Jack Price, Allen Hough Mfg. Co.; B. J. Grigsby and William C. Grunow, Grigsby-Grunow Co.; Fred P. Oliver, Boley-Oliver Co.; Lester E. Noble, Federal Radio Corp.; E. O. Hobbs, Capehart Automatic Phonograph Co.; Joseph Wolff, Quality Factories, Inc.; John L. DuBreuil, F. A. D. Andrea, Inc.; Ralph S. Peer, Victor Talking Machine Co.; Leonard C. Welling, K-W Radio Co.; M. F. Flanagan, Radio Manufacturers Association, Inc.; L. J. Rooney, F. A. D. Andrea, Inc.; Gus Kraus, K-W Radio Co.; Perryman Electric Co., Inc.; Gene McDonald, Zenith Radio Corp.; John M. Redell; Ray Reilley, Nokol Co. of America; D. L. Day, Bacon Banjo Co.; L. A. Charbonnier, Atwater Kent Mfg. Co.; William M. Schneider, W. W. Kimball Co.; Al Piantadosi; Harry M. Frost Co., Inc.; Walter E. Greene, Duograph, Inc.; Will Von Tilzer, Broadway Music Corp.; Myron and Jack Studner; T. W. Barnhill, Penn Phonograph Co.; J. Trev Pierce, Pierce-Phelps, Inc.; Maximilian Weil, Audak Co.; T. W. MacDowell, Atwater Kent Mfg. Co.; Leo Bernstein, Plaza Music Co.; Dan Winkler, DeSylva, Brown & Henderson; Walter L. Eckhardt; Parks & Hull, Inc.; Elliott Shapiro, Shapiro, Bernstein & Co.; Gene Austin, Inc.; W. W. Kimball Co.; Fred Steele.



## Setting New Records for tube sales

**D**EMONSTRABLE 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.

**ARCTURUS**  
A-C LONG LIFE TUBES

## THE INSIDE BACK COVER

OF

*This issue of  
The WORLD*

has a very important  
message for phonograph  
manufacturers and  
dealers.

*Read it  
Carefully*



# Colonial Radio Corp. to Franchise Dealers in Key Cities

Fred G. Carson, General Manager, Tells of Company's Plans for Expansion in 1929—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 effects 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 light-socket 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 at-

tractive 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, well founded 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 the element which has won such complete and enthusiastic acceptance is the Cutting dynamic power 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 magnet, a larger floating 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 dealer 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 employes 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



Personnel of North Ward Radio Co.

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 Bernie 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. R. 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. Rittenhouse, 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 \$500,000, as compared with \$84,000 in December, 1927. For the five months ending with December sales were over \$2,150,000, as compared to \$717,830 in the same period of 1927.

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



### Headquarters for Needle Equipments for EDISON PHONOGRAPHS

			List
Jewel Needle Equipment	No. 50	Nickel	\$5.00
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 electrical method of recording . . . no other needle equipment is quite so good in tone quality and it has great Volume.

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

### JEWEL PHONOPARTS COMPANY

510 No. Dearborn St.

CHICAGO



# 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 Packing Cases**  
CARRY THE WEIGHT - SAVE FREIGHT  
ATLAS PLYWOOD CORPORATION



ATLAS PLYWOOD CORPORATION, Park Square Building, Boston, Massachusetts  
New York Office, 90 West Broadway Chicago Office, 649 McCormick Bldg.  
Factories: Richford, Vt., Montgomery Center, Vt., Morrisville, Vt., Greenville, Me., Stockholm, Me.,  
Goldboro, N. C., Waterloo, Quebec. Branch Factories in Twelve Cities.



## 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 machines report that after the usual post-holiday lull the market is beginning to liven 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 livening up in our talking machine department, it seems safe to predict that sales soon will climb back to a good level," said Carl Rist, 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 arresting 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 Luebbers, 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 1618 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 Panatope," 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., takes an 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 Victrola 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 Corp., of this city.

Morris Fantle, head of the M. W. Fantle 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, and, he explained, he is planning to go into radio in a much larger way the coming year. The latest addition to Mr. Fantle's stock is a complete line of the M. Hohner mouth harmonicas, 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 Burtex 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 diaphragm for high-power dynamic drive," states Clifford E. Stevens, chief engineer of the Stevens Manufacturing Corp., of New York City, manufacturer of Burtex cones and the Stevens line of loud speakers.

Aside from its application to loud-speaker diaphragms, Burtex is finding important applications in horns of all sizes and shapes. Recently one-piece Burtex 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 'if' has been taken out of radio and 1928 has demonstrated the potentialities of this wonderful new industry beyond any



R. H. Woodford

doubt," recently stated R. H. Woodford, sales manager of the radio division, Stewart-Warner Speedometer Corp., Chicago. "We have just concluded the most successful radio year in our history and in anticipation of even greater business for 1929 we are extending the activities of our radio division. Among other things we are constructing a thirteen-story addition to the Diversey Boulevard factory so that Stewart-Warner may keep abreast of the market.

"The extraordinary success with which our '800' line met surpassed all expectations, and, in fact, we were faced with a complete 'sell-out' in early November. We are confident that our forthcoming models will meet with even greater success. Since there was so pronounced a shortage of materials and certain essentials the past year it would seem that the safest plan for the future would be for the manufacturer to build more of these in his own plant. Stewart-Warner has long been recognized as one of the foremost metal workers of the country, and since we are determined to occupy a dominant position in radio manufacture certain of our extensions may be along this line."

### Covering Wider Territory

Announcement is made by the Steinite Radio Co., Chicago, of the appointment of J. L. Leban as district sales manager of western Pennsylvania and West Virginia. Mr. Leban assumes these new duties in addition to his regular position as district sales manager for the Ohio territory. His headquarters for the Middle Western area will remain in Cleveland. During the last three years he has been in charge of sales for Steinite in both Ohio and New York States.

# CASE

## ELECTRIC RADIO

An Outstanding Opportunity for Dealers

Consider these facts—

1. Case ranks with the five largest manufacturers in production this year, proving the quality and popularity of the set.
2. Fully licensed by Neutrodyne, Hazeltine, Miessner—combined with our own patents—producing a set that outperforms any on the market.
3. Case sets are built and engineered within our own plant, assuring uniform high quality at an unusually low price.
4. Beautiful, Well Built Cabinets.
5. A price range from \$98 to \$500 (with phonograph attachment) and each model an outstanding value.

WRITE NOW—for details of the liberal Case franchise and outline of our helpful sales plan for Case Jobbers and Dealers.

## CASE ELECTRIC CORP.

Division United States Electric Corp.

MARION, INDIANA

A Case Radio for Every Purse from \$98 to \$500



THE COMPACT

A Profit Leader. Eight tubes (including rectifier). Full AC operation; single dial control; artistic wood cabinet. Three tuned stages. Complete (less tubes)..... \$98



THE GLORITONE

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



# 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.



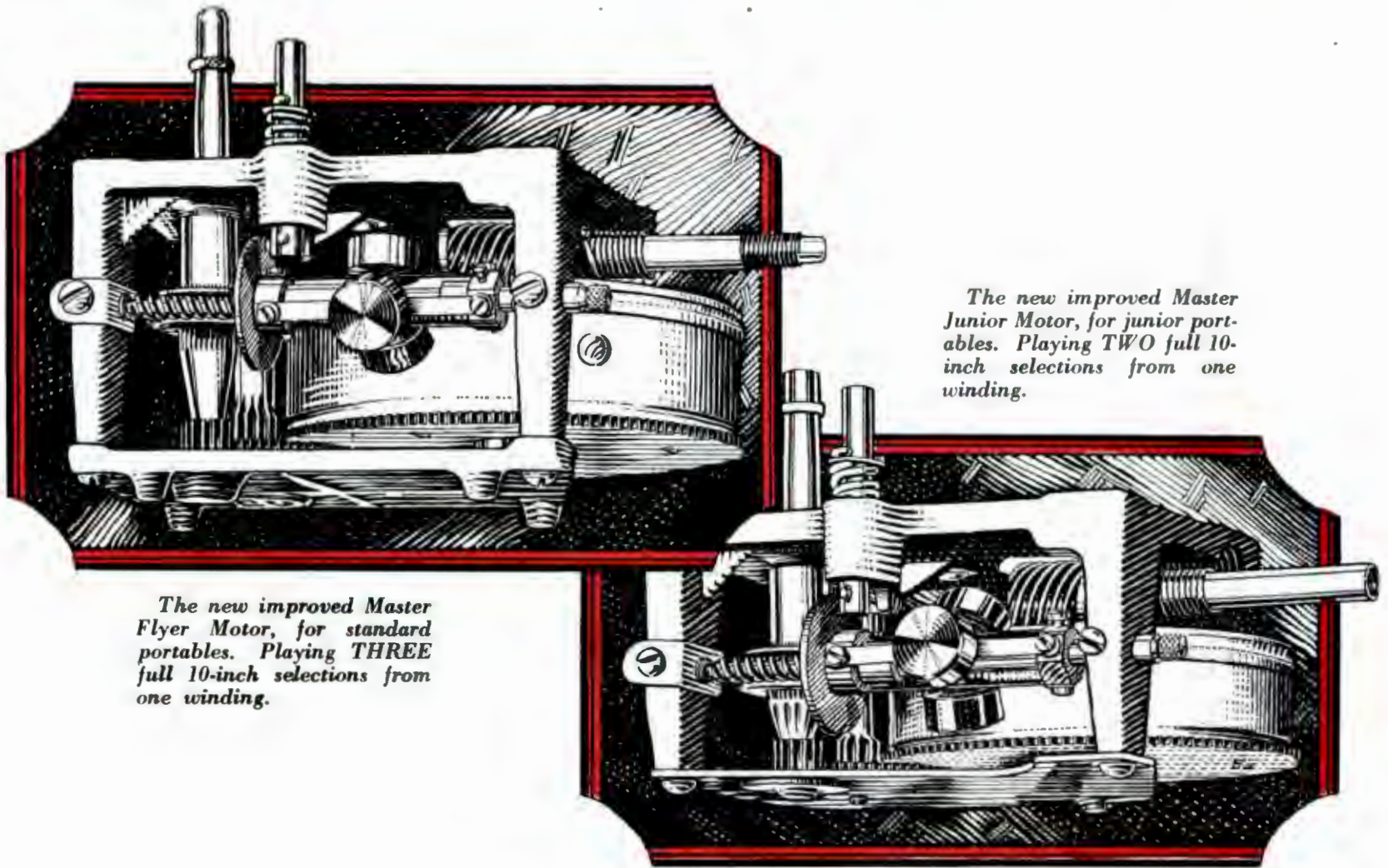
**The Hinde & Dauch Paper Co.**  
280 Decatur Street Sandusky, Ohio



**HINDE & DAUCH** *corrugated fibre* **SHIPPING BOXES**



# A s in the best bow



*The new improved Master Junior Motor, for junior portables. Playing TWO full 10-inch selections from one winding.*

*The new improved Master Flyer Motor, for standard portables. Playing THREE full 10-inch selections from one winding.*

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.

**S**UPERIOR 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.

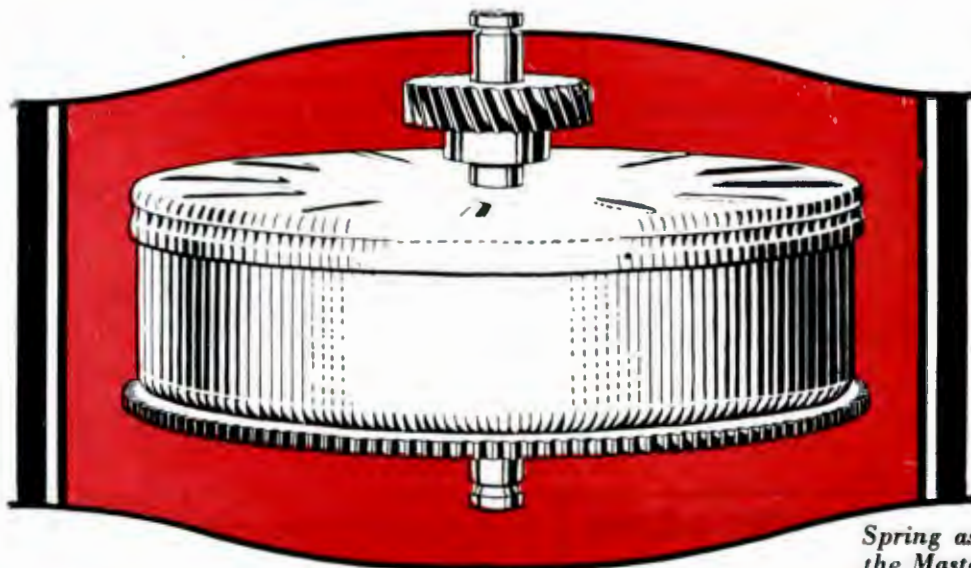
In a phonograph motor spring, sufficient range means adequate reserve power. Needed to pull records of heavy drag—and there are many. Besides, it

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”*



Spring assembly of  
the Master Flyer Motor



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.



## 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., Chicago, manufacturer of the Lyric receiver. Mr. Frankfort, one of the pioneers and best-known figures in the industry, recently completed a survey of general conditions in the broadcasting field.

"Since the very beginning some six years ago, radio has colored our national life," he said. "However, it was not until the presidential campaign of 1928 got into full swing that the people of the United States fully realized what a tremendous power radio really exerted. Like the press, it not only influences the political trend of the nation, but it likewise enters into the educational phase of our daily life. It is no hyperbole that radio programs more than any single thing have made the American people lovers of good music."

According to Mr. Frankfort, radio also made gigantic strides toward mechanical perfection during 1928. "The dynamic speaker was the last great improvement in radio reception," the All-American 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 of 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 to hear! 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 Representatives 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.

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. Kratsch, 2085 Cornell road, Cleveland; W. N. Nevins and L. G. Darling, 411 Georgia Savings Bank Building, Atlanta; Harry Merrithew, 713 South Ervay street, Dallas; M. J. Friel, 171 Second street, San Francisco; H. Cal, Caldwell and William H. Nolan, 2007 Stout street, Denver. Export sales are handled by Ad. Auriema Inc., 116 Broad street, New York City.

## By the Manufacturers of the world-famous Thorens Motor

A COMPLETE line of tone arms made by HERMANN THORENS, Ste. Croix, Switzerland, including the popular straight and "S" shapes; acoustically correct in design. The workmanship is of the highest quality with prices exceptionally low.

A wide variety of sound boxes, spring motors, electric motors, and other accessories is also available. Write for complete details.

**HERMANN THORENS**  
Ste. Croix, Switzerland  
American Branch House:  
**THORENS, Inc.**  
450 Fourth Ave. New York City

## 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 reported upon the radio and telephone trade. They called upon 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 WMAQ.

**MICA DIAPHRAGMS**  
For Loud Speakers and Talking Machines  
**RADIO MICA**  
**American Mica Works**  
47 West Street New York

## ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

## EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

## 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 ground 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 seams to interfere with the proper flexing for the reproducing of sounds. Lately the one-piece Burtex diaphragm has been gaining favor 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 Governor Flem D. Sampson, of Kentucky, during a distributors' meeting at the Cincinnati Club, Cincinnati, O., 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 WLW.

## RCA Booklets Issued

Several new booklets have been prepared by the Radio Corp. of America on Radiolas, speakers and Radiotrons, and are now available to all RCA authorized dealers. They are varied and diversified in such a way as to meet the requirements 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.

## COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing  
**THE PECKHAM MFG. CO.** 238 South Street Newark, N. J.



## Dearborn Ad. Agency Planning Expansion

Advertising and Merchandising Counsel to Many Music-Radio Firms to Move to New and Larger Quarters—Plans Include Expansion Operations

In the immediate future the Dearborn Advertising Agency, well-known advertising and merchandising counsel, of Chicago, will acquire new



Don Leopold

and larger quarters and will further amplify its operations by additions to the planning, copywriting and production departments, according to a recent announcement by Don Leopold, vice-president and managing head of the company. The Dearborn Advertising Agency has specialized in radio-music accounts for several years and to-day probably serves more principals in the radio-music industry than any other advertising counsel in the United States. Included among these are the Allen-Hough Mfg. Co., United Air Cleaner Co., E. Toman & Co., Quam Radio Products Co., Oro-Tone Co., the Phono-Link Co., Southern Aluminum Co., Aluminum Specialty Co. and Eureka Talking Machine Co.

The reason for this specialization may be traced to the fact that Mr. Leopold has been intimately associated with the radio-music business for the past eight years. He entered the field as territorial representative for the Victor Talking Machine Co., traveling throughout the country, and two years later he was affiliated with the Brunswick-Balke-Collender Co., in the capacity of advertising manager. Four years later he was associated for a short time with the Carryola Co. of America and then entered the agency business as head of his own advertising organization.

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

## Geo. E. Westerlund With Polymet Corp.

George E. Westerlund has been appointed head of the purchasing department of the Polymet Mfg. Corp., manufacturer of the line of Polymet fixed condensers and resistances. Prior to his present connection Mr. Westerlund 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 Department 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 carried into 1929. He further states that the output of farm crops during 1928 was about 5 per cent larger than in 1927 and industrial production 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., Philadelphia, Pa., Majestic distributor has reported 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 serial numbers of these sets, which are as follows: Majestic 71, 427481, 423555, 422994 and 427230; Majestic 72, 423167, 427434, 426489, 427414, 427280, 426913, 427575, 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 distributors they compare the number of the machine offered to the one in the foregoing list and forward the information to the Penn Phonograph Co. at 913 Arch street.

## New Freshman Distributor Appointed

HUNTINGTON, 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 modern 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 Thursday, January 10, on the "Vulcania" for a six-weeks' trip abroad. Mr. Brennan, who is accompanied by Mrs. Brennan and their daughter, is planning to visit the important European cities, enjoying a well-deserved rest after closing the most successful year in the history of the Gross-Brennan organization.



No. 51. Console. Genuine burl walnut finish. Two spring motor plays six selections with one winding. Latest type tone arm and reproducer. Large amplifying chamber assures great volume and fidelity of tone.



No. 50. Combination Radio Phonograph. Beautiful Genuine burl walnut cabinet. Phonograph equipped with electric pick-up and Peerless speaker. Radio panel opening 7"x18". Ample space for radio power supply and records. Furnished with either electric or spring motor.

*Excel*

**PRESENTS THREE  
NEW MODELS**



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

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

**Excel Phonograph Manufacturing Co.**

402-414 West Erie St., Chicago, Illinois



## 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 machine 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 Sparton distributor, 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 Sparton 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. Buehn, president of the Esenbe 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 Esenbe Co. recently took another floor (the fifth) in the building it occupies on Penn avenue, 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., was host to about forty Atwater Kent dealers at a dinner meeting at the McLure Hotel, Wheeling. A. R. Gasslein, Atwater Kent manager for the Wheeling district, spoke on "Fac-

tory and Policies." V. E. Chambers, assistant district sales manager of Philadelphia, told of the new types of receivers being manufactured and the service to receiver owners. E. R. Oppenheim, of the Philadelphia offices, explained the "House-to-House Canvass." E. C. Bell, sales manager of the Gee Electric Co., spoke on "The Distributor's Point of View." Following the remarks of Mr. Bell, who also acted as toastmaster, there was a special program of entertainment. A similar meeting of Atwater Kent dealers was held by the Gee Co. in the George Washington Hotel, Washington, Pa.

Determined to give the radio users of the Clarksburg (W. Va.) district the utmost in service the various radio dealers of the city organized the Radio Dealers' Association of Clarksburg and will work in co-operation with the Clarksburg Radio Club.

The Union Supply Co., H. C. Frick Coke Co. subsidiary, which operates sixty stores in nine counties of western Pennsylvania, has Atwater Kent radio sets on display and sale at each of their stores.

The O-M-C Supply Co., Bosch radio set distributor, reports a brisk demand for the Bosch line. Among the newly appointed authorized Bosch retail dealers are Waterman Music Co., Somerset; Baer & Co., Meyersdale; Friedline Furniture Co., Boswell, Pa.; Schade & Nelson, Johnstown, Pa., and Rairigh Battery Service, Windber, Pa.

The G. W. P. Jones Music Co., of Washington, 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 Sparton, Atwater Kent, Majestic, Bush & Lane, Edison, Brunswick and the Victrola-Radiola combinations. In the talking machine department are shown the Columbia, Edison, Brunswick Panatrop and the Orthophonic Victrolas.

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

Philco radio dealer. Other new Philco dealers in the Pittsburgh district are Given Electric Co., Braddock; Freund Radio Service, Carrick, Pittsburgh; Seidel Electric Co., Dormont, Pittsburgh; C. W. Walker, Unity, Pa.; United Auto Service, McKeesport, Pa.; Penn Radio Shop, Wilksburg; Philco Electric Radio Shop, Carnegie, and the Valley Sales & Service Co., Wilksburg.

Fire wreaked damage to the extent of \$75,000 to the Curran Music House, Sharon, Pa., talking machine and radio dealer, on December 13. The owner is R. A. Curran, who stated that there was partial insurance. He at once arranged for the opening of a new store in his former location on East State street.

## Retail Experience Aids Braid Managers

Success Won by the Memphis Branch of Braid Electric Co. Attributed to Work of E. E. Hyde and C. H. McDowell

MEMPHIS, TENN., January 4.—Although the local branch of the Braid Electric Co. did not



E. E. Hyde



C. H. McDowell

assume distribution of Atwater Kent radio products until September 1 of last year the volume of sales achieved in that brief time has been most satisfactory. The company wholesales Atwater Kent equipment in Tennessee, parts of Arkansas, Missouri, Mississippi, Alabama and Kentucky. The Memphis territory was added on September 1 in recognition of the results secured with the line during the preceding six years in Nashville territory. The success which the local branch has won is attributed in large measure to the efforts of E. E. Hyde, branch manager, and C. H. McDowell, city sales manager. Both men have had wide experience and they are well acquainted with the needs of dealers.

## Freshman Uses Two Chassis

In order to clear up misunderstanding regarding the new Freshman line of receivers, Harry A. Beach, vice-president in charge of sales, recently issued a statement explaining that the line comprises two distinct and separate series of models, namely, the "Q" series and the "N" series. Each series is available in three different models.

## Kolster Entertains

Ten thousand people were entertained by the Walter Weyland Supply Co., of Girard, Kan., during the Sekan Festival which attracts farmers and merchants from that part of the country. A Kolster radio power cone in front of the store attracted the attention of the visitors and a large crowd listened to each broadcast.

## Arcturus Athletes Win

The basketball team of the Arcturus Radio Co., Newark, N. J., nosed out the Splittorf Five, representing the Splittorf Radio Co., by a score of 25-24 in a preliminary tussle for the New Jersey Industrial championship.



## WALL-KANES

(The original 10-record needles)

Are now packed in Attractive  
Lacquered Revolving Stands

**THE DISPLAY ATTRACTS  
THE QUALITY SELLS**

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

Usual nominal charge of 10 cents for the stand.

Be the first in your territory to feature this stand.

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

## WALL-KANE

Needle Manufacturing Co.

INCORPORATED

3922 Fourteenth Avenue

Brooklyn, N. Y.

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



# PACENT

## They're Buying These Popular Accessories by Thousands

**T**HE 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.



List Price  
**\$13.50**

**T**HE 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.

**H**ERE 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.

List Price  
**\$75.00**



**PACENT ELECTRIC COMPANY, INC. 7 91 Seventh Ave., New York City**

*Pioneers in Radio and Electric Reproduction for Over 20 Years*

*Manufacturing Licensee for Great Britain and Ireland, Igranic Electric Co., Ltd., Bedford, England*



# ATWATER KENT

## RADIO

*Go to it again!*



MODEL 46. New all-electric receiver for use with Model F-2 Electro-Dynamic speaker or other speakers of the same electrical characteristics. FULL-VISION Dial. Panelled corners, ball feet. Double power tube stage. Requires 7 A. C. tubes and 1 rectifying tube. Without tubes, \$83

MODEL F-2 Electro-Dynamic speaker. True to the whole range of music. For use with Model 46 Receiver or other receivers supplying a D. C. field current. \$34

### Sell them *another* set!

**R**ADIO 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.*



MODEL 53. New, compact, all-in-one set, with Atwater Kent *Electro-Dynamic* speaker. Not much higher than your knee! Makes a beautiful little table for lamp or books—and becomes a musical instrument at the snap of the switch. FULL-VISION Dial. Requires 7 A. C. tubes and 1 rectifying tube. Without tubes, \$117



# ATWATER KENT RADIO

## The Atwater Kent Electro-Dynamic is here!

**T**IMED 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.

Simple. Compact. Rugged. Durable. Reliable. Uses less than a cent's worth of electricity an hour. Only one cord to lamp socket. Only one switch to snap. Built by Atwater Kent to give people what they actually want in the form they want at the price they want to pay.

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 40. 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, \$94



MODEL 56. New, compact, all-in-one combination, with Atwater Kent *magnetic* speaker. Fits so beautifully anywhere. FULL-VISION Dial. Requires 6 A. C. tubes and 1 rectifying tube. Without tubes, \$97



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

ATWATER KENT MANUFACTURING COMPANY A. Atwater Kent, Pres. 4725 Wissahickon Ave., Philadelphia, Pa.



## 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 Phono-



Allen-Hough Rotrola

Link pick-up, announced this week that the company had made three important additions to its line of products, including the Allen-Hough Rotrola, the Allen No. 8 portable phonograph and the Allen No. 22 portable phonograph. These new products have been in course of construction at the company's plant during the past few months and jobbers and dealers who have visited Racine are keenly enthusiastic as to their sales possibilities.

The Allen-Hough Rotrola is a new development, which, when combined with a radio receiver, makes a complete combination instrument. The Rotrola is equipped with the Allen-Hough Rotor and Phono-Link pick-up, both encased in a solid walnut cabinet of such size as to fit perfectly in harmony with practically any set. The new instrument is equipped inside with gold-finished hardware, and is complete within itself, ready to play recorded music electrically through the speaker of any set. The Rotrola has a retail price of \$35, thus broadening the retail market for a product of this kind. The instrument was purposely placed in the

popular-price class for the benefit of building up volume sales.

The Allen-Hough Mfg. Co. reports tremendous enthusiasm from every section of the country where working models of the Rotrola have been introduced. Anticipations for the product are extremely broad and the entire Allen-Hough organization is now engaged in introducing it to established jobbers and to new distributors who have shown interest in this connection.

The Allen No. 8 is a new portable phonograph, larger and more attractive in design than any instrument heretofore marketed by the company. It contains a fifty-inch air column, producing a full, round, deep tone comparable with that of larger machines. It is equipped with a double spring motor of long playing ability, and has an exclusive Toman reproducer. Gold-finished equipment is employed throughout, and one of the features of the Allen No. 8 is its new style embossed record album containing two separations, one for ten-inch records and the other for the twelve-inch records. The top of the portable is padded and all outside hardware is oxidized. Allen No. 8 is furnished in a complete range of accepted colors, in genuine DuPont Fabrikoid coverings.

The Allen No. 22 portable phonograph is equipped with a long air column, insuring volume and tone quality, a ten-inch turntable, large



Allen Portable No. 22

winding handle, strong even-running motor and an exclusive Toman reproducer. A padded top

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



Allen Portable No. 8

equipped with AC electric light socket motors at an increase in list price of \$5.

## 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 just one 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 Tilletson 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.

## MAGNAVOX "Dynamic" SPEAKERS



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



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

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



LICENSED APPARATUS  
DYNAMIC  
THE MARK OF THE GENUINE

THE MAGNAVOX COMPANY  
Oakland, California Chicago, Illinois





# PERRYMAN RADIO TUBES

"Distance Without Distortion"



## 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.

## PERRYMAN ELECTRIC COMPANY, INC.

33 West 60th Street, New York, N. Y.

LABORATORIES and PLANT, NORTH BERGEN, N. J.



**PERRYMAN RADIO TUBES**

A Complete Line of Standard Equipment for every Radio Purpose

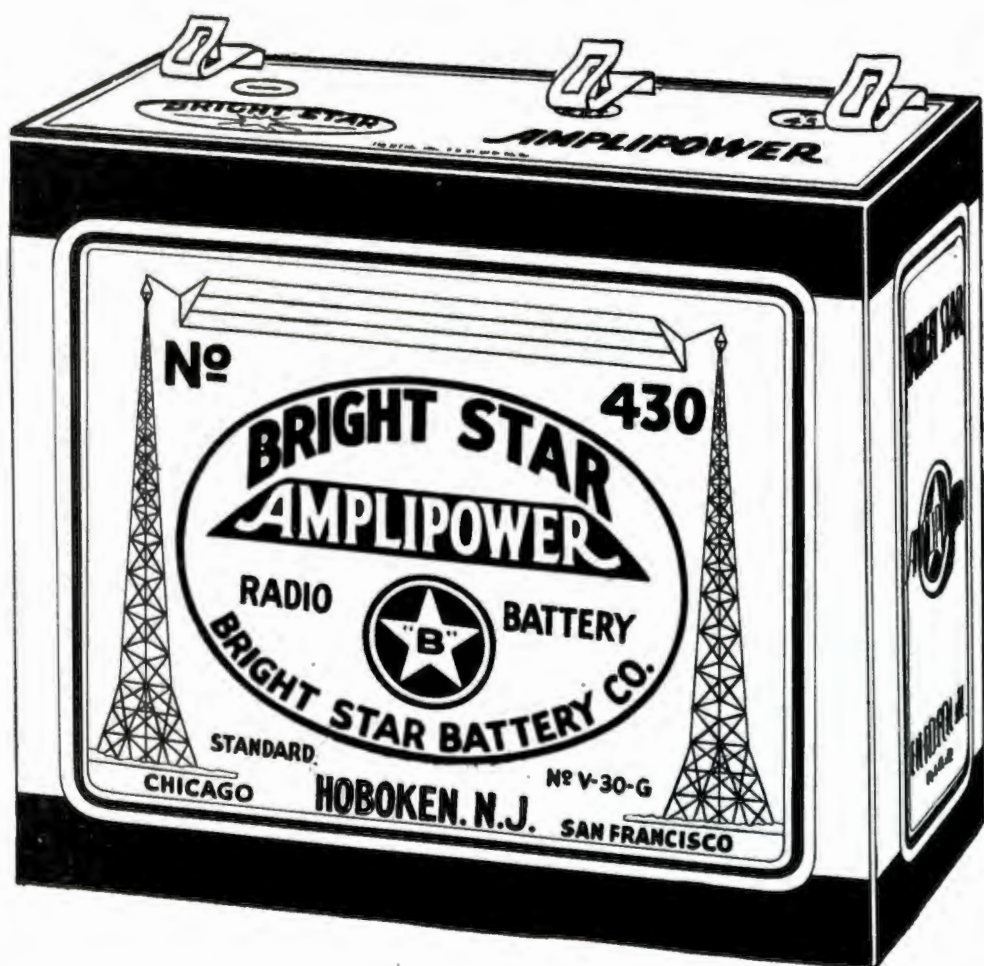




# a PROPHECY ' ' and a PROMISE

concerning

## BRIGHT STAR AMPLIPOWER



**THE PROPHECY:** Radio will always need the dry-cell "B" battery. Radio experts agree that for thoroughly satisfactory reception, the ideal "B" current is the pure direct current obtainable only from dry batteries. Radio owners realize this—and large numbers of them are still using their good battery-operated sets.

Television, too, requires the same unvarying direct current which can be obtained only from dry batteries. And after television, what? No man knows, and few can guess—but all agree that for the most delicate, accurate electrical work the dry battery is the ideal source of current.

**THE PROMISE:** The Bright Star AmpliPOWER—itsself the perfected development of two decades of experience in battery making—will be still further improved in accord with scientific progress.

AMPLIPOWER IS GUARANTEED TO GIVE SATISFACTORY SERVICE FOR 12 MONTHS FROM DATE OF PURCHASE, WITH ANY TUBES OF STANDARD TYPE.

The Bright Star Battery Co. is the only manufacturer of dry batteries having enough confidence in its product to cover it with a binding 12-month guarantee—and the full resources of this company stand squarely behind the battery and the guarantee.

**BRIGHT STAR BATTERY CO.**  
HOBOKEN, N. J.

Chicago

San Francisco

**..TWENTY YEARS BUILDING THE QUALITY LINE..**

## “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 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 returns of 1928 will be repeated.

At the beginning of 1928 it was estimated that 7,500,000 battery receivers 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 super-power 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 retarding of the perfection of broadcasting by unwisely limitation of power by legislation must be regarded by the industry as dangerous to its future success.

## “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 wholesaler 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 Shipenberg, former secretary, has resigned from the firm.

## 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 possesses several distinctive features. Officials of the company first



New Gold Seal Tube Carton

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 when 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.



## 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



D. O. Manseau

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-



**Display Room, Peirce-Phelps, Inc., Wilkes-Barre** ment, and the plans of Peirce-Phelps include closer co-operation with dealers throughout this territory.

D. O. Manseau, manager of the Wilkes-Barre branch of Peirce-Phelps, Inc., has had wide trade experience. Prior to his connection with the Peirce-Phelps company he was associated with the All-American Mohawk Corp. as Eastern sales manager, and before that he held a similar position with the Kellogg Switchboard & Supply Co. Mr. Manseau is well known to the trade in the Wilkes-Barre territory, where he has been outstandingly successful in developing Majestic business.

### Radio Tie-Up With Football

One of the most striking demonstrations of radio equipment in connection with the reception of a popular broadcast feature was made in San Francisco by Sherman, Clay & Co. on the day of the California-Stanford football classic. A Kolster receiver and several Kolster power reproducers were installed on the stage of the San Francisco Civic Auditorium to receive the broadcast account of the game. Ten

thousand people poured into the mammoth hall in San Francisco just before the contest, at the time other thousands were crowding the approaches to the stadium in Berkeley. Sections of the auditorium were marked "California" and "Stanford." Here the rooters for each team took their seats and cheer leaders directed a yelling duel between halves. Spotlights illuminated the Kolster radio receiver and reproducers and they were identified with signs.

### W. C. Fuhri on Trade Trip

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph 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.

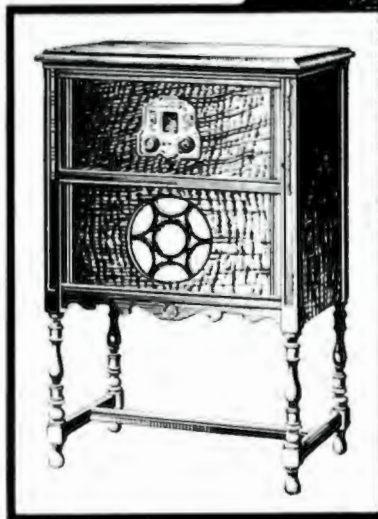
## DeForest Sales Staff to Hold Conference

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 Simon 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

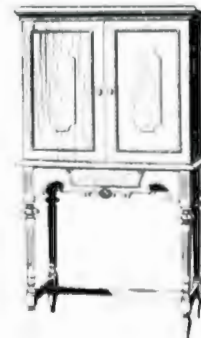
LESS TUBES

Model 4-B (left)—A rich Walnut Console that houses an 8-tube, one-dial A.C. electric radio and magnetic speaker. An outstanding value—beautiful, selective, popular.

## Built Like a Fine Piano

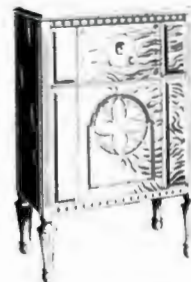
Side by side with concert grands, Bush & Lane Radios pass through the skilled hands of master craftsmen. To these men it is but natural to mate mechanical perfection with exquisite beauty. A resulting excellence gives to Bush & Lane Radio an apparent distinction which is doing more than anything else to place this piano-like radio in the homes of people who really care. Demonstrations never fail to reveal that the outward beauty of choice woods and piano finish is but the spokesman for a higher standard of radio performance.

Within the limits of production, Bush & Lane are seeking and finding the high type of dealers who are prepared to profit by this line of superbly fine radios. A liberal franchise awaits you if you are the type of dealer we want. We suggest that you write and find out.



Bush & Lane Model 7-C—A stately all-electric console radio with 8 tubes, single dial, built-in speaker. Doors swing back out of way. Less tubes, \$185.00.

Bush & Lane Model 9-C—A strikingly beautiful radio in its Louis XVI period cabinet. All-electric, single dial, 8 tubes, built-in speaker. No piano is made finer. Less tubes, \$225.00.



Bush & Lane Model 11-C—A perfect expression of modernity in a cabinet of colorful Goncalo Alver veneer. All-electric, 9 tubes, single dial. Decidedly different, but it sells well. Less tubes, \$350.00.



## 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



Large New Philco Factory Unit Just Taken Over

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 com-



Edward Davis, President, Philco, inspecting New Plant Used as Shipping Room During Holiday Rush for Radio Products  
pany, building plans for further additions on the new property are now being considered by the company.

Preceding the Christmas holidays, orders for the new Philco all-electric radio receiving set reached the peak, making it necessary to utilize the recently acquired factory unit as a temporary shipping point.

### Visits Allen-Hough Plant

J. B. Price, of New York City, Eastern sales manager of the Allen-Hough Mfg. Co., maker of Allen 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.

Thomas J. Price, proprietor of the T. J. Price Music House, 15 West Main street, Belleville, Ill., and one of the pioneer music merchants of that section, died at his home last month. He was well known to the trade.

## Sees Comfort as Real Radio Aid

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 Chas. Freshman-Freed-Eisemann Radio Corp., of New York City. Mr. Beach made this statement following the press report from Paris in which Serge Rachmaninoff, noted pianist and composer, declared that radio listeners are too comfortable to really enjoy radio music.

"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."

## 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.

## 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 leading magazines. Window and counter display material and other dealer helps 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.

### Display Men on the Road

Representatives of the display department of the Atwater 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.

**VAN VEEN SOUND-PROOF BOOTHS and MUSIC STORE EQUIPMENT**

Write VAN VEEN & COMPANY, Inc.,

:::

:::

313-315 East 31st Street, New York City



And in **1929**  
 The **Jensen**  
**AUDITORIUM**  
**SPEAKER**  
**DYNAMIC, OF COURSE!**



**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 or 290 for operation.

Model  
Model  
Model

**JENSEN RADIO MANUFACTURING COMPANY**  
 338 N. Kedzie Ave., CHICAGO, ILL.  
 Jensen Patents Allowed and Pending—Licensed under



## Temple, Inc., Absorbs Sleeper Radio & Manufacturing Co.

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.



Gordon C. Sleeper

The Temple organization, long prominent in speaker 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 Amplion Co.

The Temple picture for 1929 should assume tremendous proportions. In a little over twelve months the present Temple 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



Fred W. Piper

Industrial District of Chicago, where full facilities are available to take care of ambitious production plans for the 1929 season.

### Freshman-Freed-Eisemann Radio Concerts

C. A. Earl, president of the new Freshman-Freed-Eisemann merger, announces the signing of a year's contract with the National Broadcasting Co. which started Tuesday, January 1, and will continue every Tuesday thereafter at 10.30 p. m. Eastern Standard Time.

The program will alternate between the Freshman and Freed-Eisemann divisions of the company, and will be known as the "Orchestrians." The musical trade-mark of this new hour has been written especially for the Freshman-Freed-Eisemann program by Raymond Hubbell, Broadway composer, best known for such successes as seven Ziegfeld Follies, six New York Hippodrome productions, and many others such as the present sensational hit "Three Cheers" with Will Rogers and Dorothy Stone.

The coast-to-coast hook-up will go over stations WJZ, WBZ, WBZA, WHAM, WBAL, KDKA, WLW, WJR, KYW, KWK, WREN, KOA, KSTP, KPO, KFI, KGW, KOMO, KHQ and KSI.

Clarence A. Earl, president of the Charles Freshman-Freed-Eisemann Radio Corp., New York City, addressed the radio audience and his

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 businesses 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 night after night 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

SYRACUSE, N. Y., January 2.—William D. Andrews, Victor distributor for the past twenty-five years, and a brother of C. N. Andrews, Victor Buffalo jobber, died on Sunday, December 30, of pneumonia after an illness of a few days. Mr. Andrews had been suffering from ill health for some time. He was seventy-one 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., 388 Jackson avenue, Jersey City, N. J., recently conducted a most successful pre-holiday sale on Federal Ortho-sonic radio receivers.

### Type M Recording Wax

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

**F. W. Matthews**

126 Prospect Street, E. Orange, N. J.

### M'f'g. Radio & Phonograph HARDWARE

PERFECT  
Portable Needle Cup  
Open Stays Open  
Closed Keeps Closed

Star Mach. & Nov. Co.  
Bloomfield, N. J.





# Bremer-Tully

Six models priced from \$115.00 to \$490.00—a complete line.



B-T 7-71

A shielded AC set with four tuned stages. Push-pull amplification. Seven tubes and rectifier. Tone control for choosing tonal pitch as preferred. Walnut cabinet with sliding doors. Dynamic Speaker.



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**

656-662 Washington Blvd. Chicago, Illinois

COUPON

Dealer

Street

City \_\_\_\_\_ State \_\_\_\_\_

R M W-1



## "Quality Rather Than Quantity Merchandise Will Be Rule of 1929"

Clarence A. Earl, President of the Chas. Freshman-Freed-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 to-day, according to Clarence A. Earl, president of the Chas. Freshman-Freed-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 broaden 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 Newburyport, 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 had 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.



29 YEARS MAKING GOOD INSTRUMENTS



# Popular MAGNETIC REPRODUCERS

*that assure  
satisfaction with  
all radio receivers!*

Exceptional tone quality and volume . . . a Condition Equalizer that compensates for inequalities of audio amplifiers . . . moderate price within the means of every set owner . . . these three features make Newcombe-Hawley Magnetic Cone Reproducers big sellers. Order a stock today and get your share of this profitable business!



**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.*



**MODEL 83**  
(shown at left)  
Portable model in walnut—*with or without Condition Equalizer.*

**MODEL 81**  
(shown at right)  
Table model with unit concealed behind grill—*with or without Condition Equalizer.*



**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., 130 W. 42nd Street New York City, N.Y.

# NEWCOMBE - HAWLEY

**RADIO**  **REPRODUCERS**



# "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 indicated for 1929.

nith dealer of Cleveland, O. As seen in the photograph of the window, 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 Polkphone line in its own factories here. The firm distributes the Okeh record line throughout the South and has done a nice volume of business on 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, feeling that a constructive educational campaign will make for efficiency.

## 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.

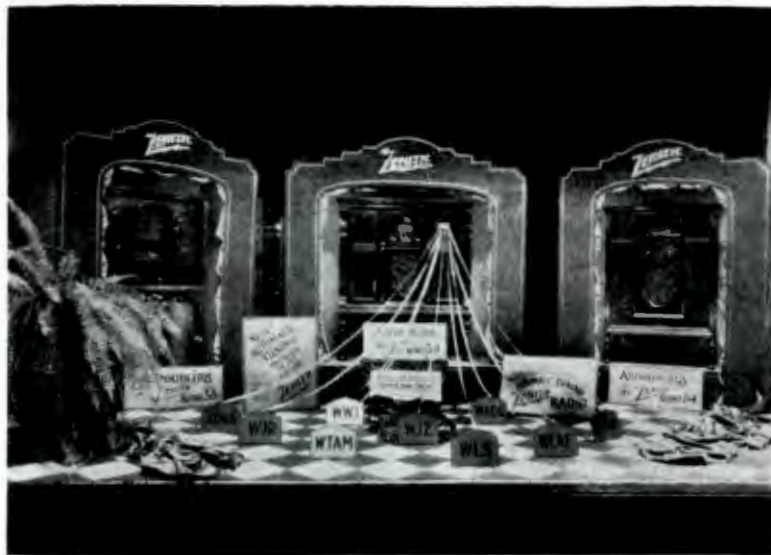
That all indications point to the operation of a well-organized gang of radio thieves is the deduction of A. A. Arnold, manager of the Kansas City Radio Store, which was practically looted just before Christmas and stock valued at over four thousand dollars was taken and apparently removed by truck.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

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

## Smerda's Features Zenith in Display

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 atten-



How Smerda's Music House Displays Zenith Radio

## For BEAUTY and QUALITY

1929

# EXCELLO 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, Phono-Radio switch, Radio adapter, automatic shut-off, etc.

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



Style R-53—Closed



Style R-53—Open

EXCELLO PRODUCTS CORP.

4824 West 16th Street  
CICERO, ILLINOIS

Dealers and Distributors are invited to write for complete details of franchise offer. The Excello is nationally advertised and nationally preferred.



# 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 8:30 Eastern Standard Time—through Stations WJZ-WBZ-WBZA-WHAM-WBAL - KDKA - WJR - WLW - KYW - KWK - WREN



*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:

	6 months ended November 30—	
	1928	1927
Sales .....	\$22,678,648	\$3,717,204
Royalties .....	1,813,133	.....
	\$20,865,515	\$3,717,204
Mfg. development costs, depreciation, etc. ....	16,324,742	2,574,986
Selling, gen. admn. and fin. exp. ...	1,540,018	540,283
Profit before Fed. taxes.....	\$ 3,000,755	\$ 601,934

The balance sheet of the company as of November 30, last, shows substantial improvement over that of May 31, 1928, with current assets of \$7,709,465 as against current liabilities of \$3,711,814, leaving a net working capital

of \$3,997,652. This compares with current assets of \$2,925,009 and current liabilities of \$1,910,927 on May 31, or a net working capital of \$1,014,082. Cash increased to \$1,250,320 from \$142,901 and accounts and notes receivable were up \$2,040,843 from \$700,145. Inventories were more than double those on May 31, totaling \$4,385,321 as against \$2,040,341.

The company's net worth on November 30 was \$6,381,604.19 as compared with \$2,358,500.10 on May 31.

### President Grigsby Comments

In a report to stockholders, B. J. Grigsby, president of the company stated:

"At the present time there are no bank loans or notes payable outstanding. Accounts receivable are in a very liquid condition, since they represent about ten to twenty days' business outstanding. Collections have been exceptionally good considering that sales for November aggregated \$5,286,062.55, as compared with collections of \$5,710,961.06.

"It may be further noted that the stockholders' equity increased \$4,023,104.00 of which \$1,137,300.00 resulted from sale of additional stock and \$2,885,804.09 from net profits less dividends paid.

"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 rela-

tively 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

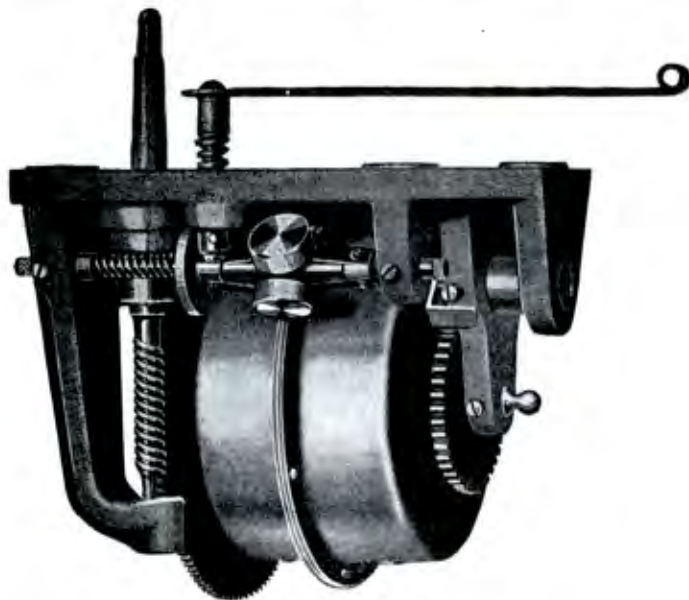
The annual sales meeting and convention of the QRS Co., Chicago, was held on Friday and Saturday, December 28 and 29, in Chicago. The business sessions, which were attended by sales representatives who make their headquarters at the Chicago QRS office, were held at 333 North Michigan avenue, the main 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



Motor No. 102

A Quality Line of Motors Tone-arms and Reproducers



**POLLOCK-WELKER, Limited**  
Kitchener, Ontario, Canada



Cable Address: Polwel, Kitchener Established 1907 Code: A. B. C., 5th Edition, Bentley's



# BOSCH RADIO



Authorized Bosch Radio Dealers are now showing specially designed console illustrated, with its fine selected and patterned woods, rich carvings and beautiful finish, and are offering this console 28A with Standard Bosch Radio speaker and the Model 28 Bosch Radio Receiver. Price \$197.50, less tubes. Model 28C, a similar model, with electric dynamic speaker is \$237.50 less tubes.



Authorized Bosch Radio Dealers are now showing the console Model 29B, specially designed for them with super-dynamic speaker and special high-power speaker supply. Console has sliding doors, beautiful craftsmanship and selected woods. Bosch Radio Dealers are offering this console 29B with super-dynamic speaker and special high-power speaker supply with Bosch Radio Model 28 Receiver. Price \$295.00, less tubes.



Bosch Radio Model 28—110 volt AC. Seven AC tubes and power tube. Single tuning, lighted dial. Solid mahogany cabinet. Price \$132.50 less tubes.

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 is licensed under patents and applications of R.C.A., R.F.L., and Lektophone—Prices slightly higher west of Rockies and in Canada.

AMERICAN BOSCH MAGNETO CORPORATION  
SPRINGFIELD MASSACHUSETTS

Branches: New York Chicago San Francisco



## 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 Offices With A. J. Farkas as Manager

St. Louis, Mo., January 9.—The past year was an unusually prosperous one for the talking machine and radio trades in the St. Louis district, an increase of approximately 35 per cent being recorded in the volume of business handled during 1928 as compared with 1927. Phonographs and records shared 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 recording artists, who are expected in the city during the early part of January. Lewis and his band will appear at the Missouri Theatre here and the local Columbia branch is 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 "Singing Fool" at the Midtown Theatre. 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. Haenle, 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 meeting given to local record salesmen at the Statler Hotel on December 7. H. E. Delano, who was connected with the Victor Red Seal Record School for many years, and who is now in charge of the record sales promotion department of the Brunswick Co. in Chicago, conducted the meeting. Mrs. Haenle assisted.

The Brunswick Co. recently introduced to the trade the new 108 Portable Panatrop, 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 taken a lease on 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 75,000 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 introduced to the 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 Koerber-Brenner 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. 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, and by the Duc Radio Co. Mr. Kaemmerer will handle the Brunswick line and the Duc Co. will handle the new Duc receiver.

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 8.—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 "not been so 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 hung up a good showing during December. The visit here of Lee Morse, Columbia artist, who appeared at the Pantages Theatre, did much to increase the sales of her records. Ted Lewis is billed for the Minnesota 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. Every Majestic radio set was sold and letters from dealers all over the country brought inquiries as to the Foster & Waldo advertising and even requests 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 Sparton, 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 on the books for years. New accounts have been opened right along.

The George C. Beckwith Co., Victor distributor, announces 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 9-54 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 Orthophones are going fair with the low-priced Automatic Electric at \$365 doing an excellent business.

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

## Two DC Radiolas 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 DC receivers. 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 general characteristics of the circuits these DC Radiolas 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 Winsten & Sullivan, Inc., New York, with that of Addison Vars, Buffalo, N. Y., has been announced. The new company is known as Addison Vars, Inc. Offices will be maintained in New York, Buffalo and Syracuse. Addison Vars is president of the new firm, and Harry J. Winsten, executive vice-president. Otherwise the personnel of the organizations is the same.

### IT IS SIGNIFICANT

THAT EVERY RECORD MANUFACTURER IN THE UNITED STATES IS A USER OF OUR STANDARD

**COTTON FLOCKS FOR RECORD MANUFACTURE**

CLAREMONT WASTE MFG. CO., Claremont, N. H.



# 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 now here, at your command for greater accuracy and thoroughness; bigger profits and satisfied customers.

Tubes, power units, loads, breakdowns, voltages, all instantly analyzed, peaking condensers, also modulated radiator. 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 1½ to 15 volts, including screen grid, heater type, and rectifier tubes, are shown by meter readings; the only service instrument that shows output of rectifier tubes on meter.

The oscillation tests from alternating current are made possible by the exclusive self-rectifying SUPREME 400A Power Plant. Every radio engineer and service man will appreciate this feature.

The SUPREME 400A radiator sends out a modulated wave. Simply plug into A.C. line. No more wasting valuable time on broadcast stations; always at your service and finer adjustment assured.

Condensers can be balanced or synchronized—not by the former tedious methods—but with both meter reading and audible click. Easy and much more accurate.

All continuity tests can be made from socket on either A.C. or D.C. sets, with independent cathode readings.

The SUPREME 400A heavy-duty rejuvenator provides scientific method of rejuvenation of any thoriated filament tube. Will reactivate up to 12 tubes at one time without removal from set. Push a plug—the SUPREME does the rest.

The SUPREME 400A will give direct reading of

amplifying power of tubes and will show actual working condition of all tubes.

The SUPREME 400A will play radios with open transformers and will give condenser, choke coil output, and capacity output on radios not wired for that purpose.

Access is provided to all apparatus through pin-jacks. Will test condensers for breakdown. Contains various fixed condensers from .001 to 2 mfd., a 30-ohm rheostat, a 500,000-ohm variable resistance, and an audio transformer, for instant use and various combinations.

It will give plate and filament voltage readings with or without load; will test voltage and current of all radios, including those using tubes such as 210 and 250. It will give grid circuit readings up to 100 volts; plate voltage readings up to 600 volts; will test output of trickle chargers, or any output up to 2½ amps.

Why wait longer? Share in the satisfaction and added profits that come with SUPREME ownership.

### Three Weston Meters

Mounted in Bakelite cases.  
1 Voltmeter, three scales of 0/10/100/600, 1000 ohms per volt.  
1 Millimeter, of 125 mils and 2½ amps.  
1 A.C. Voltmeter, three large scales of 0/3/15/150.

### Prices and Terms

Under our time payment plan the Model 400A SUPREME can be bought for \$38.50 cash and 10 trade acceptances (installment notes) for \$10 each, due monthly. Cash price, if preferred, \$124.65. All prices are net and do not carry dealers' discounts.



## Complete, Handy Carrying Case

The case containing the instrument was designed after careful study by practical radiotricians of many years' experience in radio service. Its arrangement is most complete and convenient. A proper place for every tool, accessory, part and material that a service man might need; even a swinging tube shelf that affords absolute protection to tubes. A complete set of tools, from electric soldering iron to screw driver, is furnished; and, of course, all necessary adapters and accessories. Everything the service man requires—all in one case. And still, due to ingenious design, this case is only 18"x10½"x7", and weighs complete only 25 pounds.

## Send No Money

The SUPREME must sell itself to you on sheer merit and performance. We are willing to place it in your hands for actual use in your service work, and allow you to be the sole judge of its value. Fill out and sign the following request for six-day trial.

## Six-Day Trial

Date.....

SUPREME INSTRUMENTS CORP.,  
312 Supreme Building,  
Greenwood, Miss.

Please ship me the SUPREME instrument I have checked below. Upon delivery of the instrument I will deposit with the express agent either the cash price OR I will deposit the down payment and sign trade acceptances (installment notes) on the basis of the following prices and terms:

- SUPREME Portable Radio Laboratory No. 400A—Price \$38.50 cash and ten trade acceptances (installment notes) for \$10 each, due monthly. Cash price, \$124.65
- SUPREME Set Tester, No. 99A—Price \$28.50 down and eight trade acceptances (installment notes) for \$10 each, due monthly. Cash price, \$97.65.

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 to the express agent in good condition with the seal unbroken (see note below) and all tools and parts intact. Upon such return and upon the prepayment of return express charges, the deposit I have made with the express agent will be promptly returned to me.

Signed .....  
Firm Name .....  
Address .....  
City ..... State.....

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

NOTE: The seal on the panel of the instrument covers the master screw in the assembly. It is never necessary to disturb this, and it does not in any way prevent or restrict the use of the instrument. Factory guarantee ceases with disturbance of seal.

# SUPREME

## Radio Diagnostics

*conceivable*  
Makes every test on  
any Radio Set—



**Radio Owners:** Look for this emblem in your radio shop or on the button worn or card carried by your service man. It is your guarantee of dependable service.

## SUPREME MODEL 99A Complete Set Tester



Model 99A

An ideal instrument for the busy service man. Light in weight, compact, accurate, thorough and complete. Comes in a well-constructed, leather-grained, brass-bound traveling case with compartment for tools, etc. All necessary adapters and accessories furnished.  
Only \$28.50 cash and 8 trade acceptances (installment notes) for \$10 each, due monthly. Cash price, \$97.65. 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 mov-



DeVry Cine-Tone

ies." The Cine-Tone consists of a regular 16-mm. DeVry motion picture projector geared to a phonograph turntable, which is mounted on the same base as the projector. The turntable is geared by shafting direct to the mechanism of the projector, insuring synchronization between the action on the screen and the sound coming from the record. The reproduction from the phonograph record is effected through the use of an electric pick-up, which is connected with a radio loud speaker. The great libraries of popular electrically recorded phonograph records, such as those of Victor, Columbia, Brunswick and others, thus become wedded to motion picture illustration.

The Cine-Tone is a compact, lightweight, all-metal unit that can be placed upon a small stand. With the record on the turntable and the film threaded in the projector, one electric cord is plugged into a wall socket and the movie projector, and another electric cord connects the pick-up and the radio loud speaker. The Cine-Tone may be used individually as a motion picture projector, as a phonograph with electric reproduction through the radio receiver, or as a synchronized talking motion picture device. Regular releases of "talking and singing" movie films will be issued each month in the form of dramas, recitations and songs, so that there will be a constant supply of fresh and novel entertainment. The Cine-Tone retails for \$250, including the carrying case.

The base and uprights are in two-tone Damaskene silver overcast with blue. The lamp house and all exposed parts which are subjected to wear are finished in chrome.

The January list of DeVry Cine-Tone films includes "Laugh, Clown, Laugh," "Indian Love Call," "Trees" (Joyce Kilmer's well-known poem, sung by a contralto who appears at one side of the screen), "When You and I Were Young, Maggie" and "Cohen at the Telephone."

### A. K. Representatives Meet

Field representatives of the Atwater Kent Mfg. Co. from the four corners of the country gathered at the home offices of the company during the holidays, at which time many informal sales conferences were held. The meetings were presided over by Vernon W. Colla-

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 Crosley 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 set 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 28, includes the following: Jack Waddell, Wetmore-Savage Co., Boston; Howard Shartle, Cleveland Talking Machine Co., Cleveland; Robert Coleman, George C. Beckwith Co., Minneapolis; Robert Himmell, Hudson-Ross, Inc., Chicago; Charles Carper, Nebraska-Buick Co., Lincoln; Lester Mingins, Twentieth Century Radio Corp., New York, and Al Ravenscroft, Kierulff & Ravenscroft, Los Angeles. An eighth member to be selected from the distributors in the southwestern 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 Radio Corp., and Wired Radio, Inc., a subsidiary of the North American Co. Kolster holds extensive patents and manufacturing rights in wired radio and North American has 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 Shaper 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 \$35,000.

## 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



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 garbed in typical collegiate raiment 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 tie-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 as being among their big sellers.



A feature of the annual banquet of the office chamber of the Sterling Mfg. Co. in the Cleveland Chamber of Commerce was a box of California raisins sent for the occasion by B. E. Trupp, of the San Francisco office of Detsch & Co.

## GRAMMOPHONES IN SCANDINAVIA

Swedish firm with a vast and effective organization wants to represent leading make in grammophones and records. Please write

**WILH. ANDERSSONS ANNONSBUREAU A/B, Stockholm, Sweden**



## 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.



*Model 155  
Closed*

**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 Switchboard & Supply Co., Says Feature Refinements for 1929 Will Tend Toward More Faithful Reproduction of Programs

THE year 1928 gives evidence of stabilization in the radio industry and there is every indication that 1929 will be a prosperous year for manufacturers, jobbers and dealers who have put their houses in order so as to carry on in a manner dictated by good business practice. Others will fall by the wayside. The few troubles that have beset the business during the past year are but the growing pains of an industry which, in seven years, has grown to sixth place among all the industries.

The feature refinements for 1929 will be those which will help to more faithfully reproduce

whatever is sent over the air. Price fluctuations are to be deprecated, as they tend to keep many 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. B. 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. Rey, manager of the Richmond branch office of the James K. 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 Casagrande, 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 line in addition to Atwater Kent, which it has been carrying for some time.

Richmond is enjoying grand opera this Winter 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 Electric 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 every Atwater 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, each sale of the items triples itself in 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 closely in 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. Perhaps never, 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 industry. An identical opinion is also held by H. G. Erstrom, executive secretary of Federated Radio Trade Association, on the basis of reports submitted by radio wholesalers throughout the country.

"By the end of the 1928-1929 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 far distant when there will be a radio set in every home in the country."

No wonder  
customers  
are flocking  
to the doors  
of Stevens  
Speaker  
dealers!



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

Word of the merits of this marvelous reproducer—the Stevens Dynamique—is being passed from mouth to mouth. . . . Never has such perfection in performance been approached. . . . Hearing this speaker makes every radio fan desire to own it.

Both the Stevens Dynamique and Magnetic Speakers are securing wide attention through an extensive consumer advertising campaign.

Write for trade information

**Stevens**  
Speakers  
"tell their own story"

STEVENS MANUFACTURING CORP.

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



## 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 the 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 international 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, poinsettias, 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

TRADE MARK REGISTERED

THE SPEEDY SAFE ECONOMICAL PACK FOR FURNITURE, PHONOGRAPHS AND RADIO CABINETS

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—though of tough hardwood 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—releasing 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.

NEW YORK OFFICE  
No. 80 Maiden Lane  
Rulofson & Company  
Eastern Representatives

C. L. Strey,  
General Sales Representative  
Wabash, Indiana.

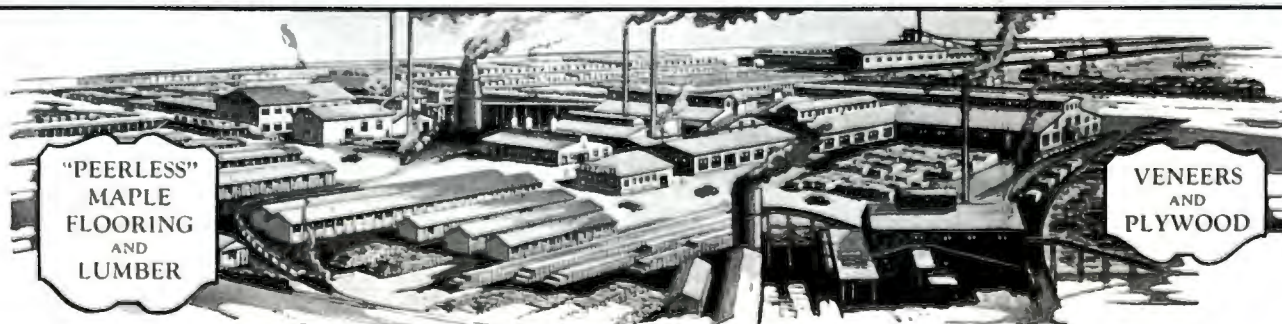
#### BRANCH OFFICES

Studley Box and Lumber Co.  
Rochester, N. H.

CHICAGO OFFICE  
Republic Box Company,  
903 N. Halsted St.,  
Representatives

New England States:  
G. E. Young and Company,  
Lebanon, N. H.

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH.



"PEERLESS"  
MAPLE  
FLOORING  
AND  
LUMBER

VENEERS  
AND  
PLYWOOD



## 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. Sales promotion plans, the 1929 advertising campaign, which will include street car, billboard, newspaper and other forms of advertising, were discussed 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 W. Namaker, advertising and sales promotion manager; James J. Davin, Jack Mueller, 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 climaxed a series of events which led up to the informal 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, fifty trucks were busy delivering the new combination to the dealers, each truck carrying a large banner, and the final deliveries being made early 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 the ability to handle 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 will meet the requirements of practically any will meet the requirements of one employing only one 171-type tube up to the most powerful type 250 push-pull amplifiers.

Demonstrations of the new Auditorium speaker have been made to a number of the leading set manufacturers, and samples have already been supplied to laboratories and engineering departments of a number of the larger companies. List prices of 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 which the Jensen Radio Mfg. Co. has been producing since June of 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 interest 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.

a big  
name  
De Forest  
grows  
bigger  
De Forest

Watch De Forest in 1929! The biggest advertising campaign in its history means faster sales, more profits for every dealer with the De Forest franchise. Write today for full particulars.

DE FOREST RADIO COMPANY  
JERSEY CITY, N. J.



QUAM RADIO PRODUCTS CO.  
 MANUFACTURERS OF QUALITY RADIO PRODUCTS  
 8708 COTYARD DRIVE AVENUE  
 CHICAGO, ILL. U.S.A.

December 17, 1928

Talking Machine World  
 Graybar Building  
 420 Lexington Avenue  
 New York City

Attention: Mr. Lee Robinson

Gentlemen:

Mighty glad to receive your letter of December 11th and learn that you were changing the name of your valued publication to include radios.

This is a wise move because the Talking Machine World is one of the most important radio publications in the country at the present time.

With kindest regards and best wishes for your continued success, I remain

Yours very truly,  
 QUAM RADIO PRODUCTS CO.  
 By *F. F. Paul*  
 General Sales Manager

FFPaul/db

Columbia Phonograph Company, Inc.  
 THE NEW COLUMBIA PHONOGRAM AND COLUMBIA NEW PROCESS RECORDS

1818 BROADWAY  
 NEW YORK CITY

December 14th, 1928

Mr. Lee Robinson, Business Manager,  
 Talking Machine World & Radio Music Merchant,  
 Graybar Building, 420 Lexington Ave.,  
 New York City.

Dear Mr. Robinson:

I appreciate your letter of December 11th, explaining your change in name and the reasons which prompted you in making the change.

I can only say that I agree with you and wish you every success.

I sincerely hope that the larger field will recognize the merits of the newly named magazine and be greatly increased.

All good wishes.

Sincerely,  
*H. C. ...*  
 President

CO:EMA

**Frere Jolly**  
 Manufacturing Company  
 "Pioneers of Better Tasting"

WASHINGTON BLVD  
 CHICAGO Dec. 17th, 1928.

Mr. Lee Robinson, Business Manager,  
 The Talking Machine World,  
 420 Lexington Ave.,  
 New York, N.Y.

Dear Sir:-

Your notice received in reference to changing name of your publication.

May we take this opportunity of expressing our hope that this is just another step forward and that you may long continue to increase and grow.

Sincerely yours,  
*J. J. ...*  
 President

J:J-C

THE BENWOOD-LINZE CO.  
 RADIO EQUIPMENT AND SUPPLIES

1142 EIGHTH AND WASHINGTON AVE  
 SAINT LOUIS

December 14th, 1928.

Mr. Lee Robinson, Business Mgr.,  
 The Talking Machine World,  
 420 Lexington Ave.,  
 New York, N. Y.

Dear Lee:

I find upon my return to the office this morning announcement of the change in name of The Talking Machine World.

Would like to extend my congratulations on your decision, and to extend my best wishes for your continued success.

Yours very truly,  
 THE BENWOOD-LINZE CO.  
*Harold J. Linze*  
 President.

ELJ:BM

Freed Eisemann Radio Corporation  
 Janus Street and Liberty Avenue  
 Brooklyn, N.Y.

December 15th, 1928.

Mr. Lee Robinson,  
 c/o The Talking Machine World,  
 420 Lexington Avenue,  
 New York City.

Dear Lee:

Your letter of December 11th, advising us of the change is same received and think the one selected a very appropriate one.

Want to wish you all the success in the world.

Very cordially,  
*A. A. ...*  
 AAT:ES

SONORA PHONOGRAPH COMPANY, INC.  
 NEW YORK CITY

December 15th, 1928.

Mr. Lee Robinson,  
 Talking Machine World & Radio Music Merchant,  
 420 Lexington Avenue,  
 New York City.

Dear Mr. Robinson:

Permit me to congratulate you on what I believe is a very wise move in the addition to the name of your excellent publication.

While it is perfectly true, of course, that the radio industry has always received adequate editorial treatment in the pages of "The World", at the same time it is equally important to emphasize the position to which radio is rightfully entitled in the trade, and I think your choice of the words "Radio Music" exactly fills the bill.

You may have noticed that recently our publicity has been directed towards making the very point which your change of title indicates. We believe that the Sonora radio is a musical instrument. In this connection, let me quote the words used in our weekly broadcast of the Sonora Hour last Thursday: "The Sonora Radio, by the introduction of many new features, has been elevated into the class of true musical instruments, whose purity of tone, truthfulness of reproduction, and faithfulness of reception.....etc."

That seems to me to sum up the exact situation indicated by your change of name. And the fact that an increasing number of old established music houses are featuring the line - in more than one case actually adding a new department for the purpose - is additional evidence that the trade has acknowledged the truth of our contention and that your change of name is a timely one.

With all good wishes, believe me

Yours very truly,  
*A. J. ...*  
 Vice-President & General Sales Manager.

AJ:LK

THE POOLEY COMPANY  
 FORMERLY POOLEY FURNITURE COMPANY, INC.  
 RADIO CABINETS  
 CABINET REPLACEMENTS  
 AND FURNITURE

PHILADELPHIA

December 12th, 1928.

Mr. Lee Robinson, Business Manager,  
 Talking Machine World & Radio Music Merchant,  
 420 Lexington Avenue,  
 New York City.

Dear Mr. Robinson:

Permit me to congratulate you on the announcement made in your letter of December 11th.

Your publication will undoubtedly be a wonderful advance in its service to the radio and phonograph trade under its new title "TALKING MACHINE WORLD & RADIO MUSIC MERCHANT."

Very truly yours,  
*B. Pooley*  
 For THE POOLEY COMPANY.

BS:JH

**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 outfits 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 F-2, 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 dur-

ing 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 B. 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.

The annual sales meeting and banquet of the local Brunswick staff 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 Koussevitsky, 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. Fuller, the latter handing the records to Mr. Koussevitsky. The numbers recorded were "Petrouchka" 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 recording, 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 bridegroom, with Miss Claire Hyman, daughter of Mr. and Mrs. Harris Hyman, of that city, as the bride.

# Meet 1929 Prosperity

With a display of the greatest line of instruments in Victor history—every one the greatest value in its class. BUT to be SOLD—they must be shown and demonstrated to the public through the dealer.

*Let Ditson Service Take Care of Your Stock Requirements*

**Oliver Ditson Co.**

Boston

**Chas. H. Ditson & Co.**

New York





*Watch*

TEMPLE



*in*  
*Radio*

Temple Corporation

1915 S. Western Ave.

Chicago, U. S. A.





# The Trade in PHILADELPHIA and LOCALITY

## Philadelphia Trade Anticipates Continuance of Volume Business

Sales for Last Quarter of 1928 in All Lines Reach a New Pinnacle—Cabinet Radio Sets 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 throughout the last quarter of 1928 reached new pinnacles, and the only bar 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 manufacturers' 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 Panatrop 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 newest products will be featured during the current month as the offerings for the early 1929 season. These newer types are the two models known as 5-KR-6 and 3-KR-6, the former a straight radio in console cabinet with dynamic speaker, listing at \$248, and the latter a Brunswick Panatrop-Radio combination in console with seven tubes, listing at \$450 complete. This year's portable line also features a new Brunswick phonograph with all-wood tone chamber of reproducing qualities 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-appelling displays, all were perfected by Manager Raymond J. Boldt, of the record department, for Christmas numbers, theme songs and popular 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 with theatre attractions where Victor artists appear in screen productions. One of these will be given its initial exploitation this month when Fanny Brice will be screened in a talkie at the Boyd Theatre, Nineteenth and Chestnut streets, in "My Man," on January 28. The record of "My Man" will be released on January 14 when advance notice will appear at the luxurious newly opened theatre. Newspaper ads, screen announcements, stage and lobby concerts on the Orthophonic, streamers adorning the theatre front and lobby, window displays, flyers, screen advertising of the records, all will be employed to give the dealers advance and current advertising of the Brice records to tie in with "My Man." Manager Boldt, of the wholesale house, 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 393 Seventh avenue, the local offices at 730 Market street have been closed. All Val Phonic and Valley Forge business is now being conducted from the New York headquarters.

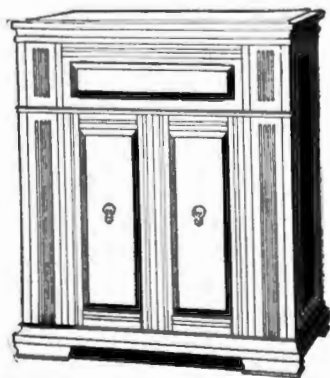
### G. A. Tatem New Sales Manager

George A. Tatem, who formerly traveled through Harrisburg, Lancaster and points nearby those Pennsylvania cities, for the Philadelphia Victor Distributors, Inc., has been pro-

(Continued on page 96)

## VICTOR

Presents the most complete line of musical instruments ever offered



Automatic Orthophonic  
Victrola  
No. 10-35  
List Price \$365.00

### Four of the Latest Products

**Automatic Electrola No. 10-69**  
List Price \$850.00

**Electrola Radiola No. 9-18**  
List Price \$925.00

**Automatic Electrola Radiola**  
**No. 9-54 List Price \$1350.00**

These instruments are backed by a powerful advertising campaign in newspapers and magazines.

Order now!

**H.A. WEYMANN & SON, INC.**  
1108 Chestnut Street—Philadelphia, Pa.

Victor Wholesalers





Airplane view of part of grounds and exhibition buildings, Leipzig Trade Fair.

# 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

Leipzig Trade Fair, Dept. T.M.-1  
11 West 42nd Street, N. Y. C.

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 .....



## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 94)

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, with the first of the year, took over the out-of-town field. Albert Hughes has severed his connection with the firm, and his territory in Allentown, Reading and Bethlehem has been taken over by C. W. Kohl, who will cover that section in addition to his old grounds in southern New Jersey. Irma Groell, 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 could secure from the factory, and so 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 25, and already has a large advance 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 Watterson Stores, Philadelphia branch.

### Sells Many Complete Opera Sets

While John B. Di Stefano, who conducts one of the prosperous Victor talking machine stores in South Philadelphia, at 1303 Dickinson street, has made his 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."

### Wilrath's, Inc., Opens New Store

J. Ralph Wilson, who formerly was president of the group of chain stores comprising the



3 1/2 inches diameter  
Patented 1923

## Velvaloid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

### PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

J. R. Wilson Co. and recently severed his connection with that concern, is again identified with trade circles as head of Wilrath'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 Victor line, Atwater Kent, RCA and Majestic radio products and the Brunswick Panatrop 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 Kendle, Miss Marian Mills, Mrs. Lilian Blessing and Miss H. L. Hannan, who were connected with the Broad street headquarters of the Wilson concern.

### Jobbers' Group Elects Officers Pro-tem.

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 Mercantile 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:

Stewart-Warner Sales Co., Philadelphia Motor Accessories, Raymond Rosen Co., J. V. Kane Co., Franklin Electric Co., Motor Parts Corp., H. C. Roberts Electrical Supply Co., Schimmel Electric Supply Co., Trilling & Montague, Lewis Radio Jobbers, J. H. McCullough & Son, the Motor Ignition Co., the Dickel Dis-

tributing Co. and Royal Electric Supply Co.

Charles Gomprecht, of Trilling & Montague, was elected temporary chairman and will serve as chairman of the Board of Directors, composed of the following: Harry Gansman, 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 otherwise entertained. The winners were selected from among 50,000 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-Fan 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 list 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

(Continued on page 98)

Distributors for Eastern Penna., Southern New Jersey & New Castle County, Del.

# ZENITH

**"GROW WITH US"**  
is our slogan, and it expresses  
two things:

1. That our business is developed on the seeds of CONFIDENCE, planted by selling RELIABLE merchandise of nationally recognized manufacturers; and by giving our dealers a Service that leaves nothing to be desired.
2. That Trilling & Montague's dealers subscribe to the same business principles in their relationship with their customers in order to "grow with us."

## TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANDISERS

"Grow With Us"

N. W. Cor. 7th and Arch Street

PHILADELPHIA, PA.

Branch—218 Chestnut St., Sunbury, Pa.

## KOLSTER RADIO

Wholesale Distributors

DAVID M. TRILLING

HARRY MONTAGUE

# CAM-RAD

## DISTRIBUTING CO.

7th and Arch Streets, Philadelphia, Pa.

Branch—Sunbury, Pa.

Wholesale Distributors

# Q. R. S. MOVIE CAMERA and PROJECTOR





Thrilling Tone Purity  
 "Radio's Richest Voice"



**SPARTON RADIO**  
 THE PATHFINDER OF THE AIR

*We have now been using Thordarson transformers for some four years, which should be proof conclusive that we think them capable of maintaining the high quality of Sparton Radio Receivers, which we so jealously guard.*

President-General Manager  
 The Sparks-Withington Company

THE manufacturers of the world's finest receivers realize the important relationship (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

**S U P R E M E   I N   M U S I C A L   P E R F O R M A N C E**



**THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 96)**

much gratified with the complete clean-up 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 shipments that were despatched here to accommodate the dealers in the late pre-holiday rush. The most popular sets were the 29B and Model 30B in console styles, retailing at \$295 and \$259.50, 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, left 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 \$195 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**

Balkite and Steinite 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. Neutra, 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 proved a leading sales feature for both these makes.

**Edison Encountered Fine Demand**

With a promising outlook for Edison radios 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 ever 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. Hilduser, 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 Wanamaker and Gimbel Bros. department stores and by the Troup 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 \$365 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 out at 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.

**Todd Co. 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 Quimby in New Quarters**

Gerald Quimby, 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 Quimby 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 Artist'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 as soloist at its mid-December concert was canceled because of his illness from flu. C. J. Heppe & 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. Enterprising dealers already are planning to bring the various trade wares to the attention of the Bureau. Mrs. Clara Barnes Abbott and Mrs. Helen Pulaski Innes have been appointed director and assistant director of the new Bureau by Mayor Mackey. They entered office on January 1.

**Take Over Lit Bros. Store**

Though the Lit Bros. department store has been taken over by new interests, the City

(Continued on page 100)

# Majestic Radio

—All Set and on the Mark for the 1928-29 Radio Season

No need to tell you about this set,  
—it sells itself

## Penn Phonograph Co., Inc.

913 Arch Street

Established 1898

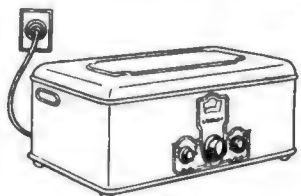
Philadelphia, Pa.



# This CROSLLEY

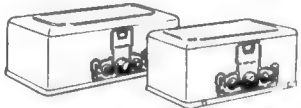
## AC Electric GEMBOX

### \$65.



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 DYNACONE, new Crosley dynamic type speaker. Price \$55. The 5 tube BANDBOX Jr., is a dry cell set very easy on batteries and operates loud speaker. Price \$35.



CROSLLEY  
POWER  
DYNACONE  
\$25

### ..gives no condenser trouble

The higher the voltage the better the reception. Crosley has designed this set to stand maximum power supplied CONTINUOUSLY. Celebrated Mershon Condensers used in the power supply section do NOT BREAK down. If they should be punctured they are self-healing. Paper condensers constantly break down and the only safeguard is to reduce power which reduces enjoyment of your radio.

### ..operates power speaker

The popular dynamic quality of radio reception is attained in the new power CROSLLEY DYNACONE. This speaker, like its predecessor, has created a tremendous demand because of its wonderful performance at so low a price. The range of true notes on this new speaker has been greatly increased over accepted standards.

### ..uses famous Neutrodyne circuit

This well known and preferred radio circuit is introduced into this inexpensive radio that you may possess the BEST possible apparatus for receiving radio programs. This with other Crosley features permits you a degree of selectivity and sensitivity that many a radio at twice and three times the \$65 price of this set will never have.

### ..embodies latest radio improvements

Modern illuminated dial for dark corners—is easy to read especially these days of hunting about for station reallocations. The rich gold highlighted brown case is both an attractive container and an efficient shield. Everything about this amazing set is NEW, UP-TO-DATE! Enormous demand—mass production—straight line assembly—enables Crosley to top the radio world with this unmatched value this season!

THE CROSLLEY RADIO CORPORATION

POWEL CROSLLEY, JR., President

Department 26

CINCINNATI, OHIO

Prices quoted are without tubes.  
Montana, Wyoming, Colorado, New Mexico and West,  
prices slightly higher.

# THERE WITH A CROSLLEY"



## THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 98)

Stores Co., the music departments will remain under the present buyer and manager, Bernard L. Munchweiler, who will continue to feature the former lines of talking machines and radio and to further augment these as the business is extended under the regime of the present group of store interests.

### Dealers Add Starr Products

Many Quaker City dealers added the latest products of the Starr Piano Co., of Richmond, Ind., in the way of radio cabinets and loud speaker units during the past month. Ben Witlin, who covers the eastern States, and who long has been linked with the Philadelphia trade in his own wholesale business and with the Victor Co. and more recently with the Starr Co., made the rounds of the trade in time for Christmas stocking with the new radio cabinets combined with Peerless loud speaker in console style. It is a handsome walnut cabinet of forty inches and takes an Atwater Kent or Crosley radio. The Starr Co. also supplemented this newest device with a Starr Cabinet, Style L, with Peerless cone magnetic speaker. The large city department stores and up-State houses installed the latest comers in time to clean up an initial shipment over the holidays.

### Radio Department Added

Gregory Porrise has opened the Efficiency Music Store, at 429 North Sixty-fourth street, featuring a complete line of musical goods and pianos with music roll and records and the Victor talking machines. He will add a radio department to extend the lines carried.

### Add Three Radio Lines

With the enlargement of the store conducted by George Ross as the Frankford Music Store, at 4666 Frankford avenue, the radio department has been augmented so as to provide for the stocking of the Amrad, Crosley and Atwater Kent set. The entire store front has been remodeled into an attractive display room for the radios which formerly were shown in the rear. The windows have been lowered so that the lines carried are readily viewed from the street level. A sheet music department has been added with all popular publications.

### Gimbel's Rearranges Music Sections

Gimbel Bros. will, during the early days of the new year, arrange for the consolidation of all the music departments to a single space on the seventh floor of the building. The entire music departments are under the buyer, Philip H. Hangen, who is active in the management

of the piano department. Under the plans to arrange the various departments within the allotted space on the seventh floor the phonograph department, under Fred G. Wurtell, and the radio, under William Saunders, will occupy adjoining space, removing from the sixth and fifth floors. This will greatly augment the space allotted to the various musical wares which are to be extended in the coming year through additional lines.

### Ralph Quimby With J. R. Wilson Co.

Ralph Quimby, who has been engaged in another line of business, has returned to the trade as manager of the J. R. Wilson Co. branch store at 5528 Germantown avenue. Before entering the lamp business on his own account he was connected with the Frankford avenue store of the Linton Co., and previously was associated with the firm with which he now has become reattached and which recently passed into control of new interests.

### Mrs. Lucia Carmine in New Post

With the reorganization of the J. Ralph Wilson Co., which was effected recently, the management of the record department of the chain store of that concern in the Presser Building, at Seventeenth and Chestnut streets, has passed to Mrs. Lucia Carmine, who until January 1 was in charge of the Victor record department of the Strawbridge & Clothier Co. department store. Mrs. Carmine succeeds Miss Marian Mills, who was head of the record sales, under the old regime.

### Distributing Branch in New Home

The new distributing headquarters of the J. P. Seeburg Piano Co. were recently opened at 1018 Walnut street, this city. The display rooms and offices of the branch are under the management of Morris Greenberg and Joseph E. Ersner. The J. P. Seeburg Piano Co. manufactures the Seeburg automatic phonograph, reproducing organs, reproducing pianos and mortuary organs, all well known to the trade.

### Adds Sonora Line

Henten & Krecht, 24 South 18th street, Philadelphia, Pa., one of the best-known musical merchandise retail stores in the country, has added a radio-phonograph department and is featuring the Sonora line.

### Issues Interesting House Organ

Peirce-Phelps, Inc., Majestic radio distributor, recently issued the first number of the Peirce-Phelps Broadcaster, the company's house organ, devoted to the interests of Majestic dealers in

Philadelphia, eastern Pennsylvania and southern New Jersey. The publication contains news of the dealers' activities, merchandising ideas, Peirce-Phelps house news and announcements concerning the Majestic line.

### Ballens Modern Musical Shop Chartered

Ballens Modern Musical Shop, 2144 North Front street, recently having been incorporated and with increased personnel, has gone ahead with plans for extension of the business, and the featuring of a larger assortment of radios. The firm now is equipped to handle all the well known makes of radios which have been installed under the expansions. The new control is under President N. Halpert, Vice-president D. Cooper and Secretary and Treasurer Jacob Ballen. The firm features the Columbia and the Brunswick phonographs and radios.

## Urge 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 many merchants are failing to secure greater profits by not keeping abreast of the times. The communication points out that the American standard of living is constantly on the increase and Americans are purchasing the highest grade of equipment for their homes. Nevertheless, some dealers are not taking this into account and are content to sell low-priced merchandise, whereas the demonstration of a quality product would meet with as ready a sale. The letter, in part, follows:

"Are you prepared to state that the American standard of living is not constantly on the increase? That the American public is not appreciative of the finer things in life and is not striving to attain them to the limit of their ability? That the increased consumption 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 sham appearance and 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 is 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 viewpoint on 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."

## CROSLEY RADIO

"You're there with a Crosley"



This will be Crosley's biggest year. Dealers are invited to inquire for particulars of the full Crosley line.

Wholesale Distributors

For Eastern Penna., Southern New Jersey and Delaware

## WILKENING, Inc.

820 No. Broad Street, Philadelphia



# **The 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 Ex-  
perience in Making Quality Furniture**

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

**The Caswell-Runyan Jobber has un-  
usual advantages. Write for details**



## 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 and receiving sets sold and in the dollar volume of business as well, the holiday business just ended here has approached all-time record proportions. Many dealers confirm this 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. Reserves 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 Jolson's "Sonny Boy" continue to be very heavy and 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 enthusiasm, 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. Strigle has resigned as director of Station WMAK at Buffalo to become manager of Station WKBW of this city. He is a soloist 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. Strigle.

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 the latter part of this month. Retiring directors of the association are J. C. Jax, John M. Kibler, 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 1922. 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 \$35,000 and upward has been placed on the estate.

Murray Whiteman has purchased The Song Shop at 584 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 dance and card party in the Buffalo Athletic Club during the holiday season. George C. Strauss, president of the company, gave a résumé 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 committee, 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 employes," 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 Western Atwater 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 Balkite radio in sections of Ohio and Michigan.



Some of the technical points of the Sterling humless dynamic speaker are being explained by W. B. Nevin, sales manager of the Sterling Mfg. Co., to W. I. Eedy, head of the radio department of Wood, Alexander & James, Ltd., Hamilton, Ontario, in Plant No. 1, Cleveland, O. Mr. Eedy's firm is a large Sterling distributor for Canada. Left to right: R. E. Tresise, president of the Sterling Mfg. Co., W. I. Eedy, S. C. Carnahan, superintendent of the three Sterling plants, and Mr. Nevin.

## Brunswick Booth in Brisbane Exhibition

Brunswick (QLD) Distributors, Ltd., Sponsor Attractive Display Booth Showing Several Models of Panatropes

Brunswick Panatropes and records were displayed attractively 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 distribu-



Brunswick Exhibit at Brisbane

tion 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 Vogue Nonpareil AC and DC tubes. This will triple the factory facilities of the company, according to P. M. Connors, vice-president, and will enable the organization 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.



**Humless Dynamic!**

See insert between pages 24-25 for important announcement by





# 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¢, f. o. b. Boston

### Standard Songs

- |  |  |
|--|--|
| 4236} Strolling Yodler<br>{The Mountain Stream (Yodel)   | 4131} Wreck of the Old '97<br>{Wreck of the Titanic                            |
| 4228} Hallelujah, I'm a Bum<br>{The Dying Hobo   | 4122} When I'm Gone You'll Soon<br>{Forget<br>{Father, Dear Father, Come Home  |
| 4227} Climbing Up Those Golden<br>{Stairs<br>{Lindy Lou  | 4119} Hand Me Down My Walking<br>{Cane<br>{Captain Jinks                       |
| 4210} Pass Around the Bottle<br>{Oh, My Darling Clementine                                       | 4118} May I Sleep in Your Barn to-<br>{Night?<br>{When I Saw Sweet Nellie Home |
| 4209} Oh, Dear Golden Slippers<br>{Kingdom Coming  | 4117} Where River Shannon Flows<br>{Send Me a Rose From Ireland                |
| 4208} The Engineer's Dying Child<br>{The Fatal Wedding   | 2323} Get Away, Old Man, Get Away<br>{Well, I Swan                             |
| 4207} The Blue Bells of Scotland<br>{The Campbells Are Coming                                    | 4116} Letter Edged in Black<br>{She Ought to Be Home                           |
| 4206} Song of the Volga Boatman<br>{Sweet and Low  | 4090} In Baggage Coach Ahead<br>{Under Some Old Apple Tree                     |
| 4205} The Vacant Chair<br>{Mother's Old Red Shawl  | 4038} Sleep, Baby Sleep (Yodel)<br>{Roll On, Silvery Moon (Yodel)              |
| 4203} Medley of Old Songs, No. 1<br>{Medley of Old Songs, No. 2                                  |  |
| 4202} Just as the Sun Went Down<br>{My Darling, Nellie Gray                                      |  |
| 4201} Just Before the Battle, Mother<br>{In the Sweet Bye and Bye                                |  |
| 4200} The Drunkard's Lone Child<br>{Wreck of the Royal Palm                                      |  |
| 4198} My Old New Hampshire Home<br>{Ida, Sweet as Apple Cider                                    |  |
| 4185} Picture That's Turned to the<br>{Wall<br>{White Wings                                      |  |
| 4178} Break the News to Mother<br>{Bird in a Gilded Cage   |  |
| 4174} Casey Jones<br>{Waltz Me Around Again, Willie  |  |
| 4173} Boston Burglar<br>{Cowboy's Lament   |  |
| 4171} Red Wing<br>{By the Waters of the Minne-<br>{tonka   |  |
| 4170} The Gypsy's Warning<br>{Don't You Remember   |  |
| 4169} Where the Silvery Colorado<br>{Wends Its Way<br>{Everybody's Mother Was<br>{Somebody's Pal |  |
| 4167} The Preacher and the Bear<br>{The Sting of the Bumble Bee                                  |  |
| 4143} The Girl I Loved in Sunny<br>{Tennessee<br>{I Wanna Fall in Love Again                     |  |
| 4141} I Wish I Was Single Again<br>{If You Want to Find Love                                     |  |
| 4135} Rovin' Gambler<br>{The Little, Old Log Cabin in<br>{the Lane                               |  |
| 4133} Jesse James<br>{The Butcher Boy  |  |

### Race Records

- |  |
|--|
| 7035} That's Why the Undertaker's<br>{Busy<br>{South Bound Blues |
| 7033} Hit Me in the Nose Blues<br>{It's All Coming Home to You   |
| 7032} Who Is Ya (1) Preaching<br>{Who Is Ya (2) Preaching        |
| 7021} I Need a Good Man Bad<br>{I Can't Be Worried Long          |

### Instrumental

- |   |
|---|
| 4223} Gems from Grand Opera, No. 1<br>{Gems from Grand Opera, No. 2       |
| 4218} Merry Widow Waltz<br>{Lullaby from Erminie                          |
| 4193} The Whistler and His Dog<br>{Powder Puff                            |
| 4164} Glow Worm<br>{Let Us Love Over Again                                |
| 4163} Barcarolle Waltz<br>{Black Hawk Waltz                               |
| 4161} Dixie Favorites (Banjo)<br>{Medley of Southern Airs<br>{Banjo       |
| 4158} Old Time Jigs and Reels<br>{Favorite Barn Dances                    |
| 4136} Humoresque<br>{Spring Song  |
| 4058} Turkey in the Straw<br>{Arkansas Traveler                           |
| 4061} Listen to the Mocking Bird<br>{The Song Bird (Both whis-<br>{tling) |
| 4016} Irish Jigs and Reels, No. 1<br>{Irish Jigs and Reels, No. 2         |

## Popular Hits 14½¢, f. o. b. Boston

### Popular Dance

- |   |   |
|---|---|
| 1580} You're the Cream in My<br>{Coffee<br>{Time Has Come for Me to<br>{Change My Man | 1540} Old Man Sunshine<br>{Sidewalks of New York        |
| 1578} Where Shy Little Violets Grow<br>{I'm in Love                                   | 1536} Just a Night for Meditation<br>{Merry Widow Waltz |
| 1574} How About Me?<br>{Somewhere With Someone  |   |
| 1573} Neapolitan Nights<br>{Little Brown Jug  |   |
| 1569} Doing the Raccoon<br>{Roll 'Em, Girls   |   |
| 1568} Don't Be Like That<br>{Down Where the Blue Grass<br>{Grows                      |   |
| 1567} Sally of My Dreams<br>{Nobody But You   |   |
| 1566} Rainbow 'Round My Shoulder<br>{In Your Big Brown Eyes                           |   |
| 1562} If You Want the Rainbow<br>{Love Is Just a Dream of You                         |   |
| 1559} I Loved You Then as I Love<br>{You Now<br>{Gee, But I'm Blue Over You           |   |
| 1546} Twelve o'Clock Waltz<br>{There's a Mother Always Wait-<br>{ing                  |   |
| 1541} My Angel (Angela Mia)<br>{Comin' Thru the Rye                                   |   |

### Popular Vocal

- |  |
|--|
| 2450} She's Funny That Way<br>{With a Tear and a Smile                         |
| 2449} I'm Sorry Sally<br>{I'm Babying Baby                                     |
| 2441} I Loved You Then as I Love<br>{You Now<br>{Yearning for You              |
| 2437} Rainbow 'Round My Shoulder<br>{When You're Not Here                      |
| 2436} Revenge<br>{Tell Me That You're Lonely                                   |
| 2434} Half Way to Heaven<br>{Hawaiian Honeymoon                                |
| 2432} Sonny Boy<br>{When You're Dancing 'Neath<br>{Dixie Moon                  |
| 2426} Jeannine, I Dream of Lilac<br>{Time<br>{Come Back to Romany              |
| 2420} I Can't Give You Anything<br>{But Love<br>{A Little Something—That's All |
| 2417} The Bum Song<br>{Get Away, Old Man                                       |

### Hawaiian

- |  |   |
|--|---|
| 4156} La Golondrina<br>{Blue Dreamy Moon           | 4075} Church in the Wildwood<br>{Voice of the Chimes                    |
| 4084} Aloha Land<br>{Honolulu Bay                  | 4069} When the Roll Is Called Up<br>{Yonder<br>{Throw Out the Life Line |
| 4023} My Old Kentucky Home<br>{O Sole Mio          | 4057} Jesus, Lover of My Soul<br>{Safe in the Arms of Jesus             |
| 4009} Palakiho Blues<br>{One, Two, Three, Four     | 4046} Nearer, My God, to Thee<br>{The Lord Is My Shepherd               |
| 4160} Sweet Hawaiian Kisses<br>{Blue Hawaiian Moon | 4013} Holy, Holy, Holy<br>{Rock of Ages                                 |

### Comedy

- |   |
|---|
| 4231} Flanagan at the Doctor's<br>{Casey and Reilly Meet on the<br>{Street  |
| 2304} Uncle Si at Village Barber<br>{Uncle Si and Hiram Swapping<br>{Horses |
| 4168} In Jail<br>{Wedding Bells   |
| 4004} Flanagan in a Restaurant<br>{Flanagan's Married Life                  |
| 4002} Flanagan's Second-Hand Car<br>{Hy and Si and the Line Fence           |

### Sacred

- |  |   |
|--|---|
| 4196} Let the Lower Lights Be<br>{Burning<br>{Rescue the Perishing | 4159} The Fairy's Servants<br>{The Fairy's Wedding        |
|  | 4157} The Gingerbread Man<br>{The Elves and the Shoemaker |

GREY 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 enthusiasm 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 still a demand for that type receiver.

Harry Boyd Brown, merchandising and advertising counsel of the Philco organization, also 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 found them enjoying the performance of the musical comedy, "Boom, Boom," at the Forrest Theatre. Frank McIntyre, star of the production, was presented with 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

## To the Distributors of Grigsby-Grunow Company's Majestic Electric Radio Receiving Sets

now assembled in convention at the Stevens Hotel

**T**HE purpose of your convention is self-evident. There is nothing new in a meeting of distributors with a manufacturer to discuss important and intimate questions pertaining to a business or an industry.

But for fear that in the routine of your meetings the most important consideration will be overlooked—a consideration which exists exclusively with Majestic distributors—let us make this statement for your breakfast reading:

The stupendous achievement of the Grigsby-Grunow Company during 1928 is now a matter of record.

In all the history of manufacturing and merchandising it stands without a parallel; and we make this statement in full appreciation of the greatness of those manufacturers who are pointed to as leaders of their respective industries.

Go back to the first years of the business existence of these companies, make comparisons, over an equal period of time, and the growth of the Grigsby-Grunow Company outstrips all others.

On May 23, 1928, the first Majestic production set was not even completed. Yet within a week's time you distributors had placed orders for 400,000 Majestic Electric Radio Receiving Sets!

Since then, the Grigsby-Grunow Company has accomplished the seemingly impossible—by expanding its facilities to a point where it is making 3,500 radio sets a day. And, mind you, this means every part of a set, exclusive of tubes—even to a daily production of 3,500 beautiful Majestic cabinets.

In 1927 the Grigsby-Grunow Company did a business of \$3,000,000—in battery eliminators. In 1928

its volume will exceed \$40,000,000—an expansion unequaled in the history of merchandising.

In less than six months' time the Grigsby-Grunow Company, starting from scratch, has become the greatest producer of radio console receiving sets in the world!

We wonder if any of us can realize how stupendous this job has been—the undaunted courage that inspired it, the faith in the future that sustained it, the herculean effort that enabled the Grigsby-Grunow Company to put it through.

We who have been intimately associated with you distributors in marketing the greatest radio set that was ever produced, regardless of price, would emphasize with all our force the extraordinary strength of your position.

The same courage, the same faith, the same super-ability, the same capacity for prodigious effort which has made Majestic what it is today, the sensation of the manufacturing world, still is vested in the men who direct the Grigsby-Grunow Company.

And that same courage, that same faith, that same super-ability, that same untiring energy will make history for you distributors again and again—will again and again leave competition far behind—and will place in your hands a franchise unequaled in the radio industry.

We congratulate you, as we congratulate ourselves, that we are privileged to co-operate with the outstanding leader and pacemaker of the radio industry—the Grigsby-Grunow Company, makers of Majestic Electric Radio Receiving Sets.

We further congratulate you in the knowledge that Majestic distributors have already signed bona fide orders for 1929 representing a volume of approximately \$120,000,000.

H. W. Kastor & Sons Advertising Co.  
New York Chicago St. Louis

How Prominent Advertising Agency Paid Tribute to Grigsby-Grunow in a Page Ad in the Chicago Daily Tribune

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.

## N. Y. Electrical Credit Assn. Elects

J. H. Lecour, President; E. R. Mellen, Vice-President, and W. J. Kreger, Secretary—Committee Chairman 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 Weston 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 Hubbell, Inc.; R. F. Downing, E. B. Latham Co.; T. A. Dougherty, Alpha Electric Co., and R. M. Rice, Manning-Bowman & Co. The board expressed its appreciation to the retiring director, W. M. Fallon, for his faithful service.

Committee chairmen under the functional plan were appointed as follows: H. C. Grant, finance; L. R. Edwards, service; T. 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 Buehn 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. Interest 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.

## A Wonderful Line of Speaker Tables for \$15.00



Our Six models cover the entire field for table model sets. All are attractive—Well made and excellently finished in either Walnut or Mahogany.

No. 12—Dimension.....	30"	Wide 14"	Deep \$15.00
No. 14— " .....	24"	" 15"	" "
No. 15—Kolster-6J .....	29"	" 14"	" "
No. 16—Dynamic .....	26"	" 14"	" "
No. 17—Radiola (18 & 60).....	31"	" 13"	" "
No. 21—Dynamic .....	32"	" 16"	18.00

CRATED SINGLY APPROXIMATE SHIPPING WEIGHT 40 LBS.

SEND FOR CATALOG

H. L. HUBBELL

59 Market Avenue, N. W.

Grand Rapids, Michigan



# Federal Radio

**1st** Licensed  
Manufacturer  
to use the sensational  
**A C Shielded  
Grid Tube**

**"K" TABLE MODELS**  
K 10-60 60 cycle \$127.50  
K 10-25 25 cycle \$137.50

**"K" CONSOLE  
MODELS**

K 40-60 60 cycle \$197.50  
K 40-25 25 cycle \$207.50  
with DYNAMIC SPEAKER  
K 41-60 60 cycle \$227.50  
K 41-25 25 cycle \$237.50

*Slightly bigger in West*



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.

**FEDERAL RADIO CORPORATION,**  
1738 Elmwood Avenue, Buffalo, N. Y.

Please send me complete details of the Federal Proposition.

Name.....

Address..... City.....



## Ed. Rauth Appointed Manager of Columbia Los Angeles Branch

Succeeds W. H. Lawton—Music Trades Association Gives Reception to California's "Joan of Arc"—High-Priced Combinations Led in Holiday Buying—Other News

LOS ANGELES, CAL., January 3.—The Christmas holiday business, although late in its advent, was very satisfactory, according to the reports from the various departments. High-priced combination phonograph-radio instruments were sold in many instances and phonograph record sales were especially gratifying. Between Christmas and the New Year business was again very good.

### Victor Record Promotional

The California Victor Distributing Co. in Los Angeles has engaged the services of Miss Cora Richie in a record promotional department which will render a new service to Victor dealers in Southern California. Miss Cora Richie was for-

merly with Sherman, Clay & Co., Portland, where she carried on similar Victor record promotional work. Paul Ferran, Los Angeles Victor record salesman, has resigned from the California Victor Distributing Co. in order that he may join his father in the latter's old-established business.

### Association Meeting

The principal feature of the December general meeting of the Music Trades Association of Southern California was the reception accorded to Miss Betty Robbins, California's Joan of Arc. Miss Robbins won her title and a trip around the world last June at the Pageant of Music and Exposition. She sang three songs during the

evening and thanked the members for the reception included to her. Those attending the meeting included a number of ladies, members of the trade and of the phonograph record departments, and, through the courtesy of the Columbia Phonograph Co., a Columbia Viva-tonal electric phonograph was supplied and dancing enjoyed during dinner. A very interesting and instructive address was also given by Leonard T. Schaefer, Western sales manager of the QRS Home Movie Division, illustrated with motion pictures; his address was entitled "Preparing Yourself for Talking Movies and Television in the Home."

### Change in Columbia Management

The local management of the Columbia Phonograph Co. was placed in the hands of Ed. Rauth this week, succeeding W. H. Lawton, who has been in charge for some time. Mr. Rauth has had considerable phonograph wholesale experience in St. Louis.

### Flies Across Continent

Traveling exclusively by airplane, Mrs. Jane McConnell, private secretary to Louis Sterling, chairman of the Board of Directors of the Columbia Phonograph Co., arrived in Los Angeles, accompanied by her husband, Burt McConnell, editor, Literary Digest, Saturday, December 29.

### Sympathy for H. E. Sherman

The sympathy of the entire trade was extended to H. E. (Shorty) Sherman, Jr., at the sudden death of his wife, December ninth, after a very brief illness. The funeral, which took place on December 11, was attended by four or five hundred members of the music and radio trades.

### A New Trade Factor

"A new industry attracting considerable interest in the music and radio trades is being recognized and retailed by numerous prominent music and radio dealers all over the country," says Leonard T. Schaefer, of the QRS Co. "Just 'why and how' are both questions that bear serious consideration.

"Perhaps if we have a clearer conception of home movies and their relation to the music and radio trades we will more readily appreciate the necessity of becoming interested, as it seems that the future will thrust this new industry into the music and radio stores, and in view of the fact that many of the more prominent dealers all over the country are handling and considering the handling of home movies, it is probably best that we review a few of the facts.

"First, home movies are establishing themselves in the homes from the point of view that they furnish the very finest of home entertainment, consisting of news, travel and educational features as well as home snapshots in movie form. These features of home entertainment will be united within the next twelve months with talking pictures, in which instance customers will go to the local dealer and rent for the evening not only silent films, but talking films, permitting such entertainment as operas, light operas, vaudeville, etc., by the world's greatest celebrities. For instance, thousands of families who enjoy Rigoletto or Rose Marie, time and again will wish to own the film records as well. Therefore, revenue and profit will accrue to dealers handling these machines and film-records. Which is the most logical place for the handling of these film-records? The music and radio store.

"In regard to the growth of this new industry, the fact that there are over 125,000 owners of home movie equipment in this country today is impressive. These same home owners bought last year approximately \$15,000,000 worth of film for these machines, which represents an average purchase of over \$120 per year in film alone—to say nothing of accessories."

### New Edison Distributor

The H. R. Curtiss Co., formerly the Splitdorf-Bethlehem Co., has been appointed distributor for Edison phonographs and radios for Southern California and Arizona with headquarters in Los Angeles. C. E. Foote is the local manager.

The Radio Retailers' Association, New York City, held a meeting on Thursday, January 10.

## QUALITY MERCHANDISE AND PROFITS ARE SYNONYMOUS TERMS

Radio products made by responsible manufacturers enable the dealer to conserve permanent net profits.

Our lines of radio merchandise have been selected on the basis of quality plus responsibility of the manufacturers, and your interests are further safeguarded by our own dependability.

**FADA**  
**ALL-AMERICAN MOHAWK-LYRIC**  
**EVEREADY**  
**R. C. A. RADIOTRONS**  
**NEWCOMBE-HAWLEY SPEAKERS**  
**ANSONIA SPEAKERS**

"Blackman and Dependability—  
One Suggests the Other"

**Blackman**  
WHOLESALE RADIO  
DISTRIBUTORS  
**DISTRIBUTING CO., INC.**  
28-30 W. 23rd St., New York, N. Y.











# The Newest in Radio



**Fada 16**

**F. A. D. Andrea, Inc., Long Island City, N. Y.** Four new model AC and DC all-electric receivers. Fada 16 employs a total of eight tubes used in three stages of tuned radio frequency



**Fada 17**

amplification, detector, one-stage audio frequency amplification and a final stage of push-pull power amplification. Is housed in ornamental two-tone metal cabinet, velvetex finish. Has single illuminated dial, one tuning control, volume control and an on-and-off switch on the front panel. The on-and-off switch controls the line current entering the receiver, pilot light illuminating the dial and the dynamic speaker outlet in the rear of the receiver. Provision is made inside the cabinet on the antenna variable condenser for an adjustment to compensate for various length antenna used. The electric unit and receiver chassis



**Fada 32**

are of heavy body steel and are built up as individual units and bolted together, giving the effect of a single chassis. Jacks are provided at the rear of the cabinet to accommodate an electric pick-up utilizing the powerful push-pull amplification of the receiver for phonograph reproduction.

Fada 17 differs from the Fada 16 only in the cabinet and ornamental escutcheon plate, being housed in a dark brown burl walnut cabinet of exceptional finish and graceful design.

Fada 32 is a high-quality console, with a built-in dynamic speaker. The Jacobean cabinet is of walnut, with a high-lighted velvet patina finish.



**Fada 18**

The doors are of American butt walnut and the overlay on the two front pillars is sequoia. Two full-length doors enclose the speaker grille and receiver controls, which are arranged on a full-length burl walnut interior panel. The doors, when open, do not project beyond the sides and are finished to harmonize with the interior panel, giving an attractive appearance when open or closed. The chassis of the model 32 is the same as the Fada 16 except that it is specially arranged to accommodate only the Fada 15C dynamic speaker as built in the cabinet. Has single illuminated dial, single tuning control and employs eight tubes.

Fada 18, a DC receiver, identical in appearance and tuning arrangement with the Fada 16. Has a two-tone ornamental metal cabinet and a total

of three controls, namely, on-and-off switch, volume control and single station selector. Uses seven tubes in three stages of tuned radio frequency, detector, one stage of audio amplification and a final stage of push-pull amplification. The receiver chassis is designed mechanically the same as the Fada 16 and electrically to give maximum efficiency.



**Seville Consolette**

**Jesse French & Sons Piano Co., Newcastle, Ind.** The Seville table model, 8-tube AC receiver, with one UX-280 rectifier tube. Receiver employs push-pull amplification, using two 171-A power tubes. Completely shielded. Adjustable transformer connection.



**Seville Table Model**

Entire set protected by replaceable fuse. Cabinet of figured walnut, finished with four coats of hand-rubbed lacquer. Price \$140.00, less tubes. Seville Consolette. Contains same chassis as Seville table model. Cabinet of figured walnut, heavily finished



**The Barcelona**

with hand-rubbed lacquer. Contains built-in magnetic type loud speaker. Price \$195.00, less tubes.

Barcelona, Spanish model. Cabinet of finely figured walnut, with hand-rubbed finish. Equipped with built-in magnetic type speaker. Price \$265.00, less tubes. Dynamic speaker optional at \$25.00 additional in the Barcelona and Seville consolette models. Each receiver equipped with phonograph jacks for electrical reproduction of phonograph records.



**Jensen Auditorium Speaker**  
**Jensen Radio Mfg. Co., Chicago, Ill.**  
Jensen Auditorium model loud speaker.

employing dynamic principle. Model illustrated is type DA5-AC to operate with 110-volt AC current. Mechanical rectifier is replaced with full wave rectifying tube. Speaker is also manufactured in types designed to use 110 and 220-volt DC current for field excitation. Has 11-inch cone. Handles full output of power amplifier employing type 250 tubes in push-pull, yet is sufficiently sensitive to respond accurately to output of one type 171 tube. Approximately 18 watts required for field excitation. Auditorium speakers are made in three types: DA4 for 110-volt DC operation, \$55; DA5 for 220-volt DC operation, \$55; and the DA5-AC for 110-volt AC operation, \$70.



**Philco Console**

**Philadelphia Storage Battery Co., Philadelphia, Pa.** Three Philco furniture-model receivers. New chassis is an eight-tube receiver including rectifier tube with push-pull amplification, four condensers, floating detector tube socket and built-in aerial and power supply. All equipped with new type electro-dynamic speaker of exclusive Philco design. Speaker has seamless metallized fabric cone with weather-proof coating. Duplex voice coil is made with a few turns of relatively large wire, combining ruggedness with efficiency. Integral centering web at the small end of the cone insures proper centering. The cone, formed with an integral supporting flange, is self-supporting and a moulded stiffening rib at the outer edge prevents distortion. Models include a highboy in Louis XVI period design listed at \$275; lowboy of similar design, listed at \$215, and a full-length console cabinet containing the same equipment as the other models except for phonograph connection, listed at \$157.



**Red Lion Model 155**

**Red Lion Cabinet Co., Red Lion, Pa.** Chest type cabinet for Atwater Kent radio receivers. Models 40, 42 and 46. Is known as Model 155 and lists at \$47.50. Made of matched and contrasting woods and outlet-grille is protected by an artistic grille and both speaker-outlet and dial-board may be completely concealed behind double sliding-doors of angle-matched grain. Panels in contrasting tones add to the cabinet's attractiveness, as do the restrained carvings on top and bottom. The entire case is above the table line, with speaker-outlet at ear level of seated listeners and the dial board below. Is equipped with a five-ply, extra heavy baffle-board, especially designed for the Atwater Kent Dynamic speaker. List price \$47.50.



**Findlay-Eveready Model**

**Robert Findlay Mfg. Co., Inc., Brooklyn, N. Y.** Radio table designed to accommodate the Eveready AC sets. Table No. 2 1/2, designed in La Moderne, houses the Eveready AC metal set No. 2. Is mounted on hexagonal uprights and finished in evergreen and dull silver to harmonize in line and color with the Eveready receiver. By a simple mechanical arrangement the Eveready speaker can be placed in an underslung position in the console of the table. Table No. 21/1 is designed to accommodate the Eveready AC wooden sets Nos. 1 and 3. Both tables list at \$20 each, less speaker.



**Radiotron UX-866**

**Radio Corp. of America, New York City.** Radiotron UX-866, rugged rectifier of the hot-cathode, mercury vapor type, and according to announcements will establish a new standard of performance for the amateur transmitter operating with rectified plate supply. Ample in current capacity, and possessing a low and constant internal voltage drop, this tube in half or full-wave circuit connections is especially suited for supplying the transmitter with stable rectified plate voltage—key up or key down. Operates at relatively low temperature and no starting mechanism is required.

**Chas. Freshman Co., New York City.** Improved "Q" receiver designed to tune in distant stations in between powerful locals. The original "Q" circuit had two variable condensers, one for tuning the input into the screen grid radio-frequency tube, and the other to tune the input into the 227 detector tube. A third condenser has been added with the result that the set operator tunes the input and output of the screen grid tube and the input into the detector tube. A special form of coupler between the antenna and the radio-frequency amplifier circuit has also been introduced, as has a loosely coupled radio-frequency transformer between the output of the

(Continued on page 111)



# Cleveland Enjoys the Biggest Radio Year in Its History

Combination Models Favored by Buying Public—Music Trades Association to Elect New Officers This Month—Maresh Piano Co. Adds Kolster and Philco Lines

CLEVELAND, O., 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.

Herman Wodicka has moved from his store at 1280 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. Hagemester, 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 Maresh Piano Co., which has two stores, one on Broadway and the other at East Fifty-fifth street, has added the Kolster and Philco line 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 on its distribution several years ago.

The fiftieth 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. Loeser, A. Crissey 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 to have been one of the best methods of publicity used 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 Lesser 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.



Standard Talking Machine Co., of Pittsburgh, Pa., Victor and Sparton Wholesalers, "Dolled" up its lobby in commemoration of the Company's Silver Anniversary.

The Cleveland Talking Machine Co., distributor of the Victor line, reports a very heavy Christmas business in instruments and records, the new models that were first shown by the Victor Caravan going over especially well. The company, which also distributes Crosley and Amrad receivers, did a splendid business.

The demand for the new Edison models was so great in Cleveland that the distributor, the B. W. Smith Co., Inc., found its hardest task to be supplying merchandise instead of selling it. Many new dealers have taken on the line.

The Cleveland Brunswick branch had one of the largest businesses in its history in 1928 and preparations are being made for an even bigger year, branch officials state.

## E. A. Davenport With United Research Labs.

L. B. Colvin, president of the United Research Laboratories, Inc., Chicago, recently announced the appointment of E. A. Davenport as sales manager of the company. Mr. Davenport has for several years been associated with various radio and automotive manufacturing concerns and is well known in the radio field. Mr. Colvin also announced that all sales of the corporation are now being handled through the factory and general office at 864 West North avenue, Chicago, and not through the Thorola Radio Products Co., of Chicago, this change taking effect late in December.

The United Research Laboratories, Inc., several months ago acquired the patents, trade mark and good will of the Reichmann 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

Roy 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 the expedition carried into the Gobi Desert, where the instrument operated perfectly. In this he follows the example of Gordon McCreagh, who obtained the same satisfactory results with the Grebe receiver on his expedition in the heart of Abyssinia.

## New Federal "K" Series

The Federal Radio Corp., Buffalo, N. Y., has just announced a new "K" series using the new 222 AC shielded grid tube as its latest innovation. The "K" models will be known as Federal Ortho-sonic Model K-10-60, a table model, and Federal Ortho-sonic K-40-60, a console model, each operating on 60-cycle electric current. The receivers will also be available for 25-cycle electric current.



## Another ASTON

Masterpiece of  
Cabinet Design

EGYPTIAN lines predominate in this exquisitely designed and compact cabinet for small apartment use. Beautifully figured matched walnut doors fold back against the sides. A sliding tray makes the radio easily accessible. Typical of the combined beauty and practicability of ASTON design. Send for beautiful illustrated catalog.

ASTON CABINET MANUFACTURERS

*Distinctive Originality in Design of High Grade Radio Cabinets*

1223-1229 W. Lake Street

CHICAGO, ILL.



### Newest in Radio

(Continued from page 109)

screen grid tube and the input of the detector, said to result in the maximum transfer of energy and selectivity. The sensitivity has been further increased by having regeneration in the screen-grid tube as well as in the detector, automatically controlled by a condenser adjusted for maximum regeneration without "spilling over" at any time.



**Raytheon Ray-227 Tube**  
Raytheon Mfg. Co., Cambridge, Mass. Ray-227 heater type AC tube. Instead of insulator tubing, threaded with heater wire, this tube makes use of a metal cylinder enclosing a centered helical heating wire supported at top and bottom by passing through holes in insulating corks. This construction is said to possess several distinct advantages, among them being long life and a reduction in heating time to from 8 to 15 seconds, as against 15 to 45 seconds when a considerable mass of insulating material must be brought up to heat. Hum has been reduced to an absolute minimum, while the "breathing" effect, or rise and fall of signal strength, is entirely eliminated. The Ray-227 employs the Raytheon four-post stem characteristic of all Raytheon tubes.

**Trav-Ler Mfg. Corp., Chicago.** New line of 1929 radio receivers consisting of three models, the Standard model, DeLuxe model and Aristocrat model. Standard model remains the same in size as the one offered the trade during the past year. The case is of rich brown mocha tan, receiver employs one tuning dial and is completely self-contained. Equipped with loop and speaker. Instantly portable, requiring no exterior connections. The DeLuxe and Aristocrat models, included in the line for the first time, are offered in exceptionally beautiful cases and incorporate a number of distinct departures and improvements in receivers of the portable type. Retail price, the Standard, \$57.50; the DeLuxe, \$75.00, and Aristocrat model, \$100.00; all prices less accessories.

**Arceturus Radio Co., Newark, N. J.** Tube tester which subjects radio tubes to simultaneous mechanical and electrical tests, simulating the severest usage. Consists of a special test rack that is vibrated by an electric cam. At the same time the tubes are turned on and off by an automatic switching arrangement. This test is said to show up any mechanical or electrical defect in less than thirty minutes.

### 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 Icyball Sales

Early morning programs broadcast over station WLW, Crosley station in Cincinnati, are designed to help Crosley dealers sell the Icyball 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 Sparks-Withington 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 De Forest Message to Public—Series of Merchandising Aids for Trade Outlined

The DeForest Radio Co., 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. Staake, 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

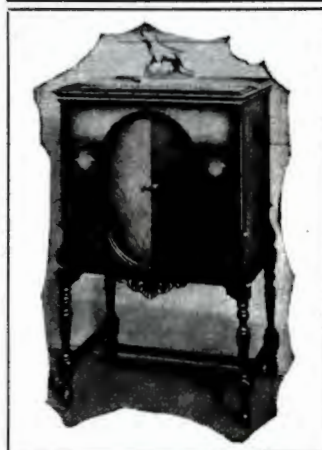
journals, including The Talking Machine World, will perform a similar service for the music-radio trade.

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 inaugurated during the coming year, as will a series of impressive broadside mailings containing a wealth of suggestions for the benefit of dealers.

In order that dealers may tie in most effectively with the company's advertising campaign a comprehensive array of sales promotion helps have been prepared and these will be embodied in a "Dealers' Service Portfolio" which will be distributed to all representatives. The material prepared embraces consumer booklets, window strips, characteristic sheets, envelope enclosures, mailing cards, counter and window displays, electros and mats.

The Tri-Star Co., South Bend, Ind., has been incorporated to deal in radio equipment.

## Pierson Mono-Rail Cabinets



Patent Applied For  
MODEL 30

### 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

833 Cedar Street  
ROCKFORD, ILL.



Patent Applied For  
MODEL 33



# Grigsby-Grunow Distributors in Great Convention

Stevens Hotel, Chicago, Scene of Record Gathering—  
1929 Orders for 1,500,000 Majestic Sets Placed—  
W. C. Grunow and B. J. Grigsby Honored at Banquet



**Majestic Sales Staff in Conference During Distributors' Convention in Chicago**

Bottom Row—Reading from left to right: E. A. Segrave, F. A. Scroogs, D. C. Stephenson, B. W. Hawks, P. W. Peck, H. E. Young, General Sales Mgr., J. E. McDonnell, E. H. McCarthy, W. H. Bishop, J. J. Schratweiser. Second Row: E. D. Coots, J. Rutherford, G. Coner, Fred Roediger, G. P. Clement, I. V. Dalo, R. E. Foss, R. R. Myers, C. J. Chisholm, J. P. Miller, J. T. Cain, J. O. Mueller. Third Row: S. W. Wachsman, W. J. Seroy, R. G. Lohr, W. T. Vollborth, H. H. Bailey, J. E. Maunder, C. A. Smith, R. H. Blair, A. N. Liley, C. E. Meyers, L. W. Symons. Top Row: D. F. Batcheller, E. J. Seroy, J. J. Davin, M. J. Barrett, H. C. Jackman, C. B. Corbin, A. E. Boehlke, J. T. Jackman, F. A. Simonson, G. L. Bailey, E. D. Duval. Absentees: Duane Wanamaker, Advertising Manager; W. W. Carroll, S. L. Arneson, E. W. Macke, F. P. Hart.

The three-day convention of the Grigsby-Grunow Co., Chicago, maker of Majestic radio receivers, held in Chicago at the Stevens Hotel, December 10, 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 radio industry. The convention was climaxed 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 1,500,000 radio receivers for 1929 had been received at that time, representing, at factory prices, \$120,000,000. It was also indicated during the convention that the company planned to manufacture radio tubes, 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 programs 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 10,000 billboards will carry the Majestic advertising message. New sales-promotion material is in the making, and within the next few months it is expected that 3,000 Neon signs will appear in Majestic dealers' store 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

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 huge 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; Duane Wanamaker, advertising manager; James J. Davin, of the sales department; M. T. Cole, General Outdoor Advertising Co., and Chas. L. Searcy, of H. W. Kastor & 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 dealer. Each visitor brought with him some new and frightful rumor concerning the Grigsby-Grunow Co., and when, in the finale, one gentleman appeared with no rumors to



**Left to right: Louis W. Cohen, B. J. Grigsby, William C. Grunow, Leonard Welling—  
Rolls Royce Motor Car Presented to Mr. Grunow by the Distributors**

demonstration plans were outlined for the distributors' benefit, with prizes for the dealer's and distributor's salesmen.

A high spot of the Majestic convention was



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

ent guests. Entertainment was given during and after the dinner courses, with music furnished by Maurie Sherman and His Orchestra. Wendell Hall and other prominent artists were featured during the gala evening.

At the time of the convention Mr. Grigsby announced that shipments for the month of November were \$5,275,000, 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.



Plaque Presented to W. C. Grunow by the Majestic Distributors

The company now employs nearly 7,000 people, has fifty-four distributors and approximately 9,000 dealers throughout the United States. The directors have declared a dividend on an annual basis of \$3 per share and an extra dividend of twenty-five cents per share has been voted on the dividend payable for the quarter ending December 31.

The company has been manufacturing in excess of 3,500 console radio sets per day and extensions to its plants are in construction to increase this to 5,000 sets per day.

## Amrad Business in 1928 Showed Tremendous Increases Over 1927

James E. Hahn, President of the Amrad Corp., States 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.

## RMA Directors Meet at Briarcliff Lodge

The Board of Directors of the Radio Manufacturers' Association held a two-day meeting at Briarcliff Lodge, Briarcliff, N. Y., on January 11 and 12. Many industry problems of 1929 and future radio were considered, prominent among them being broadcasting problems, including the new reallocations and future legislation. An extensive report was submitted by Chairman C. C. Colby, of the Legislative Committee, on the reallocation, including results of a nation-wide survey taken by the RMA among the manufacturer members regarding the re-

sults of the reallocation and the improvements possible in broadcasting. Other topics discussed included: development of radio export trade, reduction of freight rates on radio products and instalment sales.

H. H. Frost, president of the RMA, in issuing the call for a meeting of the directors, stated that no revolutionary changes in receiving set construction are in immediate prospect, but marked improvements, including those of design, loud speaker and other progressive developments, are assured.

William Brown has resigned from the Temple Corp., as vice-president in charge of sales, to accept the presidency of the American Radio Association, Inc., of Chicago.

## Utah Licensed to Make Bi-Lateral Speaker

Utah Radio Products Co. Licensed by Hans Vogt to Manufacture Bi-Laterally Operated Condenser Speaker in U. S.

CHICAGO, ILL., January 4.—The Utah Radio Products Co. has been licensed by Hans Vogt, German inventor, to manufacture in the United States the new bi-laterally operated condenser speaker. For those who are interested in the condenser type speaker Utah is in the position to offer a greatly improved speaker over the old type uni-lateral construction. Utah speaker developments show great promise for 1929-30. E. S. Riedel, general sales manager, recently announced that improved standards in magnetic and dynamic construction are assured from extensive developments made by the company's engineering laboratories.

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 McKinley Music 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

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

enhance consumer acceptance of radio, pointing out that the Presidential campaign was a mighty factor in this. The public heard the speeches of the candidates and the results of the contest through radio broadcasting long before newspapers were issued. This bringing of news without any interlude such as was necessary in waiting for newspaper reports has earned for radio a place as one of the essential, every-day necessities of life.

The Zenith executive then continues: "I cannot help but believe that tone quality will be the predominating influence in the sale of radio. The mystery epoch in radio has passed. Music, speech and sound without wires no longer thrills. Now people want good tone, and the radio engineer must predicate his design and construction on the important goal—that of securing the finest tone quality possible from the set. Automatic tuning, given to the public for the first time during this last season by Zenith, will, because of its utmost simplicity, find further favor with the public, and it is quite likely that the coming season will find other manufacturers, licensed by Zenith, adopting this feature to their own set requirements.

## 10,000,000 Homes in U. S. Form Market for Battery Receivers

Striking Facts Produced by Survey Made by National Carbon Co.—Huge Number of Homes Not Wired for Electricity—Plan to Assist Dealers in Selling Field

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 potentially 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 reveal amazing 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 as a city. Yet there are no fewer than 28,300 homes in the capital of the nation which are unwired for electricity, all potential users of battery sets.

Ohio has 342,000 unwired homes; Kentucky, 418,700; Pennsylvania, 852,500; North Carolina, 514,900. The total for the United States, accord-

ing 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 a difficult problem. They had reached the point where they could not give farmers current where there are three farms or less to the mile. It was found that where farms were 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 prices 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 points 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 the United States census or county maps for the approximate population of his trading area.
3. Dealer then divides his total population by 4.3, which will give him the approximate number of families. This will be the total potential market for both 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.)



Warner Bros. Used Federal Ortho-sonic Model E45-60 in the Talking Motion Picture "Conquest"

5. Dealer subtracts the number of wired homes from the total number of families and he has the approximate number of homes which cannot use AC radio sets. This represents his market for the modern battery-operated set.

It is suggested that dealers order their stock of AC and battery-operated sets accordingly.

## 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, Sparton Chicago and outlying territory at a luncheon in the south ballroom 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 loud speaker, the speaker also being manufactured by the Sparks-Withington Co. The top of the cabinet is of solid walnut and the chassis is on a sliding panel so that it may be pulled out from the back of the cabinet. The set employs six amplifying tubes, two No. 182 power tubes and one No. 280 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 Oscilloplane Models to Be Shown

Advance models of the new Utah Oscilloplane 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 Oscilloplane is the new bi-laterally 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 Catharine Hunt to Paul G. Giffin.





## 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, O. 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 \$285 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 car-load 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 Fenkell 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, I. 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

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.

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.



## "Music Merchant Has Before Him an Era That Is Unprecedented"

R. W. Jackson, General Sales Manager of the Panatope 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 unsightly 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 the home. Here, 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 feature of record business to-day that no successful dealer can overlook is the present enormous demand for motion picture theme songs. This is a comparatively recent development, but the preponderance of theme songs on current best-seller lists of music is indicative of the trend of future public demand. The motion picture theme song offers the dealer 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, if 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 numbers, the Showbox and Gembox receivers in new containers and to be known as the Showchest and Gemchest. The presentation to Powel Crosley, Jr., president of the corporation, of his commission as a Colonel on the staff of Governor Flem D. Sampson of Kentucky. And the presentation to Mr. Crosley of a mammoth loving cup by the distributors in appreciation for the success they have enjoyed with the Crosley line during 1928.

The new receivers were unveiled at a morning meeting held at the Cincinnati Club. As each item was displayed by Mr. Crosley it was greeted with prolonged 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. Langley, 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' stores. The assembled distributors expressed the opinion that the new receivers filled up the gaps 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. Crosley 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



See insert between pages 24-25

Aggravating Dynamic Hum  
Eliminated by

**Sterling**  
Made in Cleveland

to amplify the use of the Icyball in extreme climates; 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 and the selection of the distributors' merchandising committee, Major J. E. Hahn, president 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. Crosley. 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-Ruick, 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 the company closed the last three months of this year with the largest volume of sales in any quarterly period in its history.

Reports from the seventy-one Graybar distributing houses in strategic merchandising centers throughout the country, Mr. Cullinan said, pointed to a marked increase in sales volume during 1929.

## F. R. Hoffman Co- lumbia Office Manager

F. R. Hoffman has been appointed office manager of the executive headquarters of the Columbia Phonograph 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 assistant 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 Bridgeport accounting offices.

The formal opening of the Schoberg Music Shoppe, 2955 Chicago avenue, Minneapolis, Minn., was recently held and attracted large crowds of prospective customers. A complete line of Victor Orthophonics products, Radiolas, Crosley and Lyric radio receivers are carried.

**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





Mid-Year Convention of All-American Mohawk in Chicago, at Which New Lyric Models Were Shown

## 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.

Otto 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**  
TRADE MARK  
REG. PAT. OFFICE.

**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 8½ inches from center to center and has an 1½ inch opening in base. **SAMPLES NOW READY—GET YOURS TODAY.**

MADE &  
BACKED

**BY KENT**

"The Oldest and Best  
Excels 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



TRADE MARK  
**KENT**  
Reg. U. S. Pat. Off.

"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



H. A. Hutchins, Jr.

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



### Individual Instruction Cards for Testing Factory-Built Radio Sets

An Added Service of the  
WESTON MODEL 537  
A.C. and D.C. Radio Set Tester

These Instruction Cards, by covering the specific testing requirements of individual receivers, make the Model 537 a still more useful test set for the service man.

They save the service man's time by giving a complete outline of procedure for testing the principal makes of factory-built sets and, in addition, give the socket voltages and tube plate current for every stage throughout the set, as well as the comparative grid test on the various tubes.

The Model 537 is designed to meet the service requirements of every type and size of radio receiver. Its use, however, is reduced to still greater simplicity when testing any particular make of set in conjunction with its individual instruction card.

Write to us and we will be pleased to acquaint you with full particulars. Or, better still, address your inquiry to your radio jobber, supply house or our nearest representative—and ask for a demonstration.

WESTON ELECTRICAL INSTRUMENT CORPORATION

606 Frelinghuysen Ave.,

Newark, N. J.



have been added to the chain which carries the Kolster programs. They are: KLZ, Denver; KDYL, Salt Lake City; KYA, San Francisco; KMTR, Los Angeles; KJR, Seattle; KEX, Portland, and KGA, Spokane.

the gathering, as well as J. T. Peirce and T. W. 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.

### 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 distributors 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

### 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!



MODEL A

LIST PRICE **\$35.00**

With 200-ft. Brackets and Reels and Direct Rewind

400-ft. Chromium Plated Reel Rewind with 4-to-1 Geared Rewind **\$7.00**

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. Leavitt, president of Leavitt Cine Pictures Co., of San Francisco, Los Angeles and San Diego, Cal., one of the world's largest institutions devoted to Home Movies:

"Duograph Projector is the most outstanding product ever developed in the 16 MM. field. We know that 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."

*Die Castings, Aluminum Co. of America. Electrical Appliances, General Electric Co. Optical System and Lens, Wollensak Optical Co.*

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 Commodore, 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 Trades Association, were guests at the first meeting of the year of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, held at the Cafe Boulevard, New York City, on January 9. Mr. Wrape spoke briefly, telling the members that he expects some action from the Board of Directors of the RMA 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 an attendance of 2,000 is expected. Twelve or fifteen of the best-known dance orchestras in the country will provide the 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 accommodated. 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 weekly concerts over the stations of the Columbia Broadcasting System. Mr. Pryor, who has been engaged 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., territory, have just been completed with the Duluth Paper & Specialties Co., of that city, according to an announcement from the Federal Radio Corp., of Buffalo, N. Y.

### New Kent Tone Arm

The F. C. Kent Co., Irvington, N. J., manufacturer of tone arms, sound boxes and attachments, 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. Zeusler, 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 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. Zeuser has just issued a partial list of the larger Coast accounts that have signed up as Edison dealers. They are California Phonograph 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.; Kershaw'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 \$80 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 offered, including the Philco Quartet and Philco Twins. The affair was held at the Berwick Hotel, Newark, N. J., and a large attendance was registered. Officials from the headquarters of the Philadelphia Storage Battery Co., Philadelphia, 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 shares 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  
PEERLESS  
ANSONIA  
DECATUR  
AMPLION  
NEWCOMBE-HAWLEY



Our tables can also be equipped with the following Dynamic Speakers:

RCA 106  
JENSEN  
UTAH  
NEWCOMBE-HAWLEY

Substantially built—  
5-ply walnut and mahogany veneer throughout

### Attractive Discounts

Write for price list and full information on our new merchandising 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 32a)

Talking Machine Co. of Japan, Ltd. The trademarks "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 6,590,000 shares of new common stock of the Radio Corp., of which 5,777,000 shares will be exchanged for present outstanding RCA common stock at the rate of five shares of new for one of the present. In addition, an issue of approximately 813,000 shares cumulative "B" preferred stock entitled to dividends at the rate of five dollars annually 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 call 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 cumulative "B" preferred stock for each share of Victor common stock outstanding. As part of this plan, the depositing common stockholders of the Victor Co. will receive a 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 will accrue.

Both classes of preferred stock of the Victor Talking Machine Co. are to be retired. The outstanding \$19,561,000 of 7 per cent prior preference stock will be called for redemption at the redemption price of \$115 per share. Substantially all of the \$6.00 convertible preferred stock has already been retired through exchange into common stock, and it is expected that the remainder will be converted prior to the operation 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. Speyer & Co. and J. & W. Seligman & Co. represented the Victor Talking Machine Co., and David Sarnoff represented the Radio Corp. of America. Colonel Grayson M.-P. Murphy took an active part in the negotiations.

The Camden plant and organization of the Victor Talking Machine Co., the famous trademarks, "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-eminence, 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 agreement 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 installations, radio and the phonograph play distinct but complementary parts," said Mr. Sarnoff. "The permanent success of both industries is dependent upon the future development of electrical entertainment in the home and in the theatre. The technique of the electrical laboratory has been translated into new systems of sound recording and sound reproduction adopted by the phonograph industry. The acoustical achievements of the phonograph industry have already been incorporated in radio loudspeakers.

"It was evident that in the reproduction of music and other forms of entertainment for the home the modern phonograph has contrib-

uted and will continue to contribute a wide range of programs of music and speech, made possible by its service of permanent recording. Radio, on the other hand, must remain a universal service, devoted primarily to current musical, educational and news events. The present unification will greatly improve both services, by making the inventions and developments of both industries interchangeable.

"Insofar as radio has extended its activities to broadcasting, to the new art of talking motion pictures, and to the theatre, the high artistic achievements of the Victor Talking Machine Co. and its associations for many years with the leading artists of the world will enable it, through the present unification, to make distinct contributions to the development of the highest type of entertainment effort. At the same time it opens a new vista for the artist who will have the phonograph, broadcasting and talking pictures as further fields of expression.

"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 Victor production, which will give to radio the recording and acoustical experience of the phonograph industry as well as great cabinet manufacturing facilities, and which will permit substantial economies to be effected through unified production, 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, and adds to the services which each can render."

## To Address Crosley Dealer Gatherings

CINCINNATI, O., January 12.—H. Curtiss Abbott, general sales manager, and Jack Dalton, sales promotion manager, will spend the last two weeks in January attending meetings of authorized 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., Boston, January 14; E. H. Spinney Co., Springfield, Mass., January 15; Rochester Electric Supply Co., Rochester, N. Y., January 18; H. D. Taylor Co., Buffalo, N. Y., January 19; Cleveland Talking Machine Co., Cleveland, O., January 22; Aitken Radio Corp., Detroit, Mich., January 23; Hudson-Ross, Inc., Chicago, Ill., January 28; Geller, Ward, Hasner Hardware Co., St. Louis, Mo., January 30.

Crosley sales representatives in each territory will also attend these meetings. Mr. Abbott and Mr. Dalton will speak at each meeting.

## Polymet Acquires Coilton Elec. Mfg.

The Polymet Mfg. Corp., New York City, manufacturer of electric radio set essentials, has announced its entrance into the coil field with the acquisition of the Coilton Electric Mfg. Co., of Easton, Pa. The absorption under the Polymet name of this well-known coil plant 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 manufacturers and users of radio parts by adding transformer coils, audio transformer coils, transformers, coils for dynamics 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 Mia" and a show hit.



### Chassis Specifications

All metal chassis, guaranteed, 100% shielded. 6-Tube Standard and 7-Tube Push-Pull—Licensed U. S. Navy Patents and Hogan Patent No. 1,041,002.

### Console Model

PC. 2229 RAC, 6 and 7. Beautiful walnut finished cabinet. Size 26"x40"x16" deep. Equipped with Magnetic or Dynamic Speaker.

## SELL YOUR OWN NAME ON RADIO

Push your own brand. Get the benefit of exclusive rights, unlimited profits, no territory restrictions, no fixed price, no unturned stock problem and, best of all, no competition. Establish yourself as a real factor in Radio Retailing and build up trade and good-will for yourself instead of for some manufacturer. Let each set you sell advertise YOU!

Premier make a specialty of supplying private label chassis and complete Radio Receivers to those who want quality first and do not buy solely on price, for Premier is the equal of any in performance, looks and salability. Table and Console Models in complete receivers as well as chassis only, furnished in 6-tube standard and 7-tube Push-Pull. Also combination radio and phonograph with electric pick-up.

Write to

### PREMIER ELECTRIC COMPANY

Established 1905—Manufacturers Ever Since

3819 Ravenswood Ave.

Chicago, Illinois



## 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



The New Capehart Auditorium Model places where a great amount of volume is desired. The new model was perfected to meet the need for powerful amplification and reproduction in amusement places such as are listed above. In the Auditorium model the speaker is placed above the record-changing mechanism. The Auditorium model contains the Capehart record-changing device, which without attention plays twenty-eight double-faced records, fifty-six selections in all, changing and turning them automatically.

## 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 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

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 milestone 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.

## P. H. Diehl and C. E. Huffman With Jenkins

James W. Garside, president of the Jenkins Television Corp., 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.

# ROLA



▲▲▲ This new Rola Electro-dynamic Unit is now used as standard equipment in many makes of radio sets, electric phonographs, sound film installations and public address systems. The model illustrated is J-110, equipped for light socket operation. Other models are wound for D.C. operation at from 6 to 220 volts. An inquiry will bring complete information and description of each model.

## NOW

### 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 Electro-dynamic 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.

### RADIO USERS ARE DEMANDING THIS VOICE OF LIFE-LIKE REALISM

RADIO manufacturers have been quick to answer the preference of users. They are now using Rola speakers as standard equipment in their sets. Regardless of how good a set may be, *the speaker tells the story*. As a dealer will you be equally prepared to answer the demands of users in 1929? Two sources of sales await you: Sell new radio sets *Rola equipped*. Sell Rola separate speakers for use with table model sets. For further information on Rola-equipped receiving sets or upon the complete Rola line of Electro-dynamic and Magnetic speakers write ▲▲▲

the  
**ROLA COMPANY**  
OAKLAND, CALIFORNIA  
Forty-fifth and Hollis Streets  
CLEVELAND, OHIO  
2570 East Superior Avenue



## 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-

pointed 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 his headquarters, and I. C. Hunter, the Pacific region, with

closed a very good year. This is particularly true of the Radio Shop, where sales exceeded 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 automatic jobs were the means of keeping up Victor sales. Records of the popular type continue to head the list, with the catchy dance numbers selling briskly, Miss Zoa Osborn, 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. Baillie reported. The new Victor coin-operated machine, as well as the Orchestrope, are moving faster than the supply can care for. Brunswick and RCA, also Atwater Kent sets, control a large volume. Victor and Brunswick combinations are also in favor. Miss Helen Baumgardner, in charge of records, stated that through the weekly approval record package the store closes 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. Wildermuth, treasurer of the Whitney-Blaine-Wildermuth Co., stated the house has added the Amrad radios. Holiday radio sales were so large that the department topped most other divisions of the store in volume.

Grinnell Bros. are taking advantage of the recent merger of Victor and RCA to exploit the Victor-Radiola combination—the publicity is being carried in newspapers, windows and in the January house organ "Melody." 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 sales staff.

Frank Flightner, Columbia, Kolster, Sonora and Steinite 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, formerly manager of the Radio and Victor department of Grinnell Bros., paid a holiday visit to his old friends at Grinnell's. He attended the Majestic radio sessions in Chicago and was on his way back to Memphis, Tenn., where he is now sales promotion manager of the J. E. Dilworth Co., well-known and successful Majestic jobber.

The S & P Radio Co., wholesaler and retailer of radio merchandise, opened its third retail store here recently. The enterprise is located at 1022 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 stores deal in Majestic, Crosley, A. 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. Schneider 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. Womeldorff, 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 CeCo 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.



1. H. E. Capehart, 2. Broyles, 3. Deaton, 4. J. A. Darwin, 5. F. W. Barnholdt, 6. G. A. Hitchcock, and 7. I. C. Hunter

ern 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 ap-

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 Encounter 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 go-

ing forward, too. But straight phonographs are not doing so well.

The Lion Store Music Rooms & Radio Shop, according to Lawson S. Talbert, manager,

# Slagle Radio

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

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

CONTINENTAL RADIO CORPORATION

Successor to

Slagle Radio Company

FORT WAYNE

INDIANA



LEONARD P. CANTY

## 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 just 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 will readily verify that statement, radio broadcasting, which quickly popularizes musical selections, is listed as one of the most important reasons for this increase, while enlivened interest in recorded music has also been brought about through aggressive merchandising and electrical reproduction. The last-named cause is expected to exercise an even greater influence in 1929, when a far 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 in 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 Listenwaller & 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 employes 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 Fractman, owner of the Rialto Music



Rialto Music Shop

Shops, has made his new store the last word in moderne 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 PHONOGRAPHS

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  
 CHICAGO

306 South Wabash Avenue



## 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 deluxe 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 Piano Club, in 1923 he was secretary of the National Association of Music Merchants, and during the past few 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 concert features 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. Otterson, 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 Graff, Ida Silverman and Murray Miller.

**Eureka T. M. Corp. Chartered**

The Eureka Talking Machine Corp., 5939 Lowe avenue, this city, was recently incorporated with a capital stock of \$100,000 to manufacture and deal in talking machines, radio cabinets, etc. The incorporators are Jacob Seidscher, Harry Kaplan and Joseph Kaplan.

**Briefs About Retailers**

Patterson Bros., an old-established music house in Evanston, Ill., has 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.

Manufacturers of the Alto Fibre Needle Cutter



TONE ARM

## Accurate! The Alto

**Automatic Stop  
For Phonographs**

Accuracy at low cost means satisfied customers. Fits under the turntable. Simple to attach. With a record of ten years satisfactory service in the phonograph industry.

Alto Mfg. Co., 1647 Wolfram St., Chicago, Ill.  
Canadian Distributor: Universal Supply Co., Toronto, Ont.

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. Muter introduced several of the Steinite executives, who made brief addresses, including Jacob Abelson, Fred Stein, Lester Abelson, H. S. Alexander, Alfred Crossley and Mr. Getz.

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 indication 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 by the Leslie F. Muter 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 a decided success and 80 per cent of the dealers served by the company participated. Three division prizes were awarded, the first for the best window display in Milwaukee, the second for the best in a city with a population in excess of 15,000, the third in a city under 15,000 population. The winners of the contest were Mrs. Elizabeth N. Nemitz, North Avenue Music Shop, Milwaukee, Wis.; West Allis Music Shop, West Allis, Wis., and Koepsell & Gruber, Mayville, Wis.

George W. Hopkins, formerly vice-president and sales manager of the Columbia Phonograph Co., has started a sales and merchandising 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. Slovetsky and M. B. Kelby are incorporators.

## 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

ite convention at Chicago was "\$30,000,000 in 1929," and to reach this important goal it was announced that an advertising and sales



Steinite Annual Banquet and Presentation of 1929 Line at Hotel Stevens

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, Kans. presented a program which was not only received with enthusiasm by everyone present but which indicated concretely the tremendous growth of the organization during the past five years. The enthusiasm of the jobbers was reflected in the consideration and attention 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 Stein-

promotion appropriation of \$1,500,000 had been set 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 over 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 to the accompaniment of a most unusual and interesting program.

Leslie F. Muter, president of the Leslie F. Muter Co., now affiliated with the Steinite organization, acted as toastmaster at the banquet, and contributed materially to the success of





## "Two Black Crows in Hades"

Here they are again! And what a record! It's going to sweep this country from stem to stern. "Two Black Crows in Hades," Columbia Record No. 1652-D, is headed for tremendous sales, if any record ever was.

If you haven't already sent in your order, do so now.

And ask for plenty—you'll need 'em. Special streamers, as well as single and double column newspaper mats, stereos and electros, designed especially for your use. supplied free on request.

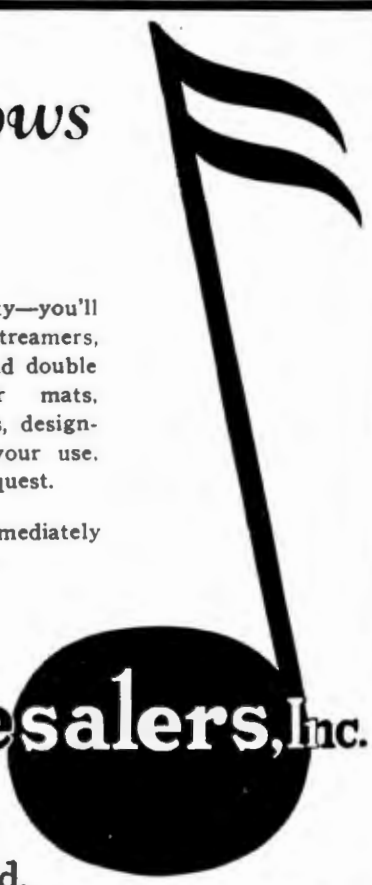
Let us know immediately your requirements.

# Columbia Wholesalers, Inc.

L. L. Andrews ~ Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.



## Trade Activities in Baltimore Territory

BALTIMORE, MD., January 8.—The holiday demand for radio receivers, phonographs, combinations, records and other musical instruments and accessories in this territory was eminently satisfactory to dealers and distributors, and the fact that the post-holiday demand has kept up above expectations has encouraged the

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 records 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 Co-

## 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-face type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

**SALESMAN WANTED**—Wholesaler of musical instruments needs salesman to cover South and Southwest on commission basis, as a side line. Well established trade. Address Box No. 1675, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Ave., New York, N. Y.

**LINES WANTED**—A well-known manufacturers' agent, covering the New England territory, selling radio exclusively for the last six years, desires to make connections with a reputable set manufacturer for 1929. Address replies to Box No. 1676, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Ave., New York, N. Y.

**SALESMEN WANTED**—To sell popular-priced line of phonograph and radio cabinets in South and West. Must have car and acquaintanceship with trade. Charmaphone Co., Pulaski, N. Y.

**EXECUTIVE**—Known to you either personally or by name, desires affiliation as assistant to president or in sales capacity. Has extensive manufacturing, sales, advertising and promotional experience in radio field. Possesses valuable knowledge and experience which can be put into immediate use. Has exceptionally large jobber, dealer and manufacturer following throughout entire East. Qualified as "Good Will Ambassador," fostering pleasant business relations between manufacturer, distributor and dealer. Remuneration is optional. Address replies to Box No. 1679, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Ave., New York, N. Y.

**POSITION WANTED**—Salesman, traveling twelve years, six years radio, desires connection with sales manager or will travel and locate in any territory. Large following. Thirty-two years of age. Address replies to Box No. 1680, care of Talking Machine World & Radio-Music Merchant, 420 Lexington avenue, New York, N. Y.

### Sales Executive

Man who has had 20 years' experience manufacturing and merchandising musical instruments, and who in that time has made the intimate acquaintance of practically every music merchant in the United States, will be open for Radio Sales Executive position the first of the New Year. He has been affiliated with leading houses in the music industry only, wholesale and retail, and can show a splendid record as a producer. Address Box No. 1678, Talking Machine World & Radio-Music Merchant, 420 Lexington Ave., New York, N. Y.

### Music and Radio Dealers

A Thousand to Ten Thousand Customers in your store in ten days.

Write for our plan

W. P. PRINGLE DISPLAY CO.,  
627 Lexington Place, N.E. Washington, D. C.

**POSITION WANTED**—By radio and phonograph salesman with ten years' experience. Can service both radio and phonographs and can speak French. Address H. J. Vigneault, 64 Spring St., Keene, N. H.

**POSITION WANTED**—Sales representative with seven-teen years' experience in the phonograph and radio field is seeking a change. Desires connection with manufacturers. Willing to travel. Might consider distributor representation in Metropolitan district. Acquainted with trade. Salary or commission basis. Highest references. Address replies to Box No. 1677, care of Talking Machine World & Radio-Music Merchant, 420 Lexington Ave., New York, N. Y.

lumbia 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 Kolster products. Both Mr. Swartz and I. 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., Inc., 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. 6/16 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 and Bronze to match the characteristics of the Fada Set. The Consoles can be had equipped with the Fada No. 15 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 Fink, North Ward Radio Co., Newark, N. J., and Julian 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 Duane Wanamaker, 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 short 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

**ROLA SALES IN SENSATION RADIO**

**A new SPEAKER of remarkable value meets heavy demand only \$22.50**

*Rola Model Fifteen*  
is sturdily built of hardwood with attractive walnut finish.

In the past few weeks a new standard of low-priced quality reproduction has been set in the radio industry—a new market of users has been opened for radio dealers.

INSTANTLY, from all parts of the country, dealers have reported tremendous public approval of the new Rola Model Fifteen—have sent in repeat orders. Here is the reason: The Model Fifteen is daily out-demonstrating much more expensive speakers. The new Rola Model Fifteen has sufficient power capacity to operate on the full volume of any standard radio set. In life-like realism, tone-range and volume, it closely approximates the results of the average dynamic speaker and equals any magnetic speaker made. It is equipped with the famous Rola Model M. Magnetic Armature Unit, the same unit contained in the more expensive Model Twenty. Its performance is therefore identical with the more expensive speakers. At the price, the new Model Fifteen offers value never before approached in radio history.

**Cultivate This New Market!** Radio dealers can now sell quality speakers in a much lower price class than heretofore. The new Rola Model Fifteen makes radio installations easier selling. Once a prospective customer has heard the Model Fifteen perform with any standard set—or in comparison with their old speaker, you have made a sale. Thousands of radio users, who are not prospects for the more ex-

pensive speakers, but desire greater realism, greater volume, greater power than is possible with the average magnetic, will buy at the low price of \$22.50. Here is your opportunity to meet the low-priced speaker demand with a speaker that you know will give you permanent satisfaction—a speaker of marvelous performance. *The Rola Model Fifteen, once in your store, will prove a rapid seller.*

**MANUFACTURERS:** The new Rola Model M Magnetic Armature Unit is ideally adapted to built-in consoles and speaker tables. It is the same unit installed in the Rola Models Fifteen and Twenty. It has the Rola full-floating diaphragm and responds to all tones between 100 and 5000 cycles per second in frequency. In conception the Model M is founded on correct, enlightened engineering and upon careful fabrication from quality materials. Its superior performance and freedom from maintenance troubles have been proven in actual use. Inquiries for details, blue prints and prices from responsible parties are solicited.

Ask your jobber for full details on the 1929 loudspeakers, or write to the nearest factory for name of Rola jobber.



Rola Model M  
List Price \$15

Rola Dynamic and Magnetic Speakers for Every Radio Installation

**THE ROLA COMPANY**

OAKLAND, CALIF.: 45th & Hollis Sts. CLEVELAND, OHIO: 2570 E. Superior Ave.



D. J. Quinn

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. 7  
List \$25.00

No. 5, List \$12.50

A neatly embossed compact model, vanity style, that is equal in tone and volume to that of standard sizes.



No. 10  
List \$20.00



No. 11  
List \$15.00

MODEL No. 7 IS THE ONLY PORTABLE BUILT WITH A THREE-PLY VENEER CONCEALED TONE CHAMBER OF VIOLIN CONSTRUCTION. THIS CHAMBER COMBINED WITH THE MATCHED SERPENTINE TONE ARM AND REPRODUCER GIVES FORTH THAT WONDERFULLY CLEAR AND LIFE-LIKE TONE.

Samples Sent on Approval  
Write us today

# LIFTON MFG. CO.

40-46 West 20th St.

New York City



# IN THE MUSICAL MERCHANDISE FIELD

## M. Hohner, Inc., Buys Ands. Koch Business

One of the Most Important Deals in Music Industry Consummated With Purchase of Harmonica-Accordeon Interests

One of the most important deals consummated in the music industries in some time was announced late 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's largest makers and distributors of harmonicas and accordions. Its extensive industries are located in Trossingen, Germany, where Koch products also have been manufactured for many years.

Hohner products in this country have been very extensively exploited in a campaign that has practically made this a nation of harmonica players, judging from the enormous volume of sales of Hohner harmonicas in the United States each year. William J. Haussler, general manager of the Hohner interests here, has been the guiding genius 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, for it would provide 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.

"Some means must be found 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," continued the senator.

## Smerda Music Co. Advertises Via Radio

CLEVELAND, O., January 5. The only music store in greater Cleveland that advertises through radio broadcasting is the Smerda Music Co., of 5800 Broadway. The company went on the air last week over station WHK and is featuring music of central Europe although presenting 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 Smerda Co. has one of the most complete music stores on the South side of Cleveland, and in addition to pianos carries a large line of small goods, radios, phonographs 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 "Y," Pueblo, Col., with E. G. Barrow, 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. Merchandise Trade Plans Activity

Much Constructive Work Is Contemplated for Coming Twelve Months, Including Intercollegiate Band Contest

The new year promises to be replete with promotional activity in behalf of band and orchestra instruments, judging from the plans that have been announced already or 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 work has only just started and should be carried forward most aggressively and vigorously into 1929.

The two Eastern merchandise associations are laying their plans for the year, and anticipate the hearty co-operation of the entire trade in all their activity. The officers hope for not only keen interest in association work but the unequivocal support of the members to the extent at least of personal attendance at all meetings during the year. It is only through this kind of co-operation 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. Lieut. 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 Whiteman has purchased the Buffalo Song Shop, Buffalo, N. Y., which carries a full line of small goods, records and sheet music. Mr. Whiteman has had a wide experience in the retail music field.

**BACON  
BANJOS**

*Sold by Representative  
Music Merchants*

**BACON BANJO CO., Inc.**  
GROTON, CONN.

# B

# RUNO

**THE OLDEST AND  
LARGEST MUSICAL  
MERCHANDISE HOUSE  
IN AMERICA**

*Exclusively Wholesale*  
ESTABLISHED 1834

**C. BRUNO & SON, INC.**  
351-53 FOURTH AVE. NEW YORK CITY



# From the WORLD of MUSIC

tomorrow, Give Me To-day," "Right or Wrong." Mr. Davis claims that a majority of the orchestrations to-day cannot be played with the proper effect by the average small orchestra. The "Baby Specials" are all on one page for each part with the exception of the piano part, which is on two pages. Four new "Baby Specials" will be released in January by Triangle. They are: "Susianna," "You Can't Take My Lem'ries From Me," "Happy Rhythm" and "A Good Man Is Hard to Find."

## Berlin Secures Rights to Theme Song

Will 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 publication rights to another theme song that bids fair to be as big a hit as "There's a Rainbow Round My Shoulder" from the "Singin' Fool." The new number is 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 Horatio Nichols, writers of the hit "Among My Souvenirs." Other new songs recently added to the De Sylva, Brown and Henderson list include "I'll Never Ask for More", by Fred Allert and Roy Turk, and "I Found Happiness When I Found You", the theme song of the film "The River," by Rappee and Pollack.

## 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



Earl Carroll and Jack Robbins

will publish the score for "Fioretta," the super-operetta, which opened in Baltimore on New Year's Eve. This production, by Bagby and Romilli, cost \$300,000 to produce, and has a cast of 150, headed by an imposing array of stars, including Fannie Brice, Leon Errol, Lionel Atwill and Tessa Koste. The Robbins organization has already prepared a three-colored title page for the sheet music of the score, leaders being "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 "Blue Shadows," "Once in a Lifetime" and "Raquel."

The new professional offices of Leo Feist, Inc., at 1625 Broadway, New York City, were opened on Wednesday, January 9, with appropriate ceremonies, which were broadcast.

**Australian "Jeannine" Window**  
of the country. While the exploitation given the number in conjunction with the film's presentation has undoubtedly proved beneficial, it is tremendously popular on its own merits, and has proved a favorite with radio and stage entertainers. The popularity of the song is not confined to this country, however, as is shown by the accompanying photograph of a window display in the show space of Allen & Co., Melbourne, Australia. The entire window was devoted to sheet music copies and Columbia recordings of "Jeannine."

## Triangle Baby Specials Make Big Hit

The "Baby Special" idea recently conceived by Joe Davis, head of the Triangle Music Co., is proving to be a wonderful success. The Triangle Music Co. recently published four numbers for orchestra so arranged that they can be played by small orchestras. They are printed for seven parts and piano, such as: piano, violin, cornet, trombone, banjo, drums, E flat saxophone and B flat tenor saxophone. The four numbers printed were: "I Ain't Got Nobody", "Dusky Stevedore", "Take Your To-

## FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

**IRVING BERLIN INC., 1607 Broadway, New York**



## J. J. Robbins Speaks on Film Theme Songs

Head of Robbins Music Corp. Makes Interesting Comments on Benefits of Movie 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 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 dealer must be appraised of play dates, and must be urged to stock up liberally with orders. To enjoy the continued confidence of the dealer, 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 no inconsiderable degree. Promiscuous 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 Rube 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 nocturne 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 "Susianna," 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 "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 Mem'ries 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 Sampson, 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, showing 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., Toledo, O., has made an exhausted study of finance 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

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**

9:00—Registration.

9:30—Official Opening of Convention—Harold J. Wrape, President, F. R. T. A.

9:45—Address of Welcome—Elmer C. Metzger, President, Buffalo Radio Trade Association.

10:00—Address of President Harold J. Wrape.

10:25—Appointment of Convention Committees. Next Annual Convention Meeting Place. Nominating Committee. Resolutions Committee. Co-ordination Committee. Sergeant at Arms.

10:30—"The Importance of the Federated to the Manufacturer"—Maj. Herbert H. Frost, President, Radio Manufacturers' Association.

11:15—"The Broadcasting Situation"—Wm. Hedges, President, National Association of Broadcasters.

12:00—Adjourn for Lunch. Remarks by Bond P. Geddes, Executive Vice-President, R. M. A.

Remarks by L. S. Baker, Director, National Association of Broadcasters.

Remarks by Martin F. Flanagan, Executive Secretary, R. M. A.

1:30—"Some Legal Aspects of Radio"—Judge Van Allen, legal counsel, R. M. A.

2:00—"Federal Radio Legislation"—Hon. Frank D. Scott, Washington, D. C.

2:30—Reports of Executive Secretary. Committee reports of Federated.

Educational—A. M. Edwards.

Finance—Geo. Riebeth.

Publicity—Jack Redell.

Broadcasting -

Trade Relations—Sidney Neu.

3:30—Adjournment for Sectional Meetings.

### Radio Wholesalers Association

3:15—Remarks by President Peter Sampson.

3:30—Introduction of Guests—J. F. Connell, Chairman, Membership Committee.

3:45—"Co-operation"—W. E. Robertson, Chairman, Radio Committee, National Electrical Wholesalers Association.

4:00—5 minute talks by members H. Bonfig, Kansas City, Mo.; Ernest Ingold, San Francisco, Calif.; J. Newcomb Blackman, New York City; Charles Comprecht, Philadelphia, Pa.; F. D. Pitts, Boston, Mass.

4:35—Report of Finance Committee—Peter Sampson, Chairman.

4:45—Report of Membership Committee—J. F. Connell, Chairman.

4:55 to 6:00—Report of Committees.

Report on Publicity Committee—M. J. Wolf, Chairman.

Report of Dealer Relations Committee—Ernest Ingold, Chairman.

Report on Legislative Committee.

Federal—Harold J. Wrape.

State—

City—

Report of Traffic Committee—R. C. Colman.

Report of Tube Committee—Martin Wolf.

Report of Set Committee—Harry Alter.

(Continued on page 135)



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 very 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, and 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



# The Latest Record Bulletins

## Victor Talking Machine Co.

### LIST FOR JANUARY 4

- 21793 Freshman Hop—Fox-trot, Jack Pettis and His Pets 10  
A Bag of Blues—Fox-trot, Jack Pettis and His Pets 10  
21791 Don't Hold Everything (Let Everything Go) (From the Musical Comedy, "Hold Everything!")—Fox-trot.....The High Hatters 10  
To Know You Is to Love You (From the Musical Comedy, "Hold Everything!")—Fox-trot, The High Hatters 10  
21792 How About Me?—Fox-trot, Waring's Pennsylvanians 10  
Sweet Dreams—Fox-trot, Nat Shilkret and the Victor Orch. 10  
1360 Sonny Boy (From Warner Bros. Picture, "The Singing Fool").....John McCormack 10  
Jeannine, I Dream of Lilac Time (From First National Picture, "Lilac Time"), John McCormack 10  
21794 My Blackbirds Are Bluebirds Now, National Cavaliers 10  
The Song I Love.....National Cavaliers 10

### LIST FOR JANUARY 11

- 21795 Feeling I'm Falling (From the Musical Comedy, "Treasure Girl")—Fox-trot, Victor Arden-Phil Ohman and Their Orch. 10  
Got a Rainbow (From the Musical Comedy, "Treasure Girl")—Fox-trot, Victor Arden-Phil Ohman and Their Orch. 10  
21802 Love Dreams (From Metro-Goldwyn-Mayer Picture, "Alias Jimmy Valentine")—Waltz, Nat Shilkret and the Victor Orch. 10  
Jimmy Valentine (From Metro-Goldwyn-Mayer Picture, "Alias Jimmy Valentine")—Fox-trot, Nat Shilkret and the Victor Orch. 10  
21800 Sweethearts on Parade—Fox-trot, Jean Goldkette's Orch. 10  
That's What Puts the "Sweet" in Home, Sweet Home—Fox-trot.....Jean Goldkette's Orch. 10  
21799 Where Were You—Where Was I? (Exactly Where We Are) (From the Musical Comedy, "Billie").....Polly Walker 10  
Billie (From the Musical Comedy, "Billie"), Polly Walker 10  
21798 I Can't Give You Anything But Love (From the Musical Comedy, "Blackbirds of 1928"), Gene Austin 10  
I Wonder If You Miss Me To-night?, Gene Austin 10

### LIST FOR JANUARY 18

- 21806 How About Me? (Berlin).....Morton Downey 10  
I'm Sorry, Sally.....Morton Downey 10  
21807 Evenin'.....The Revelers 10  
Comin' Home.....The Revelers 10  
21809 Me and the Man in the Moon—Fox-trot, Ted Weems and His Orch. 10  
My Troubles Are Over—Fox-trot, Ted Weems and His Orch. 10  
21805 My Blackbirds Are Bluebirds Now—Fox-trot, Jean Goldkette's Orch. 10  
Don't Be Like That—Fox-trot, Jean Goldkette's Orch. 10  
21801 A Room With a View (From the Musical Comedy, "This Year of Grace") (Coward), Roger Wolfe Kahn and His Orch. 10  
Dance Little Lady (From the Musical Comedy, "This Year of Grace") (Coward), Roger Wolfe Kahn and His Orch. 10

### LIST FOR JANUARY 25

- 21168 My Man (From Warner Bros. Picture, "My Man").....Fanny Brice 10  
The Song of the Sewing Machine, Fanny Brice 10  
21815 I'd Rather Be Blue (From Warner Bros. Picture, "My Man").....Fanny Brice 10  
If You Want the Rainbow (You Must Have the Rain) (From Warner Bros. Picture, "My Man").....Fanny Brice 10  
21814 My Man (From Warner Bros. Picture, "My Man")—Fox-trot, Nat Shilkret and the Victor Orch. 10  
I'd Rather Be Blue (From Warner Bros. Picture, "My Man")—Fox-trot, Nat Shilkret and the Victor Orch. 10  
21810 I Can't Make Her Happy—Fox-trot, Waring's Pennsylvanians 10  
The Song I Love—Fox-trot, Waring's Pennsylvanians 10  
21811 My Inspiration Is You—Fox-trot, Nat Shilkret and the Victor Orch. 10  
Ev'rybody Loves You—Fox-trot, Jacques Renard and His Orch. 10

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### MASTERWORKS SERIES

- Set No. 100 Debussy—Quartet in G Minor, Op. 10. In Seven Parts, on Four Twelve-inch Records, with Album, Lener String Quartet, of Budapest 67480-D Saint-Saens: Le Rouet D'Omphale, Symphonic Poem for Orchestra, in Two Parts, By Societe Des Concerts Du Conservatoire de Paris (Paris Conservatory Orchestra), Under Direction of Philippe Gaubert..... 12  
67467-D Wagner: Die Meistersinger: Prelude—Part 1; Die Meistersinger: Prelude—Part 2, Artur Bodanzky and Symphony Orch. 12  
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50111-D O Sleep, Why Dost Thou Leave Me? (Handel)—Soprano Solo.....Anna Case 12  
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50109-D Cavalleria Rusticana: Voi Lo Sapete (San-tuzza's Air) (Mascagni)—Soprano Solo, with Orchestra conducted by Sir Thomas Beecham.....Eva Turner 12  
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50108-D La Boheme: Che Celida Monina (Your Tiny Hand Is Frozen) (Puccini)—Tenor Solo, Louis Graveure 12  
Carmen: Air de la Fleur (Flower Song) (Bizet)—Tenor Solo.....Louis Graveure 12

- 173-M Ye Banks and Braes O' Bonnie Doon (Arr. by Hopekirk)—Soprano Solo, Martha Attwood 10  
Comin' Thro' the Rye (Old Scotch Air) (Arr. by Ross)—Soprano Solo.....Martha Attwood 10  
171-M When Dull Care (Leveridge)—Baritone Solo, Alexander Kisselburgh 10  
Some Rival Has Stolen My True Love Away (Traditional Surrey Song) (Arr. by Broadway)—Baritone Solo, Alexander Kisselburgh 10  
172-M Seit Ich Ihn Gesehen (Since Mine Eyes Have Seen Him) (Schumann; Op. 42, No. 1)—Soprano Solo.....Elsa Alsen 10  
Du Ring an Meinen Finger (Thou Ring Upon My Finger) (Schumann; Op. 42, No. 4)—Soprano Solo.....Elsa Alsen 10  
174-M A Pleading (Tschaiakowsky) (Arr. by Tertis)—Viola Solo.....Lionel Tertis 10  
The Blackbirds (Tertis)—Viola Solo, Lionel Tertis 10  
50112-D Romance (Wieniawski)—Violin Solo, Yovanovitch Bratza 12  
Legende Naive (Jongen)—Violin Solo, Yovanovitch Bratza 12  
50110-D An Old Melody (Arr. by Squire)—Violoncello Solo.....W. H. Squire 12  
Melodie in E (Rachmaninoff) (Arr. by Squire)—Violoncello Solo.....W. H. Squire 12

### SACRED MUSIC

- 1643-D Asleep in Jesus—Male Quartet, Shannon Quartet 10  
Beyond the Smiling and the Weeping—Male Quartet.....Shannon Quartet 10

### STANDARD AND INSTRUMENTAL MUSIC

- 50113-D Tschaiakowskiana: Parts 1 and 2 (Fantasy on Tschaiakowsky Themes) (Arr. by Herman Hand)—Instrumental, Paul Whiteman and His Orch. 12  
1627-D By the Waters of Minnetonka—Pipe Organ Solo.....Emil Velazco 10  
La Rosita—Pipe Organ Solo.....Emil Velazco 10  
1658-D Scarf Dance—Instrumental, Columbia Symphony Orch. 10  
(Under direction of Robert Hood Bowers) The Flatterer—Instrumental, Columbia Symphony Orch. 10  
(Under direction of Robert Hood Bowers) 1644-D Hail to the Flag.....Columbia Band 10  
Friends Forever.....Columbia Band 10  
1645-D 'Tis an Irish Girl I Love, and She's Just Like You (From "Macushla")—Tenor Solo, William A. Kennedy 10  
The Old-Fashioned Mother—Tenor Solo, William A. Kennedy 10

### POPULAR INSTRUMENTALS

- 1650-D Sonny Boy (Theme Song from Motion Picture "The Singing Fool") (Vocal Refrain by Ned Miller)—Pipe Organ Solo, Milton Charles 10  
There's a Rainbow 'Round My Shoulder (Theme Song from Motion Picture "The Singing Fool") (Vocal Refrain by Ned Miller)—Pipe Organ Solo.....Milton Charles 10  
1633-D Ups-A-Daisy! (From "Ups-A-Daisy")—Fox-trot, Piano Duet by Constance Mering and Muriel Pollock 10  
Hot! (From "Ups-A-Daisy")—Fox-trot, Piano Duet by Constance Mering and Muriel Pollock 10

### NOVELTY RECORDS

- 1657-D Chopinata (Airs from Chopin)—Piano Solo, Clement Doucet 10  
Wagnereske (Airs from Wagner)—Piano Solo, Clement Doucet 10  
38006-F Reverie.....Le Maire French String Orch. 10  
A Memory of Chopin, Le Maire French String Orch. 10  
1637-D Oh! By Jingo—Vocal, Dan Hornsby Novelty Quartet 10  
Has Anybody Here Seen Kelly—Vocal, Dan Hornsby Novelty Quartet 10  
38007-F The Sexton—Tango, Guatemala Marimba Orch. 10  
Perfidy—Tango.....Guatemala Marimba Orch. 10

### DANCE MUSIC

- 1656-D I Got a Woman Crazy for Me: She's Funny That Way—Fox-trot, With Incidental Singing by Ted Lewis, Ted Lewis and His Band Wear a Hat With a Silver Lining—Fox-trot, With Incidental Singing by Ted Lewis, Ted Lewis and His Band 10  
1630-D Just a Sweetheart (Theme Song from Motion Picture "The Battle of the Sexes")—Fox-trot.....Paul Whiteman and His Orch. 10  
Where Is the Song of Songs for Me?—Waltz, Paul Whiteman and His Orch. 10  
1636-D My Old Girl's My New Girl Now—Fox-trot, Guy Lombardo and His Royal Canadians 10  
My Blackbirds Are Bluebirds Now—Fox-trot, Guy Lombardo and His Royal Canadians 10  
1628-D Sweethearts on Parade—Fox-trot, Guy Lombardo and His Royal Canadians 10  
That's How I Feel About You—Fox-trot, Guy Lombardo and His Royal Canadians 10  
1653-D The Spell of the Blues—Fox-trot, With Orch. and Pipe Organ (Milton Charles at the Organ) Guy Lombardo and His Royal Canadians 10  
High Up on the Hilltop—Fox-trot, With Orch. and Pipe Organ (Milton Charles at the Organ) Guy Lombardo and His Royal Canadians 10  
1634-D Querida (Sweetheart)—Tango-Fox-trot, Leo Reisman and His Orch. 10  
Chalita—Tango-Fox-trot, Leo Reisman and His Orch. 10  
1638-D Do You? That's All I Want to Know—Fox-trot, Ipana Troubadours (S. C. Lanin, Director) 10  
Glorianna—Fox-trot, Ipana Troubadours (S. C. Lanin, Director) 10  
1635-D My Inspiration Is You—Fox-trot, Ben Selvin and His Orch. 10  
Carmen—Waltz.....Ben Selvin and His Orch. 10  
1654-D Mia Bella Rosa (My Beautiful Rose)—Fox-trot.....The Benson All Star Orch. 10  
(Direction of Edgar A. Benson) Sally of My Dreams (Theme Song from Motion Picture "Mother Knows Best")—Fox-trot.....The Benson All Star Orch. 10  
(Direction of Edgar A. Benson) 1648-D To Know You Is to Love You (From "Hold

- Everything!")—Fox-trot, The Benson All Star Orch. 10  
(Direction of Edgar A. Benson) Maybe This Is Love (From "Three Cheers")—Fox-trot.....The Benson All Star Orch. 10  
(Direction of Edgar A. Benson) 1642-D The Pay-Off—Fox-trot.....California Ramblers 10  
Tin Ear—Fox-trot.....Jan Garber and His Orch. 10  
1661-D Buy, Buy for Baby—Fox-trot, The Columbians 10  
I'm Walking Between the Raindrops—Fox-trot, The Knickerbockers 10  
1662-D Phi Delta Kappa Sweetheart—Waltz, Eddie Thomas' Collegians 10  
I'm Away from the World When I'm Away from You, 'Cause You're All the World to Me—Waltz.....Eddie Thomas' Collegians 10  
1646-D Stairway of Dreams (Theme Song from Motion Picture "Fanchon and Marco's Stairway Idea")—Fox-trot.....The Knickerbockers 10  
Finders Keepers, Losers Weepers (Theme Song from Motion Picture "Finders Keepers")—Fox-trot.....The Columbians 10  
1651-D My Suppressed Desire (Theme Song from Motion Picture "Gang War")—Fox-trot, Verne Buck and His Orch. 10  
What a Girl! What a Night!—Fox-trot, Verne Buck and His Orch. 10  
1631-D My Hawaiian Song of Love—Waltz, Eddy's Hawaiian Serenaders 10  
Down in Waikiki—Fox-trot, Eddy's Hawaiian Serenaders 10

### VOCAL NUMBERS

- 1652-D Two Black Crows in Hades: Parts 1 and 2 Comedy Sketch.....Moran and Mack 10  
1639-D My Old Girl's My New Girl Now—Vocal, Ukulele Ike (Cliff Edwards) 10  
I Can't Make Her Happy (That Old Girl of Mine)—Vocal.....Ukulele Ike (Cliff Edwards) 10  
1629-D My Suppressed Desire (Theme Song from Motion Picture "Gang War")—Vocal Trio, Paul Whiteman's Rhythm Boys 10  
Rhythm King—Vocal Trio, Paul Whiteman's Rhythm Boys 10  
1659-D Let's Do It (Let's Fall in Love) (From "Paris")—Vocal, Lee Morse and Her Blue Grass Boys 10  
If You Want the Rainbow (You Must Have the Rain)—Vocal, Lee Morse and Her Blue Grass Boys 10  
1660-D My Mother's Eyes (From "The War Song")—Vocal.....Ed Lowry 10  
Just Another Night—Vocal.....Ed Lowry 10  
1640-D Where Is the Song of Songs for Me?—Vocal, James Melton 10  
Ceasing to Care—Vocal.....James Melton 10  
1632-D Melancholy Sally, Kitty O'Connor (The Girl Baritone) 10  
Why Can't You Care? Kitty O'Connor (The Girl Baritone) 10  
1655-D When the Right One Comes Along (Theme Song from Motion Picture "Marriage by Contract")—Vocal.....Charles Lawman 10  
When Summer Is Gone—Vocal, Charles Lawman 10  
1641-D Come on and Make Whoopee (From "Luckee Girl")—Vocal.....The Diplomats 10  
Oh! You Sweet Old Watcha May Call It—Vocal.....The Diplomats 10  
1647-D Pals, Just Pals (Theme Song from Motion Picture "Submarine")—Male Quartet, Goodrich Silvertown Quartet 10  
Blue Shadows (From "Earl Carroll Vanities")—Male Quartet.....Goodrich Silvertown Quartet 10  
1649-D Cross Roads (Theme Song from Motion Picture "Show People")—Vocal.....Henry Burr 10  
Love Dreams (Theme Song from Motion Picture "Alias Jimmy Valentine")—Vocal, Henry Burr 10

## Brunswick Records

### LIST FOR JANUARY 3

- 273 Railroad Blues (Smith-Handy)—Vocal Duet, with Guitar and Violin, Richard Brooks-Reuben Puckett 10  
Long Gone (Smith-Handy)—Vocal Duet, with Guitar and Violin, Richard Brooks-Reuben Puckett 10  
274 William and Mary (Love in Disguise)—Voice and Guitar, with Violin, Marc Williams (The Cowboy Crooner) 10  
Bad Companions—Voice and Guitar, with Violin, Marc Williams (The Cowboy Crooner) 10  
4101 Billie (From "Billie") (Cohan)—Waltz, Wm. F. Wrigles and His Orch. 10  
Where Were You—Where Was I? (Exactly Where We Are) (From "Billie") (Cohan) Fox-trot, with Vocal Chorus by Victor Hall, Wm. F. Wrigles and His Orch. 10  
4120 'Round Evening (Whiting-Steiner Coots)—Fox-trot, with Vocal Chorus by Eddy Thomas, "Kenn" Sisson and His Orch. 10  
The Whole World Knows I Love You (Gottler-Clare-Pinkard)—Fox-trot, with Vocal Chorus by Francis Luther, "Kenn" Sisson and His Orch. 10  
4121 By the Watermelon Vine (Lindy Lou) (Allen)—Vocal Duet, with Piano, The Dixie Stars (Al Bernard-Russel Robinson) 10  
Bless You, Sister! (Dubin-Robinson)—Vocal Duet, with Piano, The Dixie Stars (Al Bernard-Russel Robinson) 10  
4122 The Mooche (Ellington-Mills)—Fox-trot, Duke Ellington and His Cotton Club Orch. 10  
Since You Went Away (Riddick-Smith)—Fox-trot, with Vocal Chorus by Milton Irving, Hotsy Totsy Gang 10  
4123 To Be Forgotten (Berlin)—Violin Solo, with String Orch. ....Dave Rubinoff 10  
'Cause I Feel Low Down (Trent-DeRosier)—Violin Solo, with Piano.....Dave Rubinoff 10  
15194 Rigoletto—Woman Is Fickle (La Donna E Mobile) (Act III) (Verdi)—Tenor, with Orch.; in Italian.....Mario Chamlee 10  
Don Pasquale—Soft Beams the Light (Com'e Gentil) (Act III) (Donizetti)—Tenor, with Orch.; in Italian.....Mario Chamlee 10

### LIST FOR JANUARY 10

- 275 Green Backed Dollar Bill—With Dance Calls, Dr. Humphrey Bate and His 'Possum Hunters 10  
Run, Nigger, Run—With Vocal Chorus, Dr. Humphrey Bate and His 'Possum Hunters 10



THE LATEST RECORD BULLETINS—(Continued from page 132)

- 276 Mother's Grave—Vocal and Guitar...John B. Evans  
The Last Mile of the Way—Vocal and Guitar,  
John B. Evans
- 4118 To Know You Is to Love You (From "Hold  
Everything!") (DeSylva-Brown-Henderson)—  
Fox-trot, with Vocal Chorus by Eddy Thomas,  
Colonial Club Orch.  
You're the Cream in My Coffee (From "Hold  
Everything!") (DeSylva-Brown-Henderson)—  
Fox-trot, with Vocal Chorus by Scrappy Lam-  
bert. . . . .Colonial Club Orch.
- 4124 Pompanola (From "Three Cheers") (DeSylva-  
Brown-Henderson) — Fox-trot, with Vocal  
Chorus . . . . .Broadway Broadcasters  
Maybe This Is Love (From "Three Cheers")  
(DeSylva-Brown-Henderson) — Fox-trot, with  
Vocal Chorus . . . . .Broadway Broadcasters
- 4125 Me and the Man in the Moon (Leslie-Monaco)  
—With Vocal Chorus,  
Arnold Johnson and His Paramount Hotel Orch.  
Ev'rybody Loves You (Dubin-Little)—Fox-trot,  
with Vocal Chorus,  
Arnold Johnson and His Paramount Hotel Orch.
- 20087 Kamennoi-Ostrow—Part I (Rubinstein)—Arr.  
Victor Herbert . . . . .Brunswick Concert Orch.  
Kamennoi-Ostrow—Part II (Rubinstein)—Arr.  
Victor Herbert . . . . .Brunswick Concert Orch.
- 50156 Roman Carnival Overture—Part I (Berlioz),  
Minneapolis Symphony Orch. (H. Verbrugghen, Con.)  
Roman Carnival Overture—Part II (Berlioz),  
Minneapolis Symphony Orch. (H. Verbrugghen, Con.)

LIST FOR JANUARY 17

- 279 Meet Me To-night in Dreamland (Friedman-  
Whitson)—Tenor, with Whistling and Orch.  
Accomp. . . . .Jack Major  
I'm Sorry I Made You Cry (Clesi)—Tenor, with  
Orch. . . . .Jack Major
- 278 Oklahoma Blues (Marvin)—Singing, Yodeling  
and Guitar . . . . .Frank Marvin and His Guitar  
Walkin' Down the Railroad Track (Marvin)—  
Singing, Yodeling and Guitar,  
Frank Marvin and His Guitar
- 4105 Where Is the Song of Songs for Me? (Theme  
Song of the Motion Picture, "Masquerade")  
(Berlin)—Vocal Trio, with Piano,  
Earl Burtnett's Biltmore Trio  
Stairway of Dreams (Stone-Mack)—Vocal Trio,  
with Piano . . . . .Earl Burtnett's Biltmore Trio
- 4116 Let's Do It (Let's Fall in Love) (From "Paris")  
(Porter)—Fox-trot, Wm. F. Wirges and His Orch.  
The Land of Going to Be (From "Paris")  
(Goetz-Kollo)—Waltz, with Vocal Chorus by  
Glen Wick . . . . .Wm. F. Wirges and His Orch.
- 4133 Are You Making a Fool of Me (Verges)—  
Tenor, with Piano . . . . .Freddie Rose  
I'm Getting Even With You (Rose-Koehler)—  
Tenor, with Piano . . . . .Freddie Rose
- 4139 Notre Dame Victory March (Shea-Shea)—Fox-  
trot, with Vocal Chorus,  
Abe Lyman and His California Orch.  
On Wisconsin (Purdy)—Fox-trot, with Vocal  
Chorus. . . . .Abe Lyman and His California Orch.
- 4151 Gypsy (Gilbert-Malneck-Signorelli) — Fox-trot,  
with Vocal Chorus. . . . .Hal Kemp and His Orch.  
My Troubles Are Over (Leslie-Monaco)—Fox-  
trot, with Vocal Chorus. Hal Kemp and His Orch.
- 4152 I Can't Give You Anything But Love (From Lew  
Leslie's "Blackbirds of 1928") (McHugh-  
Fields)—Piano Solo . . . . .Lee Sims  
Sonny Boy (Theme Song of the Motion Picture,  
"The Singing Fool") (Jolson-DeSylva-Brown-  
Henderson)—Piano Solo . . . . .Lee Sims
- 77006 Fantasy on "Song of India" (Rimsky-Korsakoff)  
—Musical Sketch. . . . .Peter Biljo's Balalaika Orch.  
Dance Oriental (Oriental Dance) (Lubomirski),  
Peter Biljo's Balalaika Orch.
- 77009 Aisha (Lindsay)—Indian Intermzzo,  
International Concert Orch.  
Gypsy Love (Lehar) Waltz,  
International Concert Orch.

LIST FOR JANUARY 24

- 281 She's More to Be Pitied Than Censured—  
Vocal Duet, with Guitar and Violin,  
Richard Brooks-Reuben Puckett  
Where the Red, Red Roses Grow—Vocal Duet,  
with Guitar and Violin,  
Richard Brooks-Reuben Puckett
- 4127 Bella Frae Balloch Myle (MacFarlane)—Scotch  
Comic Song; Comedian, with Orch.,  
Sandy MacFarlane  
Auld Scotch Sings With Lullaby (Lesson)—  
Comedian, with Orch. . . . .Sandy MacFarlane
- 4128 Silly Willie (MacFarlane)—Scotch Comic Song;  
Comedian, with Orch. . . . .Sandy MacFarlane  
The Road to the Isles (Kennedy-Fraser)—  
Scotch Song; Comedian, with Orch.,  
Sandy MacFarlane
- 4141 The Song I Love (DeSylva-Brown-Henderson-  
Conrad)—Voice and Guitar, with Orch.,  
Nick Lucas (The Crooning Troubadour)  
My Tonia (Theme Song of the Motion Picture,  
"In Old Arizona") (DeSylva-Brown-Hender-  
son) Voice and Guitar, with Orch.,  
Nick Lucas (The Crooning Troubadour)
- 4142 I'm Bringing a Red, Red Rose (From  
"Whoopce") (Kahn-Donaldson) — Fox-trot,  
with Vocal Chorus by Scrappy Lambert,  
Ben Bernie and His Hotel Roosevelt Orch.  
Makin' Whoopce! (From "Whoopce") (Kahn-  
Donaldson)—Fox-trot, with Vocal Chorus by  
Scrappy Lambert,  
Ben Bernie and His Hotel Roosevelt Orch.
- 4144 A Love Tale of Alsace Lorraine (Coots-Davis)—  
Fox-trot, with Vocal Chorus by Dell Reed,  
Allister Wylie and His Coronado Hotel Orch.  
Some Night When You're Lonely (Davis-Burke)  
—Fox-trot, with Vocal Chorus by Dell Reed,  
Allister Wylie and His Coronado Hotel Orch.
- 4146 Carolina Moon (Davis-Burke)—Waltz, with  
Vocal Chorus by Joe Rines,  
Joe Rines and His Orch.  
The Song I Love (DeSylva-Brown-Henderson-  
Conrad)—Fox-trot, with Vocal Chorus by  
Scrappy Lambert . . . . .Joe Rines and His Orch.
- 4154 Cielito Lindo (Fernandez)—Accordion Solo,  
Galla Rini  
La Goloudrina (Serradell)—Accordion Solo,  
Galla Rini

LIST FOR JANUARY 31

- 280 Blessed Redeemer (Christiansen-Loes) — Vocal,  
with Piano . . . . .Maury Pearson  
It Is You, Just You, Jesus Needs (Rose-Blanton)  
—Vocal, with Violin and Piano. . . . .Maury Pearson
- 4138 My Inspiration Is You (Leslie-Nicholls)—Bari-  
tone, with Steel Guitar and Piano,  
Chester Gaylord (The Whispering Serenader),  
with Wirges and Sanella  
Me and the Man in the Moon (Leslie-Monaco)  
—Baritone, with Steel Guitar and Piano,  
Chester Gaylord (The Whispering Serenader),  
with Wirges and Sanella

- 4145 A Room With a View (From "This Year of  
Grace") (Coward)—Fox-trot, with Vocal  
Chorus by Eddy Thomas,  
Wm. F. Wirges and His Orch.  
Watching the Clouds Roll By (From "Animal  
Crackers") (Kaimar-Ruby) — Fox-trot, with  
Vocal Chorus by Eddy Thomas,  
Wm. F. Wirges and His Orch.
- 4150 Medley of Old Timers (Intro.: School Days, My  
Gal Sal, Two Little Girls in Blue)—Har-  
monica, with Violin and Guitar,  
Eddie Jordan and His Old-Fashioned Boys  
Medley of Old Timers (Intro.: Jingle Bells,  
Chinatown, Mocking Bird, Good Night, Ladies)  
—Harmonica, with Violin, Guitar and Piano,  
Eddie Jordan and His Old-Fashioned Boys
- 4153 An Old Italian Love Song (Canto-Amoroso)  
(Sammartini)—Popular Concert. . . . .Heermann Trio  
Andalusian Caprice (Perello)—Popular Concert,  
Heermann Trio
- 15144 Little Star (Ponce-LaForge)—Soprano, with  
Pianoforte by Frederic Persson. . . . .Claire Dux  
In the Time of Roses (Reichardt)—Soprano,  
with Orch. . . . .Claire Dux
- 15188 The Song of the Volga Boatman (Buck-Kehe-  
maha)—Russian Folk Song; Baritone, with  
Orch. . . . .Michael Bohnen  
The Trumpeter of Sackingen (God's Love Be  
Thine!) (Der Trompeter von Sackingen—  
Behut! dich Gott!) (Nessler)—Baritone, with  
Orch.; in German . . . . .Michael Bohnen

Okeh Records

LIST FOR DECEMBER 25

- DANCE RECORDS
- 41150 Wond'ring What You'll Do (Lee)—Fox-trot,  
Harry Pomar and His Orch.  
Nothin' to Do (Meyer)—Fox-trot, with Vocal  
Refrain . . . . .Harry Pomar and His Orch.
- 41151 Cross Roads (Theme Song of "Show People")  
(Klages-Axt-Mendoza)—Fox-trot, with Vocal  
Refrain . . . . .Dorsey Brothers and Their Orch.  
Sally of My Dreams (Theme Song of "Mother  
Knows Best") (Kernell)—Fox-trot, with Vocal  
Refrain . . . . .Dorsey Brothers and Their Orch.
- 41152 Come On, Baby! (Gottler-Clare-Pinkard)—Fox-  
trot, with Vocal Refrain,  
Fred (Sugar) Hall and His Sugar Babies  
I'm Wild About Horns on Automobiles (Gaskill)  
—Fox-trot, with Vocal Refrain,  
Fred (Sugar) Hall and His Sugar Babies
- 41153 You're the Cream in My Coffee (From "Hold  
Everything!") (DeSylva-Brown-Henderson)—  
Fox-trot . . . . .Miff Mole and His Little Mole's  
Wild Oat Joe (Kahn)—Fox-trot,  
Miff Mole and His Little Mole's

VOCAL RECORD

- 41154 Where Is the Song of Songs for Me? (Berlin)  
—Vocal, with Justin Ring's Trio. . . . .Joe Wilbur  
Marie (Theme Song of "The Awakening") (Ber-  
lin)—Vocal, with Justin Ring's Trio. . . . .Joe Wilbur
- INSTRUMENTAL MUSIC
- 41155 Neapolitan Nights (Oh, Nights of Splendor)  
(Theme Song in "Fazu!") (Kerr-Zamecnik)—  
Singing, with Hawaiian Guitars. . . . .Kalama's Quartet  
When Summer Is Gone (Harrison-Wilhite)—  
Singing, with Hawaiian Guitars. . . . .Kalama's Quartet
- 41156 Barcarole (From "Tales of Hoffmann") (Offen-  
bach)—Instrumental,  
Dr. Eugene Ormandy's Instrumental Trio  
From the Land of the Sky Blue Water (Cad-  
man)—Instrumental,  
Dr. Eugene Ormandy's Instrumental Trio

OLD TIME TUNE RECORDS

- 45280 Band Rehearsal for Old Settler's Reunion—  
Parts 1 and 2—Dialog, with Band Accomp.,  
Paul and John  
45281 Crossing the Bar (Tennyson-Barndy)—Singing,  
with Chimes . . . . .Blue Ridge Sacred Singers  
The Wonderful Day of Judgment—Singing, with  
Celeste and Chimes. . . . .Blue Ridge Sacred Singers
- 45282 Abide With Me; Lead, Kindly Light (Butler)—  
Instrumental . . . . .Shining Light Sacred Duet  
Holy, Holy, Holy!; Rock of Ages (Butler-Ryder)  
—Instrumental . . . . .Shining Light Sacred Duet

RACE RECORDS

- 8637 Two Tone Stomp (Johnson-Lang)—Guitar Duet,  
Lonnie Johnson-Blind Willie Dunn  
Have to Change Keys to Play These Blues  
(Johnson-Lang)—Guitar Duet,  
Lonnie Johnson-Blind Willie Dunn
- 8638 Harlem Twist (Ellington-Miley)—Fox-trot,  
Lonnie Johnson's Harlem Footwarmers  
Move Over (Ellington)—Fox-trot,  
Lonnie Johnson's Harlem Footwarmers
- 8639 I'm Trying to Make Heaven My Home—Ser-  
mon, with Singing,  
Rev. Johnny Blakey and Congregation  
I'm on My Way to Heaven—Sermon, with Sing-  
ing; Organ Accomp.,  
Rev. Johnny Blakey and Congregation
- 8640 Penitentiary Moan Blues (Alexander)—Vocal,  
with Guitar by Lonnie Johnson. . . . .Texas Alexander  
Blue Devil Blues (Alexander)—Vocal, with  
Guitar by Lonnie Johnson. . . . .Texas Alexander

LIST FOR JANUARY 5

- DANCE RECORDS
- 41157 Skip the Gutter (Williams)—Fox-trot,  
Louis Armstrong and His Hot Five  
Knee Drops (Hardin)—Fox-trot,  
Louis Armstrong and His Hot Five
- 41158 Where the Shy Little Violets Grow (Kahn-War-  
ren)—Fox-trot, with Vocal Refrain,  
Mitt Shaw and His Detroiters  
I Got a Woman, Crazy for Me—She's Funny  
That Way (Whiting-Moret)—Fox-trot, with  
Vocal Refrain. . . . .Dorsey Brothers and Their Orch.
- 41159 Sweethearts on Parade (Newman-Lombardo)—  
Fox-trot, with Vocal Refrain,  
Sam Lanin and His Famous Players  
Ev'rybody Loves You (Dubin-Little)—Fox-trot,  
with Vocal Refrain,  
Sam Lanin and His Famous Players

VOCAL RECORD

- 41160 Don't Be Like That (Gottler-Tobias-Pinkard)—  
—Vocal, with Orch. . . . .Seger Ellis  
Blue Shadows (From "Seventh Edition" "Earl  
Carroll Vanities") (Klages-Alter)—Vocal, with  
Orch. . . . .Seger Ellis
- OLD TIME TUNE RECORDS
- 45283 Automobile Ride Through Alabama—Parts 1  
and 2—Talking, with Banjo. . . . .Red Henderson
- 45284 Lost (Taylor)—Male Quartet, with Piano Ac-  
comp. . . . .Simmons' Sacred Singers  
The Tree of Life (Cook-Collum)—Male Quartet,  
with Piano Accomp. . . . .Simmons' Sacred Singers

- 45285 Tennessee (I'm Coming Home) (Ring)—Waltz,  
Harry Ring's Southern Melody Artists  
You Can't Take My Memories From Me (Davis-  
Williams)—Waltz,  
Harry Ring's Southern Melody Artists

RACE RECORDS

- 8641 Two Deuces (Hardin)—Fox-trot,  
Louis Armstrong and His Hot Five  
Squeeze Me (Williams-Waller)—Fox-trot, with  
Vocal Trio . . . . .Louis Armstrong and His Hot Five
- 8642 Woe Be Unto You Liars—Sermon, with Sing-  
ing; Guitar Accomp.; Deacon Leon Davis and  
Sisters Jordan and Norman Assisting,  
Rev. J. M. Gates  
Things That You Can Move Don't Ask God to  
Move—Sermon, with Singing,  
Rev. J. M. Gates and Congregation
- 8643 How Much Can I Stand? (Bentley)—Vocal,  
with Piano . . . . .Gladys Bentley  
Wild Geese Blues (Louis)—Vocal, with Piano,  
Gladys Bentley
- 8644 Our Father (Silver Leaf Quartet)—Jubilee,  
Silver Leaf Quartet of Norfolk  
Sleep On, Mother (Silver Leaf Quartet)—  
Jubilee, with Organ Accomp.,  
Silver Leaf Quartet of Norfolk

INTERNATIONAL RECORDS

- 3508 Folksongs of Hungary, Part I and II—Piano  
Solo . . . . .Mary Vellner
- 3509 My Heart Is Yours—Orchestra,  
The Odeon Argentinians  
Dolores' Waltz—Orchestra. . . . .The Odeon Argentinians  
Parisian March—March. . . . .Augmented Odeon Orch.  
The Jolly Coppersmiths—March,  
Augmented Odeon Orch.

LIST FOR JANUARY 15

- DANCE RECORDS
- 41161 To Know You Is to Love You (From "Hold  
Everything!") (DeSylva-Brown-Henderson)—  
Fox-trot, with Vocal Refrain,  
Mike Markels' Society Orch.  
Once in a Lifetime (From "Earl Carroll  
Vanities" 7th Edition) (Klages-Greer)—Fox-  
trot, with Vocal Refrain,  
Mike Markels' Society Orch.
- 41162 Dreaming of the Day (Turk-Gold)—Fox-trot,  
with Vocal Refrain. . . . .New York Syncopators  
Sweet Dreams (Yellen-Ager)—Fox-trot, with  
Vocal Refrain by Seger Ellis,  
New York Syncopators

VOCAL RECORD

- 41164 I Wanna Be Loved by You (From Musical  
Comedy, "Good Boy") (Kalmar-Stothart-Ruby)  
—Vocal, with Orch. . . . .Beth Challis  
Let's Do It (Let's Fall in Love) (From Mus-  
ical "Paris")—Vocal, with Orch. . . . .Beth Challis

INSTRUMENTAL MUSIC

- 41163 Original Chinese Blues (Moore-Gardner)—Fox-  
trot. . . . .Boyd Senter and His Senterpedes  
Prickly Heat (Russell)—Clarinet Solo, with  
Piano, and Guitar by Ed. Lang,  
Boyd Senter (Jazzologist Supreme)
- 41166 Me and the Man in the Moon (Leslie-Monaco)  
—Pipe Organ Solo, with Vocal Refrain,  
Sigmund Krungold  
Sweethearts on Parade (Newman-Lombardo)—  
Pipe Organ Solo, with Vocal Refrain,  
Sigmund Krungold

OLD-TIME TUNE RECORDS

- 45286 Old-time Tune Medley—Instrumental,  
Herschel Brown and His Washboard Band  
I Wish That Gal Was Mine—Instrumental,  
Herschel Brown and His Washboard Band
- 45287 Oklahoma Blues (Marvin)—Vocal, with Violin,  
George White and His Guitar  
Walkin' Down the Railroad Track—Vocal, with  
Violin . . . . .George White and His Guitar
- 45288 We're Drifting On—Vocal Quartet,  
Amory Male Quartet  
Keep Your Eyes on Jesus—Vocal Quartet,  
Amory Male Quartet

RACE RECORDS

- 8645 In the Bottle Blues (Lang-Williams)—Fox-trot,  
Clarence Williams and His Novelty Four  
What Ya Want Me to Do? (Williams-Oliver)  
—Fox-trot,  
Clarence Williams and His Novelty Four
- 8646 Don't You Want to Go?—Sanctified Singers,  
with Piano. . . . .Arizona Dranes and Choir  
Just Look—Sanctified Singers, with Instru-  
mental . . . . .Arizona Dranes and Choir
- 8647 The 1927 Flood—Sanctified Singers,  
Elders McIntosh and Edwards (As-  
sisted by Sisters Johnson and Taylor)  
What Kind of Man Jesus Is—Sanctified Singers,  
Elders McIntosh and Edwards (As-  
sisted by Sisters Johnson and Taylor)

EUROPEAN RECORDINGS

- 3238 Traviata, Part I and II,  
Scena Della Borsa E Concertato Sextette
- 3239 Pearl Fishers—Parts I and II—Italian Band,  
Salvatore Minichini and his Royal Marine Band
- 3511 Love Forever—Instrumental. . . . .Ferraro's Orch.  
Half Moon—Instrumental . . . . .Ferraro's Orch.

Edison Disc Records

- DANCE RECORDS
- 52442 Think of Me Thinking of You—Fox-trot, with  
Vocal Chorus,  
Piccadilly Players (Mel Morris, Dir.)  
I'm Sorry, Sally—Fox-trot, with Vocal Chorus,  
Piccadilly Players (Mel Morris, Dir.)
- 52444 You're the Cream in My Coffee (From "Hold  
Everything!")—Fox-trot . . . . .Golden Gate Orch.  
Don't Wait Until the Lights Are Low—Fox-trot,  
with Chorus by Tommy Weir,  
Al Friedman and His Orch.
- 52458 Gypsy—Fox-trot. . . . .B. A. Rolfe and His Orch.  
Blue Night—Fox-trot, with Vocal Chorus,  
B. A. Rolfe and His Orch.
- 52462 Dance Little Lady (From "This Year of Grace")  
—Fox-trot, with Vocal Chorus,  
B. A. Rolfe and His Orch.  
A Room With a View (From "This Year of  
Grace")—Fox-trot, with Vocal Chorus,  
B. A. Rolfe and His Orch.
- 52466 Pompanola (From "Three Cheers")—Fox-trot,  
Leo Dreyer and His Orch.  
Cross Roads—Fox-trot, with Vocal Chorus by  
Theo. Alban . . . . .Oreste and His Queensland Orch.
- 52470 My Troubles Are Over—Fox-trot, with Vocal  
Chorus by Happy Jack,  
Duke Yellman and His Orch.  
If You Want the Rainbow (You Must Have the  
Rain)—Fox-trot, with Vocal Chorus by Happy  
Jack . . . . .Duke Yellman and His Orch.

(Continued on page 134)



THE LATEST RECORD BULLETINS—(Continued from page 133)

INSTRUMENTAL RECORDS

- 52449 My Heart Belongs to You, Palakiko's Hawaiian Orch.
My Sweet Hawaiian Baby... Aloha-Land Serenaders
52450 S. J. Rafferty Reel—John F. Burckhardt at the Piano... John Baltzell (Champion Old-time Fiddler)
52459 My Window of Dreams, Waldo Mayo and His Ensemble
52469 Vision d'Amour (Wiedoeft)—Saxophone Solo, with Joseph A. Cirina at the Piano. Herman Hertz
52471 To a Wild Rose (From "Woodland Sketches") (MacDowell; Op. 51), Hotel Commodore Ensemble (B. Levitow, Dir.)
80903 Quartet in C Major—Part 1—First Movement—Allegro moderato (Haydn; Op. 33, No. 3), Roth String Quartet
80904 Quartet in C Major—Part 3—Third Movement—Adagio (concluded) (Haydn; Op. 33, No. 3), Roth String Quartet
52408 There Ain't No Sweet Man That's Worth the Salt of My Tears, Vaughn de Leath (The Radio Girl)
52434 Ohio River Blues... Vernon Dalhart and Company
52443 Where Is the Song of Songs for Me?, J. Donald Parker
52451 Barber's Blues—Novelty Singing, with Guitar and Violin... Frankie Marvin
52452 The City Unseen (LITTLE-CLARK), Homer Rodeheaver-Thomas Muir
52453 The Sinking of the Vestris (Robison), Frank Luther and His Pards
52454 Don't Be Like That... Billy Murray-Walter Scanlan
52456 Motherhood (Grossman-Ted Ward)... Frank Munn
52458 Love Me All the Time (Dennis-Rose-Magine), The Dennis Sisters
52461 Bashful Baby (Handman)... The Dennis Sisters
52463 Diga Diga Doo (From "Blackbirds of 1928")—Instrumental, with Singing... The Sizzlers
52464 'Round Evening... Billy Murray Walter Scanlan
52465 Sonny Boy (Theme Song in "The Singing Fool")... Charles Harrison
52468 Fishing Song (Fischerweise) (Schubert)—Sung in German, with Walter Golde at the Piano, Laurence Wolfe
Even-Glow (Im Abendrot)—Sung in German, with Walter Golde at the Piano. Laurence Wolfe

Edison Blue Amberol

- 5602 Sonny Boy—Fox-trot, with Vocal Refrain, Piccadilly Players (Mel Morris, Dir.)
5603 Swanee Blue-Jay—Novelty Singing, with Guitar, Frank Wallace
5607 I'm on the Crest of a Wave (From "George White's Scandals")—Fox-trot... The McAlpineers
5608 On the Shores of Honolulu, Palakiko's Hawaiian Orch.
5614 Who Said I Was a Bum?, Frank Luther and His Pards
5618 Roses of Yesterday—Fox-trot, with Vocal Refrain, B. A. Rolfe and His Orch.
5622 While Shepherds Watched Their Flocks, Arion Male Chorus
5627 Ben Dewberry's Final Run, Frankie Marvin and His Guitar
5628 In the Jailhouse Now, Frankie Marvin and His Guitar
5629 The Choir Boy Sings All Alone To-night, Vernon Dalhart and Company
5631 It Goes Like This That Funny Melody, Jack Kaufman and the Seven Blue Babies
5632 Memories of France—Waltz, with Vocal Refrain, The McAlpineers
5634 Soldiers' Joy Hornpipe, John Baltzell (Champion Old-time Fiddler)
5636 There'll Come a Time, E. V. Stoneman and His Dixie Mountaineers
5637 Jeannine, I Dream of Lilac Time, Vaughn de Leath and Her Buddies

Banner Records

- 6230 The Song I Love—Fox-trot, Lou Gold and His Orch.
I'm Lost Without You—Fox-trot, Six Black Diamonds
6231 She's Funny That Way—Fox-trot, Ted Wallace and His Orch.
To-day Will Be Yesterday To-morrow—Fox-trot, Imperial Dance Orch.
6232 Don't Be Like That—Fox-trot, Lou Gold and His Orch.
What's the Answer—Fox-trot, Hollywood Dance Orch.
6233 Sweethearts on Parade—Fox-trot, Ernie Golden and His Orch.

- Brighter Days—Fox-trot... Hollywood Dance Orch
6234 The Sun Is at My Window—Fox-trot, Lou Gold and His Orch.
Happy in the Rain—Fox-trot, Hollywood Dance Orch.
6235 My Inspiration Is You—Fox-trot, The Rose Room Orch.
After I Get to Know You—Fox-trot, Missouri Jazz Band
6236 All by Yourself in the Moonlight—Fox-trot, Ted Wallace and His Orch.
I Don't Care—Fox-trot... Gotham Dance Orch.
6237 Where the Shy Little Violets Grow—Fox-trot, Campus Boys
Carolina Moon—Waltz... Majestic Dance Orch.
6238 My Tonia ("In Old Arizona")—Fox-trot, Majestic Dance Orch.
I Love My Best Girl Best—Fox-trot, Missouri Jazz Band
6239 I'll Get By (As Long as I Have You)—Fox-trot, Ted Wallace and His Orch.
After All My Dreams—Fox-trot, Missouri Jazz Band
6240 A Love Tale of Alsace Lorraine—Fox-trot, Majestic Dance Orch.
Only a Dream—Waltz... Lou Gold and His Orch.
6241 I Wanna Be Loved by You (From "Good Boy")—Fox-trot... Campus Boys
My Heart Is Your Heart—Fox-trot, Imperial Dance Orch.
6242 Teach Me to Smile—Fox-trot, Markel's Society Favorites
Withered Roses—Fox-trot... The Rose Room Orch.
6243 Mia Bella Rosa—Fox-trot... The Rose Room Orch.
Will You Be Lonely?—Waltz, Hollywood Dance Orch.
6244 Cross Roads (From "Show People")—Fox-trot, Markel's Society Favorites
I'll Never Miss You—Fox-trot... Six Black Diamonds
6245 Let's Do It (Let's Fall in Love)—Fox-trot, Imperial Dance Orch.
I Found Happiness—Fox-trot... Gotham Dance Orch.
S-6255 Gypsy Love Song—Waltz... Royal Marimba Band
My Treasure (Tesoro Mio)—Waltz, Adrian Schubert's Concert Orch.
S-6256 Kiss Me Again—Waltz... Royal Marimba Band
España Waltz—Waltz, Adrian Schubert's Concert Orch.

- 6246 Sally of My Dreams (From "Mother Knows Best")—Baritone Solo, with Orch. Accomp., Ralph Haines
My Heart Is Your Heart—Baritone Solo, with Orch. Accomp., Ralph Haines
6247 My Blackbirds Are Bluebirds Now—Male Duet, with Novelty Accomp., The Radio Imps
Just a Little Cuter—Male Duet, with Novelty Accomp., The Radio Imps
6248 Doin' the Raccoon—Male Duet, with Novelty Accomp., The Radio Imps
Somebody's Crazy About Me—Baritone Solo, with Orch. Accomp., Arthur Fields
6249 Happy Days and Lonely Nights—Tenor Solo, with Orch. Accomp., George Beaver
My Sue—Baritone Solo, with Orch. Accomp., Ralph Haines

NOVELTY RECORDS

- 6250 A Gay Caballero—Tenor Solo, with Orch. Accomp., George Beaver
That's That Girl of Mine—Tenor Solo, with Orch. Accomp., George Beaver
6251 That Big Rock-Candy Mountain—Tenor Solo, with Novelty Accomp., Frank Luther
Jack of All Trades—Tenor Solo, with Novelty Accomp., Frank Luther
6252 How About Me?—Pipe Organ... Richard Dexter
My Old Kentucky Home—Pipe Organ, Richard Dexter

- 6253 Sally of My Dreams—Instrumental Trio, Roy Smek's Trio
Starlight Lane—Instrumental Trio, Waikiki's Hawaiians
S-6254 St. Louis Blues—Baritone Solo, with Orch. Accomp., Ralph Haines
Never No Mo' Blues—Voice, with Guitar, Frank Luther

Domino Records

- 4241 Don't Be Like That—Fox-trot, Lou Gold and His Orch.
I Wanna Be Loved by You (From "Good Boy")—Fox-trot... The Rounders
4242 The Song I Love—Fox-trot, Lou Gold and His Orch.
Withered Roses—Fox-trot... The Rose Room Orch.
4243 Sweethearts on Parade—Fox-trot, Ernie Golden and His Orch.
Chalita—Tango Fox-trot... The Rounders
4244 Mia Bella Rosa—Fox-trot... The Rose Room Orch.
My Inspiration Is You—Fox-trot, The Rose Room Orch.
4245 The Sun Is at My Window—Fox-trot, Lou Gold and His Orch.
Carolina Moon—Waltz, Adrian Schubert's Salon Orch.
4246 I'll Get By (As Long as I Have You)—Fox-trot, Ted Wallace and His Orch.
Where the Shy Little Violets Grow—Fox-trot, The Rounders
4247 Let's Do It (Let's Fall in Love)—Fox-trot, Hollywood Dance Orch.
When Summer Is Gone—Fox-trot, Carolina Collegians
4248 My Tonia ("In Old Arizona")—Fox-trot, Imperial Dance Orch.
A Love Tale of Alsace Lorraine—Fox-trot, Imperial Dance Orch.
4249 Teach Me to Smile—Fox-trot, Markel's Society Favorites
Cross Roads (From "Show People")—Fox-trot, Markel's Society Favorites
4250 She's Funny That Way—Fox-trot, Ted Wallace and His Orch.
All by Yourself in the Moonlight—Fox-trot, Ted Wallace and His Orch.
0269 Kiss Me Again—Waltz... Dixie Marimba Players
Yestertoughts—Concert, Adrian Schubert's Concert Orch.

- 4251 Sally of My Dreams—Baritone Solo, with Orch. Accomp., Rodman Lewis
Happy Days and Lonely Nights—Tenor Solo, with Orch. Accomp., Irving Kaufman
4252 Doin' the Raccoon—Male Duet, with Novelty Accomp., The Radio Imps
My Blackbirds Are Bluebirds Now—Male Duet, with Novelty Accomp., The Radio Imps
4253 How About Me?—Pipe Organ... Leo Le Sieur
The Song I Love—Pipe Organ... Leo Le Sieur
4254 A Gay Caballero—Tenor Solo, with Orch. Accomp., Irving Kaufman

- Etiquette Blues—Male Duet, with Piano Accomp., Billy Jones-Ernest Hare
0266 That Big Rock-Candy Mountain—Tenor Solo, with Novelty Accomp., Frank Luther
The Bowery Bums—Tenor Solo, with Guitar Accomp., Frank Luther
0267 St. Louis Blues—Baritone Solo, with Orch. Accomp., Rodman Lewis
Ohio River Blues—Tenor Solo, with Novelty Accomp., Frank Luther
0268 Sally of My Dreams—Instrumental Trio, Roy Smek's Trio
Naomi of Aloha Land—Instrumental Trio, Kula's Hawaiians

Regal Records

- DANCE RECORDS
8683 Sweethearts on Parade—Fox-trot, Ernie Golden and His Orch.
Chalita—Tango Fox-trot... The Rounders
8684 The Sun Is at My Window—Fox-trot, Lou Gold and His Orch.
Carolina Moon—Waltz, Adrian Schubert's Salon Orch.
8685 The Song I Love—Fox-trot, Lou Gold and His Orch.
Withered Roses—Fox-trot... The Rose Room Orch.
8686 Don't Be Like That—Fox-trot, Lou Gold and His Orch.
I Wanna Be Loved by You (From "Good Boy")—Fox-trot... The Rounders
8687 Let's Do It (Let's Fall in Love)—Fox-trot, Hollywood Dance Orch.
When Summer Is Gone—Fox-trot, Carolina Collegians
8688 I'll Get By (As Long as I Have You)—Fox-trot, Ted Wallace and His Orch.
Where the Shy Little Violets Grow—Fox-trot, The Rounders
8689 Teach Me to Smile—Fox-trot, Markel's Society Favorites
Cross Roads (From "Show People")—Fox-trot, Markel's Society Favorites
8690 Mia Bella Rosa—Fox-trot... The Rose Room Orch.
My Inspiration Is You—Fox-trot, The Rose Room Orch.
8691 She's Funny That Way—Fox-trot, Ted Wallace and His Orch.
All by Yourself in the Moonlight—Fox-trot, Ted Wallace and His Orch.
8692 My Tonia ("In Old Arizona")—Fox-trot, Imperial Dance Orch.
A Love Tale of Alsace Lorraine—Fox-trot, Imperial Dance Orch.
8700 Kiss Me Again—Waltz... Dixie Marimba Players
Yestertoughts—Concert, Adrian Schubert's Concert Orch.

- VOCAL RECORDS
8693 Doin' the Raccoon—Male Duet, with Novelty Accomp., The Radio Imps
My Blackbirds Are Bluebirds Now—Male Duet, with Novelty Accomp., The Radio Imps
8694 Sally of My Dreams (From "Mother Knows Best")—Baritone Solo, with Orch. Accomp., Rodman Lewis
Happy Days and Lonely Nights—Tenor Solo, with Orch. Accomp., Irving Kaufman

- NOVELTY RECORDS
8695 How About Me?—Pipe Organ... Leo Le Sieur
The Song I Love—Pipe Organ... Leo Le Sieur
8696 St. Louis Blues—Baritone Solo, with Orch. Accomp., Rodman Lewis
Ohio River Blues—Tenor Solo, with Novelty Accomp., Frank Luther
8697 That Big Rock-Candy Mountain—Tenor Solo, with Novelty Accomp., Frank Luther
The Bowery Bums—Tenor Solo, with Guitar Accomp., Frank Luther
8698 A Gay Caballero—Tenor Solo, with Orch. Accomp., Irving Kaufman
Etiquette Blues—Male Duet, with Piano Accomp., Billy Jones-Ernest Hare
8699 Sally of My Dreams (From "Mother Knows Best")—Instrumental Trio... Roy Smek's Trio
Naomi of Aloha Land—Instrumental Trio, Kula's Hawaiians

Harmony Records

- DANCE RECORDS
787-H Sweethearts on Parade—Fox-trot, with Vocal Chorus by Robert Wood, Frank Guarente and His Orch.
My Annapolis (And You) (From "Annapolis")—Fox-trot, with Vocal Chorus by Tommy Weir... The Harmonians
801 H I Got a Woman, Crazy for Me—She's Funny That Way—Fox-trot, with Vocal Chorus by Tom Frawley... Ed. Martel and His Orch.
Sunny Skies—Fox-trot, with Vocal Chorus by Arthur Hall... The Harmonians
794-H Makin' Whoopee! (From "Whoopee")—Fox-trot, with Vocal Chorus by Irving Kaufman... Louisiana Collegians
Love Dreams (From "Alias Jimmy Valentine")—Waltz, with Vocal Chorus by Tommy Weir, Louisiana Collegians
793 H I'm Bringing a Red-Red Rose (From "Whoopee")—Fox-trot, with Vocal Chorus by Marvin Young, Arthur Ross and His Westerners
A Room With a View (From "This Year of Grace")—Fox-trot, with Vocal Chorus by Marvin Young, Arthur Ross and His Westerners
790 H I'll Never Ask for More—Fox-trot, with Vocal Chorus by Irving Kaufman, Arthur Ross and His Westerners
Until You Get Somebody Else (From "Whoopee")—Fox-trot, with Vocal Chorus by Irving Kaufman, Ed. Martel and His Orch.
789 H Mia Bella Rosa (My Beautiful Rose)—Fox-trot, with Vocal Chorus by Arthur Fields, Lou Gold and His Orch.
Feeling I'm Falling (From "Treasure Girl")—Fox-trot, with Vocal Chorus by Arthur Fields... Lou Gold and His Orch.
802-H Monna Vanna (Sweetheart Sublime)—Fox-trot, with Vocal Chorus by Robert Wood, The Harmonians
Along Came Sweetness—Fox-trot, with Vocal Chorus by Robert Wood... The Harmonians
788-H My Mother's Eyes (From "Lucky Boy")—Fox-trot, with Vocal Chorus by Robert Wood... Frank Guarante and His Orch.
A Love Tale of Alsace Lorraine—Fox-trot, with Vocal Chorus by Tommy Weir, The Harmonians



803-H	Loneliness—Waltz, with Vocal Chorus by Arthur Seelig... Bar Harbor Society Orch.	10
	In Romany—Waltz, with Vocal Chorus by Arthur Seelig... Bar Harbor Society Orch.	10
90 H	When the Right One Comes Along (From "Marriage by Contract")—Waltz, with Vocal Chorus by Arthur Hall, Bar Harbor Society Orch.	10
	The Sun Is at My Window (Throwing Kisses at Me)—Fox-trot, with Vocal Chorus by Arthur Fields, Jerry Mason and His Californians	10
796 H	My Tonja (From "In Old Arizona")—Fox-trot, with Vocal Chorus by Tom Frawley, Ed. Blossom and His New Englanders	10
	The Song I Love—Fox-trot, with Vocal Chorus by Tom Frawley, Lou Gold and His Orch.	10
804 H	All by Yourself in the Moonlight—Fox-trot, with Vocal Chorus by Tom Frawley, Ed. Martel and His Orch.	10
	Judy (From "Romance of the Underworld")—Waltz, with Vocal Chorus by Arthur Fields... Golden Gate Orch.	10
795 H	Baby! (From "Blackbirds of 1928")—Fox-trot, with Vocal Chorus by Claud Reese, Jimmy McHugh's Bostonians	10
	Don't Hold Everything (Let Everything Go) (From "Hold Everything!")—Fox-trot, with Vocal Chorus by Arthur Hall, Jerry Mason and His Californians	10
VOCAL RECORDS		
806 H	I Got a Woman, Crazy for Me—She's Funny That Way—Vocal... Irving Kaufman	10
	That's How I Feel About You—Vocal, Irving Kaufman	10
807-H	The Big Rock Candy Mountains—Vocal, "Hobo" Jack Turner	10
	She Waits and Waits—Vocal, "Hobo" Jack Turner	10
792-H	I Wanna Be Loved by You (From "Good Boy")—Vocal... Dot Dare	10
	Is There Anything Wrong in That?—Vocal, Dot Dare	10
808-H	Let's Do It (Let's Fall in Love) (From "Paris")—Vocal, Frank Mater Accompanied by His Collegians	10
	Come West, Little Girl, Come West (From "Whoopie")—Vocal, Frank Mater Accompanied by His Collegians	10
798-H	My Mother's Eyes (From "Lucky Boy")—Vocal... Danny Meyers	10
	I'm Sorry Sally—Vocal... Danny Meyers	10
791-H	Me and the Man in the Moon—Vocal, Williams Brothers	10
	Blue Shadows (From "Earl Carroll Vanities")—Vocal... Williams Brothers	10
786 H	Good Little Bad Little You—Vocal, Tommy Weir	10
	Along Came Sweetness—Vocal... Tommy Weir	10
805-H	Sweet Little Old Lady—Vocal... Mack Allen	10
	The Faded Knot of Blue—Vocal... Mack Allen	10
797-H	Hillbilly Love Song—Vocal... Mack Allen	10
	Sippin' Cider—Vocal... Mack Allen	10

### Federated Conclave to Be Held in Buffalo Next Month

(Continued from page 131)

Report of Furniture Committee—Fred Wiebe  
Report of Executive Secretary.  
Adjournment.

#### Radio Wholesaling Association Tuesday Morning, February 19, 1929

- 9:30- Report of Dealer Deferred Payment Plan Committee with Discussion—James Aitken, Chairman.
- 10:15 Report of Insurance Plan Committee with Discussion Mr. Litt, Harry Alter Company, Chicago.
- 11:00 Report of Credit and Collection Committee with Discussion—Mr. Levy of the Sampson Electric Company, Chicago.
- 12:00- Unfinished Business  
New Business.  
Report of Nominating Committee  
Election of Officers.
- 12:30 Adjournment for luncheon meeting with Greater Buffalo Advertising Club

#### Tuesday Afternoon Federated Radio Trade Association

- 1:30 Opening of Meeting
- 1:30—The Future of Local Associations by Michael Ert, President, Association Section, F. R. T. A.
- 1:40—"What 1929 Will Mean to the Radio Retailers Association"—Julian Sampson, President Radio Retailers Association.
- 1:5—"Future Plans for the Manufacturers Representatives"—Geo. Reibeth, Chairman, Manufacturers Representatives Section.
- 2:05—"What 1929 Will Mean to the Radio Wholesalers"—Peter Sampson, President, Radio Wholesalers Association
- 2:30 Report of Radio Show Committee Michael Ert, Chairman.
- 2:50—Report of Resolutions Committee
- 3:10—Report of Nominating Committee  
Election of Directors.
- 3:20—Report of Committee on next annual meeting place
- 3:30—Unfinished Business.  
New Business.
- 4:00—Closing remarks by Harold J. Wrape, President, Federated Radio Trade Association.
- 4:30—Adjournment.
- 4:30 to 6:00—Meeting of new Board of Directors, F. R. T. A. with election of officers.

This program is for the Radio Wholesalers Association and the Federated Radio Trade Association. A similar program for use of the Radio Retailers Association and the Manufacturers Agents Section from 3 o'clock on Monday afternoon to noon on Tuesday will be worked out along the same principle.

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### 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



C. A. Craig

Phonograph Co., has now been appointed Metropolitan field sales manager, according to an announcement by A. J. Kendrick, vice-president and general sales manager of the company. This rearrangement brings the metropolitan area in line with the remainder of the Eastern sales division, in the appointment of a resident field manager in each of the five zones which that division comprises.

Mr. Craig, who has had long and valuable experience in field work, will be responsible for sales in Brooklyn, Long Island, Manhattan and northern New Jersey, and will direct the sales-

men now covering that territory. The metropolitan district—known in theatrical circles as "the subway circuit"—thus definitely takes its place as one of the zones in the Eastern division, the whole of which is under the direction of "Cap." H. B. Haring

### A. K. Jobbers to View Dynamic Models

As this issue of The Talking Machine World is being delivered to readers on January 15 the distributors of the Atwater Kent Manufacturing Co. are meeting at the Hotel Pennsylvania, Philadelphia, Pa., to view the latest radio products of the company which provides dynamic radio reception. The Atwater 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.

### Bill to Clarify Radio Act of 1927

A bill designed to clarify Section 28 of the Radio Act of 1927, with respect to the re-broadcasting and re-transmitting or recording of a broadcast program without the specific authority of the originating station, has been formulated by Louis B. F. Raycroft, Vice-president of the National Electrical Manufacturers Association, in charge of the Radio Division, and introduced into the House by Representative George P. Darrow.

In order to specifically state the prohibitions intended, but not defined in Section 28 of the Act, the new bill introduces the following wording: "nor shall any such person, firm, company or corporation intercept in the process of transmission and re-broadcast, or in any manner re-transmit by wire or wireless or by any means record for the purpose of reproduction the program or any part thereof of another station without the express authority of the originating station."



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# • EMPIRE •



No. 12  
Tone Arm

The Tone Arms  
and Reproducers  
*made by*

**THE EMPIRE  
PHONO PARTS  
COMPANY**

*can now be furnished in*

**CHROME  
PLATED  
FINISH**



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



Premier

There is an  
Empire Tone Arm  
to fit every type  
phonograph

**THE EMPIRE PHONO PARTS COMPANY**

W. J. McNAMARA, President

Established 1914

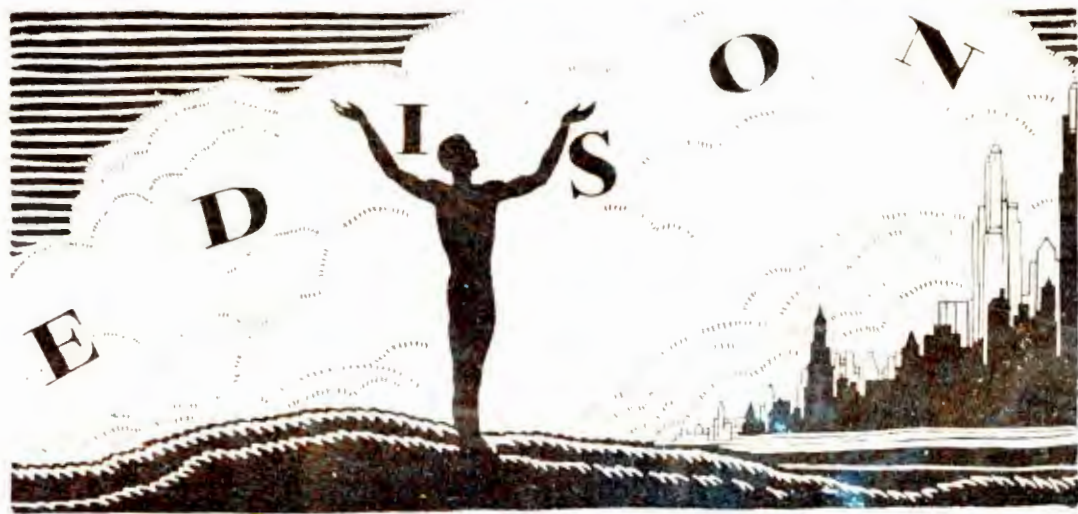
10316 Madison Avenue

Cleveland, Ohio

Mexican Branch Office—Radio Fonografica Mexicana, S. A., Balderas 110, Mexico D. F., Mexico



THE NEW VOICE OF THE SKIES



Radio lovers 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 craftsman-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 1928, 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!*

TRADE MARK  
Thomas A Edison

*The* **EDISON RADIO**  
*and* **RADIO-PHONOGRAPH COMBINATIONS**

Edison Distribution Corporation

ATLANTA 155 So. Forsyth St.	KANSAS CITY—1215 McGee St.	RICHMOND 1204 East Main St.
DENVER—1636 Lawrence St.	PITTSBURGH 909 Penn Ave.	DALLAS—500 Elm St.
ORANGE, N. J.	CHICAGO—3130 So. Michigan Ave.	NEW ORLEANS 128 Chartres St.
BOSTON 96 South St.	MINNEAPOLIS—608 First Ave. N.	SAN FRANCISCO 1267 Mission St.
CLEVELAND: B. W. Smith, Inc., 2019 Euclid Ave.	PHILADELPHIA: Girard Phonograph Co., Broad and Wallace Sts.	
LOS ANGELES: H. R. Curtiss Co., 727 Venice Blvd.	ST. LOUIS: Silverstone Music Co., 1114 Olive St.	
	OGDEN: Proudfit Sporting Goods Co., 2327 Grant Ave.	



**A Radiotron  
for every purpose**

- RADIOTRON UX-201-A**  
*Detector Amplifier*
- RADIOTRON UV-199**  
*Detector Amplifier*
- RADIOTRON UX-199**  
*Detector Amplifier*
- RADIOTRON WD-11**  
*Detector Amplifier*
- RADIOTRON WX-12**  
*Detector Amplifier*
- RADIOTRON UX-200-A**  
*Detector Only*
- RADIOTRON UX-120**  
*Power Amplifier Last  
Audio Stage Only*
- RADIOTRON UX-222**  
*Screen Grid Radio  
Frequency Amplifier*
- RADIOTRON UX-112-A**  
*Power Amplifier*
- RADIOTRON UX-171-A**  
*Power Amplifier Last  
Audio Stage Only*
- RADIOTRON UX-210**  
*Power Amplifier Oscillator*
- RADIOTRON UX-240**  
*Detector Amplifier for  
Resistance-coupled  
Amplification*
- RADIOTRON UX-250**  
*Power Amplifier*
- RADIOTRON UX-226**  
*A.C. Filament*
- RADIOTRON UY-227**  
*A.C. Heater*
- RADIOTRON UX-280**  
*Full-Wave Rectifier*
- RADIOTRON UX-281**  
*Half-Wave Rectifier*
- RADIOTRON UX-874**  
*Voltage Regulator Tube*
- RADIOTRON UV-876**  
*Ballast Tube*
- RADIOTRON UV-886**  
*Ballast Tube*

The standard by  
which other vacuum  
tubes are rated



Look for this mark  
on every Radiotron




**E. F. McDONALD, JR.**  
President, ZENITH RADIO CORPORATION, says:

"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 initial equipment and for replacement."

*E. F. McDonald, Jr.*

If you wish your receiving set to give you the best results, renew all of your vacuum tubes with RCA Radiotrons once a year at least. It is better not to use new tubes with old ones.

**RCA RADIOTRON**  
RADIO CORPORATION OF AMERICA • New York • Chicago • Atlanta • Dallas • San Francisco

This is the first of the 1929 series of Radiotron advertisements, each of which will be signed by a leading manufacturer of radio sets.

**Better Manufacturing Methods—  
Better Test Methods—  
Longer Experience—  
Pioneering—  
Result:**

**RCA Radiotrons are better vacuum tubes—And better tubes backed by great year-round advertising naturally win the biggest sales.**



RADIO CORPORATION OF AMERICA • New York • Chicago • Atlanta • Dallas • San Francisco

# RCA RADIOTRON

MADE BY THE MAKERS OF THE RADIOLA



# 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. . . . . \$88



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 RADIOLA





*A* **RADIOLA**  
brings to your home  
a world of **ENTERTAINMENT**

The magic of the Radiola puts at your service a great company of artists and entertainers—to make your home life richer and happier.

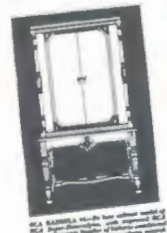
Thousands of dollars a night are being spent to provide programs of infinite variety and high quality.

A Radiola reproduces these programs—faithfully and realistically—just as they are put on the air—because the same engineers who design RCA instruments for use in the home are the builders of the RCA broadcasting apparatus.

of America, but also of the two leading electrical manufacturers—General Electric and Westinghouse. At their command is the world's knowledge of radio.

Public preference for RCA Radiolas is due to public recognition of the fact that these remarkable instruments have each year set the standard of radio achievement.

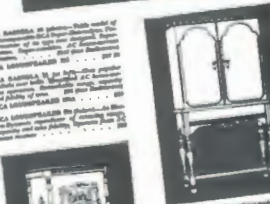
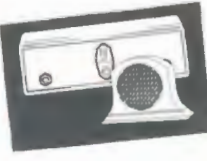
RCA Radiola 41 (see opposite page)—Cabinet model of one RCA Radiola—Manufactured with Electro-Dynamic Speaker, A. C. transformer operated, beautiful cabinet of radiant mahogany, beautiful cabinet of radiant mahogany with maple inlay.



RCA Radiola 41—The cabinet model of one RCA Radiola—Manufactured with Electro-Dynamic Speaker, A. C. transformer operated, beautiful cabinet of radiant mahogany, beautiful cabinet of radiant mahogany with maple inlay.

To listen to a Radiola reproducing one of the popular programs gives one a new conception of the amazing realism and beauty of modern radio.

The RCA mark on radio sets and vacuum tubes is recognized throughout the radio industry as a mark of superior merit. Behind it are the unrivalled resources, not only of the Radio Corporation



RCA Radiola 41—The cabinet model of one RCA Radiola—Manufactured with Electro-Dynamic Speaker, A. C. transformer operated, beautiful cabinet of radiant mahogany, beautiful cabinet of radiant mahogany with maple inlay.

RCA Radiola 41—The cabinet model of one RCA Radiola—Manufactured with Electro-Dynamic Speaker, A. C. transformer operated, beautiful cabinet of radiant mahogany, beautiful cabinet of radiant mahogany with maple inlay.

**RADIOLA**  
MAKERS OF THE RADIOTRON

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

**RCA RADIOLA**

MADE BY THE MAKERS OF THE RADIOTRON



*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 RADIOOLA**

MADE BY THE MAKERS OF THE RADIOTRON



JAN  ARY

# Columbia MASTERWORKS

## Will Break Sales Record in 1929

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"

All Trade Marks Reg. U.S. Pat. Off.  
© R. M. M. Co. Reg. U.S. Pat. Off. 1923 & 1925  
Japan 1923 & 1925; Mexico 1923 & 1925; Brazil 1923 & 1925; Argentina 1923 & 1925; Chile 1923 & 1925; Colombia 1923 & 1925; Cuba 1923 & 1925; Denmark 1923 & 1925; France 1923 & 1925; Germany 1923 & 1925; Greece 1923 & 1925; India 1923 & 1925; Italy 1923 & 1925; Japan 1923 & 1925; Korea 1923 & 1925; Netherlands 1923 & 1925; Norway 1923 & 1925; Philippines 1923 & 1925; Portugal 1923 & 1925; Rumania 1923 & 1925; Spain 1923 & 1925; Sweden 1923 & 1925; Switzerland 1923 & 1925; Taiwan 1923 & 1925; Thailand 1923 & 1925; United Kingdom 1923 & 1925; U.S.A. 1923 & 1925; Venezuela 1923 & 1925.

FEB  ARY



MARCH  APRIL

# Columbia



## GUY LOMBARDO

### and His ROYAL CANADIANS

*Exclusive Columbia Record Artists*

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"*

MAY  JUNE

16-2



JULY  AUGUST

# Columbia

MORAN and MACK

“TWO BLACK CROWS”

in **H A D D E S**

**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”

SEPTEMBER  OCTOBER



NOVEMBER

# Columbia

## 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"

DECEMBER



164



# THE DUOPHONIC



A self-amplifying, all-quality reproducer.

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

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

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

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

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

## VALLEY FORGE QUALITY

PLUS

## INCREASED SERVICE

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.



### J.A.FISCHER COMPANY

Incorporated

393 Seventh Avenue New York City



24-1



# Compare This Speaker with Any Other

*Selling at  
TWICE  
its Price!*

**L**ET 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 . . . clarity 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!

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

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

Prices slightly higher west of the Rockies.



Model A—List Price \$17.50

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

**MANUFACTURERS**—Samples of units shown at right sent promptly, with price quotations. Wire, or write—immediately!



Model 1



Model 3



Model 2

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

## The New **QUAM** CONE SPEAKER

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

Send samples at once of Models B, A, 1, 2, 3 (Check those desired.) This does not obligate me to buy.

Name .....

Address .....

**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



# Better Than Ever

## UNITED NO. 5

### -CAP



### The Brilliant Red Frame Casting Is Your Protection

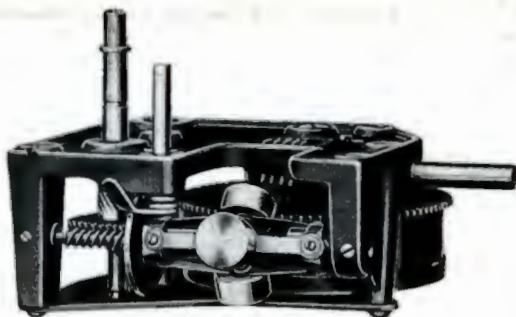
At last a motor which breaks all records for real value . . . at the right price. Gayly topped with a brilliant red frame, the RED-CAP brings worlds of power to the finer cabinet machines. An improved triple worm gear and specially designed governor enable it to play *six selections easily on a single 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!

**Mail This Coupon . . . NOW**

UNITED AIR CLEANER COMPANY  
9705 Cottage Grove Ave., Chicago  
Gentlemen: Without obligating us in any way, please send the following:  
 Complete information on the United No. 5 Red-Cap.  
 Samples of No. 5 (Red-Cap), United No. 2 for portables. (Please underline those you wish to receive)  
Firm Name . . . . .  
Address . . . . .  
My Name and Title . . . . .

# MOTORS

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



# 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*

*(Prices 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. Retails 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—  
inventory of your  
well as of your  
andise?



**S**ATISFIED customers are the basis of every successful 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 20<sup>TH</sup> ST., N. Y.**





Starts and stops at the touch of a finger

# 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 1/4 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 1-20 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.



RADIO MANUFACTURERS . . .

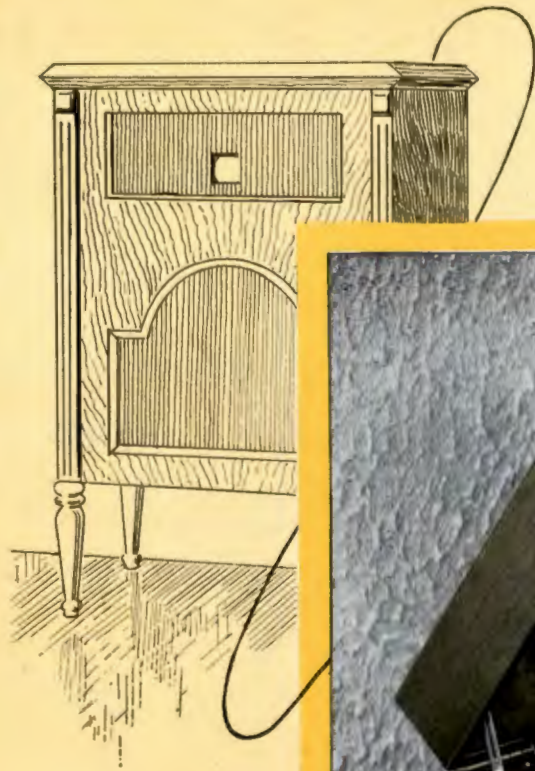
*Note extreme compactness and efficiency of design. Entire electrical phonograph equipment can be installed in a six-inch drawer, or in a space only six inches deep!*

## ALLEN HOUGH ROTOR Electric Phonograph Motor

ALLEN-HOUGH MANUFACTURING COMPANY  
RACINE, WISCONSIN      FACTORIES: RACINE and NEW YORK

324





# 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

**LIST PRICE**  
**\$35<sup>00</sup>**  
*A Value Far  
Beyond its Price!*

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 attractive Fabricoid, if desired.

And at a list price of only \$35! What an opportunity for a modern, alert merchandiser! 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!

## The ALLEN-HOUGH ROTROLA

ELECTRICAL REPRODUCTION

*from Any Radio Set*

ALLEN-HOUGH MANUFACTURING COMPANY

RACINE, WISCONSIN

FACTORIES: RACINE and NEW YORK

324



New **ALLEN**  
equipped with  
for only \$5<sup>00</sup>  
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 is the No. 8! Equipped with guaranteed light socket electric motor for only \$5 additional list.

32-2



# PORTABLES

## Electric Motor additional retail



**THE ALLEN No. 22**  
Consider the new No. 22 . . . with its long air column self-enclosed horn, padded top, exclusive Toman Reproducer, strong pulling 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!

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!

# ALLEN

PORTABLES

ALLEN-HOUGH MANUFACTURING COMPANY  
RACINE, WISCONSIN      FACTORIES: RACINE and NEW YORK

32-3



# 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



David Sarnoff

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



E. E. Shumaker

throughout the world, including the Gramophone Co., Ltd., England; the Victor Talking Machine Co. of Canada, Ltd., and the Victor  
(Continued on page 120)

## 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 Wasmuth-Goodrich Sales Among Jobbers

Lambert Friedl, president of the Symphonic Sales Corp. of New York, sales representative for Wasmuth-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



C. W. Guinzburg



J. H. Friedl

prominent commercial organizations in the past, will concentrate his activities on the development of Wasmuth-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 Raydi-Co. organization, the first exclusive radio distributor in the Middle West. In 1923 he was sales manager of the Crosley Radio Corp., Cin-



T. W. Quilter

cinnati, 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.

## 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. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co.

Mr. Rauth succeeds W. H. Lawton, 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 Koerber & Brenner, St. Louis distributor, and has been well known in the trade for many years.



# Last-Minute News of the Trade

## J. E. Broyles Elected Capehart Secretary; Name Regional Heads

W. R. Deaton Appointed General Sales Manager—J. A. Darwin, F. W. Barnholdt, G. A. Hitchcock and I. C. Hunter New Regional Managers

HUNTINGTON, IND., 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



H. B. Foster

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 200 feet, and work has already been started on this new Perryman factory.

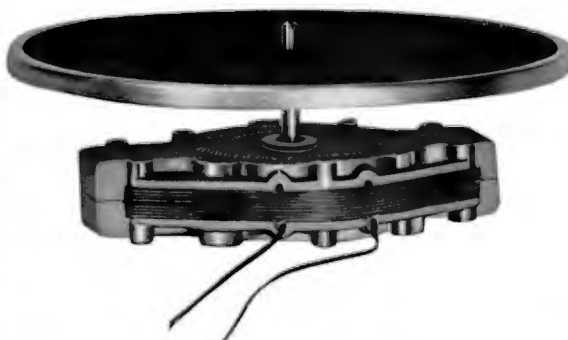
During the past few weeks arrangements were made whereby the removal from the present plant at North Bergen, N. J., to the new plant will be made without the loss of a single day's output, and when completed the new Perryman factory will be one of the most modern and up-to-date plants in the tube industry. 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 wholesalers 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-



Rotor Electric Motor

quires only one and one-half inches of space under the motor board, and the entire equipment, including the motor, pick-up and tone arm, may easily be contained in a space six inches deep.

It is said that the rotor, which may be started or stopped at the touch of a finger, will be priced on a reasonable basis to manufacturers, and it is expected to be an important factor in permitting the construction of popularly priced radio-phonograph combinations.

## Move Gotham Jensen Offices

The Eastern headquarters of the Jensen Radio Manufacturing Co., of Chicago, Ill., and Oakland, Cal., formerly located at 1775 Broadway, New York City, have been moved to 1 West 139th street. James A. Kennedy is manager of the New York offices of the company.

## 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,



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.

## 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 old-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.

## 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

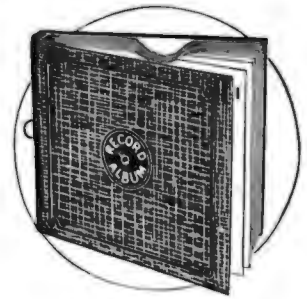
Champion  
Model  
\$20.00 List

*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 invita-  
tion 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 attrac-  
tive and eye appealing.

Made to your own specifications.

*Write for samples and  
special quantity prices*





# Talking Machine World & Radio-Music Merchant

(Registered in the U. S. Patent Office)

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Vol. 25

JANUARY, 1929

No. 1

### Giants of the Industry Combine

THE big news of the month, of course, is the merging of the Victor Talking Machine Co. with the Radio Corp. of America, which represents the largest consolidation that has ever taken place in the music or music-radio trade. With securities of the two companies having an aggregate market value at the time of the consolidation of over \$625,000,000, there is offered to the public a new picture of the importance of the phonograph and radio in the home entertainment field. The developments under the new consolidation as they affect both parties in the merger will be watched with considerable interest and may be expected to have an important effect upon the industry as a whole, and most probably of a distinctly helpful nature so far as the appeal to the public is concerned, for they are calculated to enlarge materially the fields of both the radio and the phonograph.

### Possibilities in Record Selling

H. C. COX, president of the Columbia Phonograph Co., elsewhere in The World this month makes some pertinent comments relative to the opportunities that are present for increasing record sales. At the present time the annual record purchases in the United States average less than one record each person, as compared to an average of from two to three records per year in foreign countries, and particularly Australia. A doubling of the record sales in the United States would mean an increase of 125,000,000 records a year. It is indeed an imposing figure and yet, spread throughout the country and its citizenry, it represents a comparatively small unit increase. It is a worthy mark to shoot at, and, should it not be reached, the effort will pay dividends.

### Confidence in Radio Outlook

PROMINENT radio men practically without exception view with confidence the business outlook for 1929, and base that confidence upon the stability that at present obtains in the industry. It is evident that much of the uncertainty has been eliminated from radio in the minds of both the trade and the public, and although naturally steady improvement may be looked for in receiving apparatus and accessories, it would appear that the day of revolutionary changes has passed. Careful surveys by the Government and by private interests indicate that the field for the

sale of new radio sets is most extensive and is far from the point of saturation. While the replacement business, brought about as a result of the introduction of improved receiving apparatus and particularly that operated directly from house current, promises to grow to notable proportions during the next twelve months, as a rule business prophecies are regarded simply as so many guesses concerning unknown quantities of the future, but in the particular case of radio there are many sound reasons for expecting a business which, although it may not reach peak proportions, will nevertheless be solid and substantial.

### 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

APROPOS of the above, a music merchant in Cincinnati declared recently that when he hired a new salesman the first demand was that the salesman 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, if 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 would be surprised at the comparative ease with which that 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 sane despite 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





# 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.





# 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.

**W**E 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.



**T**HE 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”*

328-6





*“No other  
tube line  
shows such  
promise”*

## Air Ola Radio Co.

HUNTINGTON, W. VA.

**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!



**M**INIATURE FORESTS OF GLASS stems 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”*

3224



*“We  
are with  
Sonatron  
because—”*



## Anchor Lite Appliance Co.

330 Second Avenue

PITTSBURGH, PA.



**S**EMI-AUTOMATIC BOMBARDING, a newer development, is employed in the new Sonatron factory. The latest ideas in equipment are installed here to speed up production without sacrificing quality in any way.

**S**ONATRON 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”*

372-5



**"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. Market St., Wichita, Kans.  
210-212 E. 10th St., Tulsa, Okla.



**A**T 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.

**T**HERE'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"*





*“World’s  
largest  
exclusive  
tube  
maker*”

MARYLAND, VIRGINIA AND DISTRICT OF COLUMBIA

Dealers—Send your orders to us. Complete stock in both warehouses.

**CARROLL ELECTRIC COMPANY, Inc.**

Washington, D. C.

(Dependable merchandise since 1900)

Baltimore, Md.

**T**HAT’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.



**O**NLY 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”*

377-11



“80,000  
tubes a day  
sounds  
good—”



## Brown & Hall Supply Co.

1504 Pine Street

ST. LOUIS, MO.



**D**EFT 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.

**A**ND 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!

# 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. Market St., Wichita, Kans.  
210-212 E. 10th St., Tulsa, Okla.



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**T**HERE'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"*



*“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.

SOUTH BEND, IND.



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.

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.

# SONATRON

“The World’s Largest Radio Tube Line”





*“No other  
tube line  
can even  
tempt us”*

## Grier-Sutherland Co.

433 E. Larned Street

DETROIT, MICH.

**T**HE 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.



**I**NGENIOUS 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”*



*“We like  
Sonatron’s  
newspaper  
campaign”*



## Harger & Blish

112-114-116 Eleventh Street

DES MOINES, IOWA



**S**POT-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.

**W**E 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.

SALT LAKE CITY, UTAH

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



**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.

**F**OR 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"*





*“Sonatron  
has our  
complete  
confidence”*

## Harper-Meggee, Inc.

SEATTLE, WASH., 4th at Blanchard

SPOKANE, WASH., 122 South Lincoln St.

**W**E 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.



**T**HE 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.



**S**HAPELY 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.

**S**ONATRON 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.

**SONATRON**

*“The World's Largest Radio Tube Line”*





“After all,  
it's profit  
that  
counts”

## Nebraska Buick Automobile Co.

LINCOLN, NEBR.

OMAHA, NEBR.

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.

# SONATRON

“The World's Largest Radio Tube Line”





*“There is  
prestige  
in the  
Sonatron  
line”*

## Johnstown Automobile Co.

101 Main Street

JOHNSTOWN, PA.

**W**E 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.



**M**INIATURE FORESTS OF GLASS stems 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  
accomplish-  
ments"**



**MacFadden Ignition Co.**  
1004 Kanawha St. CHARLESTON, W. VA.



**D**EFT 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.

**T**HE 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"*



**T**he  
demand for  
Sonatron  
is growing”



## Listenwalter & Gough, Inc.

819-821 E. First St.

LOS ANGELES, CAL.



**S**EMI-AUTOMATIC BOMBARDING, a newer development, is employed in the new Sonatron factory. The latest ideas in equipment are installed here to speed up production without sacrificing quality in any way.

**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”*





*“Sonatron  
often  
scoops the  
industry”*

## M. & M. Company

500 Prospect Ave., CLEVELAND, OHIO

22 E. Front St., Youngstown, Ohio

131 E. Market St., Akron, Ohio

**I**T 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 X171AC — 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”*





*“From  
every angle  
—Sonatron  
is the line”*

## Listenwalter & Gough, Inc.

325 Fifth Street

SAN FRANCISCO, CAL.

**N**O 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.



**T**HE 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”*



**T**here's  
a selling  
edge in  
44 types"



## Lukko Radio Co.

5034 Irving Park Blvd.

CHICAGO, ILL.



**A**T 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.

**T**HE 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"*





*“From  
every angle  
—Sonatron  
is the line”*

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**T**HE 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”*



# JUST OUT!

NEW 1929

**PHILCO**  
ALL-ELECTRIC  
**RADIO**

**157**



**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 "Neutrodyne-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!**



# Right Now—this Month!

## 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 Philco supplements dominating everything in big dailies.

for Philco dealer announcements. Window display! Display cards! Etc., etc.

### 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 car-load 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

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 90-4  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

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 co-operate with those dealers.

**PHILCO**  
Philadelphia, Pa.



# *This* Most Amazing

## *will sweep the*

### 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**  
REG. U.S. PAT. OFF.  
**ALL-ELECTRIC RADIO**

## 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 *redoubled* 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 and pillars, swinging doors.

This model contains the 8-tube (including rectifier) Philco Receiver; power supply; built-in aerial; portable ground; 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; portable ground; 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 now 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.

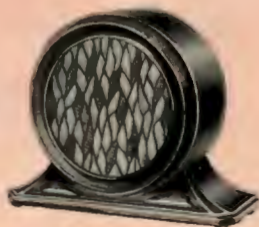
Prices Denver and west slightly higher; Pacific Coast deliveries not available until January 15th.



### 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 Radio. 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

NOTE: For 25 and 40 cycle sets add \$10 to any model

# \$157

# PHILCO

REG. U.S. PAT. OFF.

## ALL-ELECTRIC RADIO

## Full Advertising Story

4148-3



# “Just What Everybody Wants!”

writes Universal Radio Co. of New York

**NEW 1929**  
**PHILCO**  
**ALL-ELECTRIC**  
**RADIO**

# 157

Less  
Tubes



8 TUBES

(Including rectifier)  
 Push-Pull Amplifica-  
 tion; NEW TYPE  
 Electro-Dynamic  
 Speaker; Four  
 Condensers; No  
 Aerial Needed; Full-  
 Length Console  
 Cabinet.

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 Console 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 carload 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, Bronx and Westchester; also covering 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: Fourth annual banquet of Gross-Brennan, Inc., New York and Boston radio representative of the Stromberg-Carlson Telephone Mfg. Co., at the Hotel Astor, New York City, on December 27, 1928.



Above: Third annual banquet of the Chicago Radio Representatives Association, held at the Electric Club, Chicago, on December 6. Harold Wrape, president of the Federated Radio Trade Association, was one of the featured speakers.



Above: The Morison Electrical Supply Co., New York City, inaugurated a sales campaign featuring Radiolas by a banquet at the Hotel Pennsylvania.

Right: The Schimmel Electric Supply Co., Steinite receiver and Temple speaker jobber, was host to Philadelphia dealers at the Hotel Adolphia, recently.



Left: A mile-long motor caravan of trucks and trailers transported Sparton radio receivers from the Sparks-Withington Co., Jackson, Mich., to Chicago retail dealers.

Right: Hal Roach's Rascals of "Our Gang" film fame enjoy the music of a Stewart-Warner radio with their director, R. F. McGowan.



Above: Telephoto of L. C. F. Horle, vice-president and chief engineer of the Federal Radio Corp. and chairman of the Buffalo-Niagara Institute of Engineers, is result of test transmission over RCA photoradio apparatus.



Above: Gigantic reproductions of the Crosley Showbox and Dynacone used at Powell Crosley's annual Christmas party to 5,000 Cincinnati children.



Above: J. R. McArthur, Atwater Kent Montana representative; C. O. Campbell, Montana A. K. Distributor, and L. A. Pratt, A. K. Northwest district sales manager, chartered a plane to contact Montana dealers.





## "It Will Go Like Wildfire!"

writes

May Home Utilities Corp.

Newark, N. J.

# PHILCO

REG. U.S. PAT. OFF.

## 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

380 Central Avenue

Newark, N. J.



Less  
Tubes

Philco Distributors for  
Northern New Jersey  
and Staten Island.

Wire or write at once  
for information re-  
garding the Philco  
franchise. A few  
choice locations still  
open.

**8 TUBES**

(including rectifier)  
Push-Pull Amplifica-  
tion; NEW TYPE  
Electro-Dynamic  
Speaker; Four Con-  
densers; No Aerial  
Needed; Full-Length  
Console Cabinet.

## "Radio's Greatest Value"

L. W. Cleveland Co., Portland, Maine

# PHILCO

REG. U.S. PAT. OFF.

## 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 on a good thing like this, 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



Less  
Tubes

Philco distributors for  
STATE OF MAINE,  
EXCEPTING LIN-  
COLN and KNOX  
COUNTIES.

Wire or write at once  
for information re-  
garding the Philco  
franchise. A few  
choice locations still  
open.

**8 TUBES**

(including rectifier)  
Push Pull Amplifica-  
tion; New Type Elec-  
tro-Dynamic Speaker;  
Four Condensers; No  
Aerial Needed; Full-  
Length Console  
Cabinet.



# "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.



Less  
Tubes

Philco Distributors for  
Brooklyn and Long  
Island

Write or wire at once  
for information re-  
garding the Philco  
franchise. A few  
choice locations still  
open.

**8 TUBES**

(including rectifier)  
Push-Pull Amplifica-  
tion; NEW TYPE  
Electro - Dynamic  
Speaker; Four Con-  
densers; No Aerial  
Needed; Full-Length  
Console Cabinet.

## the NEW 8 Tube Model

including rectifier tube



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



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**

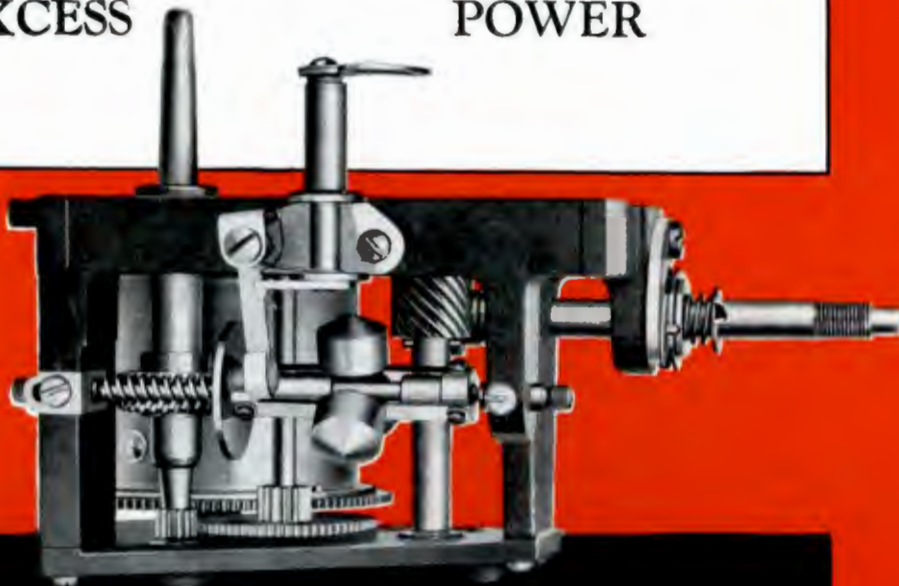
DULUTH, MINN.



# THE NEW "4+" 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.

*Okeh and Truetone Needles*

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street, New York

SOLE SALES AGENTS





## Selections from World Famous Operas:

**12 inch \$1.50**

**12 inch \$1.00**

5158 { Tannhauser (R. Wagner) (Arrival of  
the Minstrels at the Wartburg)  
The Prophet (G. Meyerbeer)  
Dr. Weissmann and the Grand Sym-  
phony Orchestra, Berlin

3240 { The Barber From Bagdad (P. Cor-  
nelius) Overture Part I and II  
George Szell and the Grand Symphony  
Orchestra

5157 { Lohengrin (R. Wagner) Act III,  
Scene 3. "Heil Konig Heinrich" "Wo  
Weilt Nun Der, Den Gott Gesandt"  
IVAR ANDRESEN, Tenor with Grand  
Symphony Orchestra

3239 { Pearl Fisher (Bizet) Part I and II  
Salvatore Minichini and his Royal  
Marine Band; Cornet Soloist, G. Lo  
Scialpo; Trombone Soloist, F. Imparato.

5156 { Tales of Hoffmann (Offenbach)  
Entr'acte, Minuet and Barcarolle  
Dr. Weissmann and the Grand Sym-  
phony Orchestra, Berlin

3238 { Traviata (Verdi) Scena Della Borsa E  
Concertato Part I and II  
Sextette-Ciniselli, Tenor; Bardone, So-  
prano; Mammardini, Soprano; Nessi,  
Tenor; Baracchi, Baritone; Menni, Basso.

5153 { La Forza Del Destino (Verdi)  
Overture Part I and II  
Dr. Weissmann and the Orchestra of the  
State Opera House, Berlin

3232 { Cavalleria Rusticana (P. Mascagni)  
Selections Part I and II  
Edith Lorand and her Orchestra

5152 { Die Goetterdaemmerung (R. Wagner)  
Bruenhildes Tod Part I and II  
Prof. Dr. Max Von Schillings and the  
Grand Symphony Orchestra, Berlin

3220 { Traviata (Verdi)  
Selections Part I and II  
Dajos Bela and his Orchestra

**ODEON**  
**ELECTRIC**  
**RECORDS**

**Okeh Phonograph Corporation**

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.

49-3





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

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**

OTTO HEINEMAN, *President and General Manager*

25 West 45th Street

New York, N. Y.



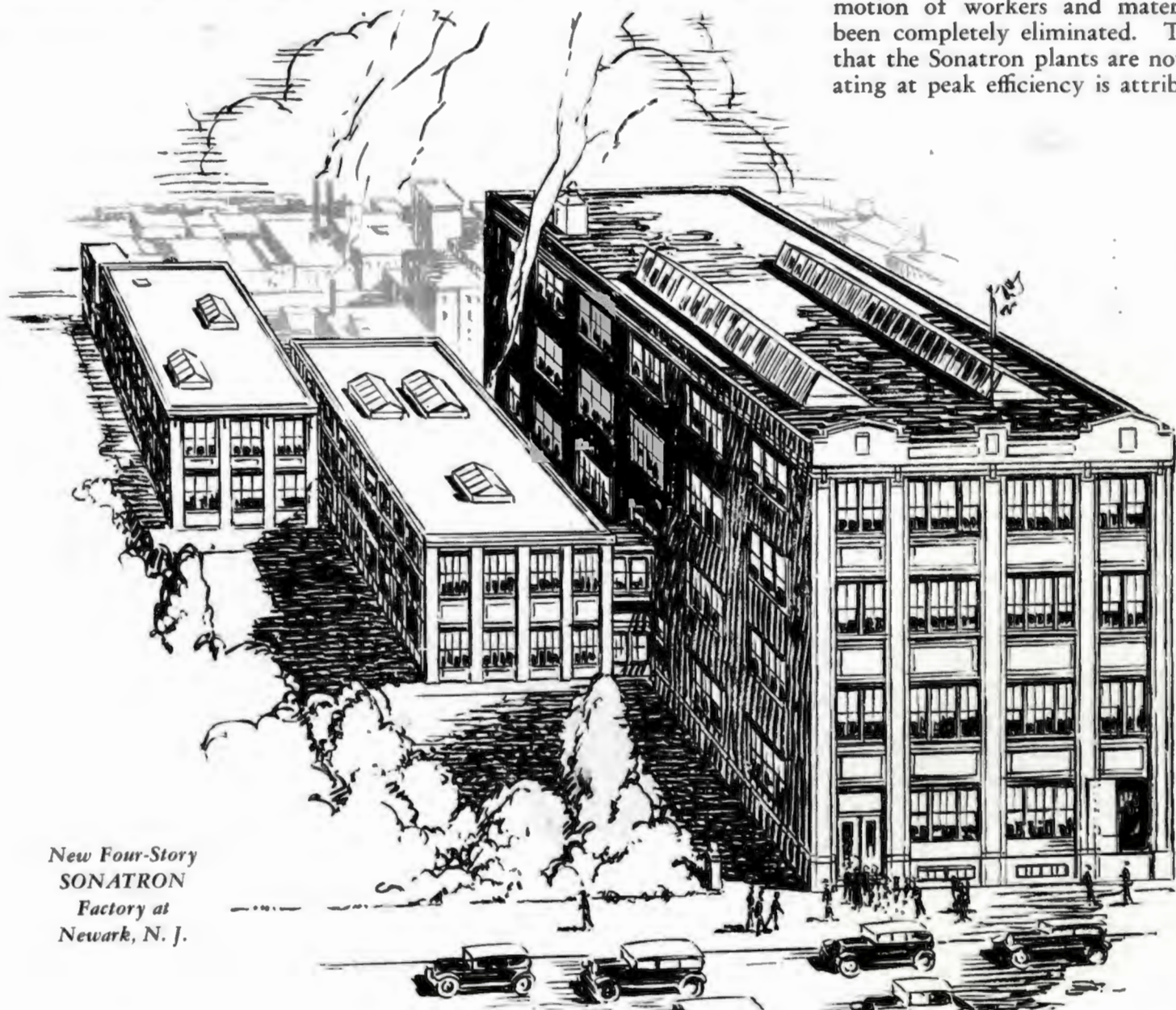
# New Sonatron Plants in Chicago and Newark—Facilities Multiplied Many Times

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 cen-

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



New Four-Story  
SONATRON  
Factory at  
Newark, N. J.

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

ter 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

the absolutely correct layout of machines and labor within the space available.

### \$50,000,000 Business Anticipated

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.



# 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*

**A**NNOUNCEMENT is made that the Sonatron Tube Co. has just signed a contract for a weekly series of



**HARRY CHIRELSTEIN**  
Vice-President Sonatron Tube Co.  
*Tells of Broadcasting*

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.



**NATHAN CHIRELSTEIN**  
President, Sonatron Tube Co.  
*Releases News of New Factories*

## 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.

## 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

Spiro 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.



# PRIME-MOTOR

OPERATES ON  
ANY 110 VOLT AC  
50 OR 60 CYCLE  
CURRENT



NO BRUSHES  
TO WEAR OUT

INDUCTION  
TYPE-ABSOLUTELY  
NOISELESS

VARIABLE  
SPEED CONTROL

STARTS AND  
STOPS BY  
SWITCH CONTROL

## 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.
- ✓ Having no brushes, longer wear is insured.
- ✓ It cannot "spark" or burn out and will even "run" under water.
- ✓ Two balanced bearings: No vibration: No noise.
- ✓ Responds instantly at the turn of the switch, without "coaxing."
- ✓ Perfect control at all speeds with power, plus.
- ✓ All gears enclosed and revolving in oil; only two places to oil.
- ✓ Weight, complete, 7½ lbs.
- ✓ Operates on 110 Volt AC 50 or 60 cycle.
- ✓ 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

261



*-for the New*  
**ATWATER KENT**  
**ELECTRO-DYNAMIC !**

**NEW LOW PRICE**

**PERFECTED BAFFLE BOARD**

**P**OOLEY 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**



# Realism



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 "800" 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*



# Wins!

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

*22 years in business—world-wide service—50 million dollars in resources—22 million products in use—5th successful radio year*

**WARNER**  
*authority in radio*



56-3



# Raytheon

LONG LIFE RADIO TUBES



Every box like this  
contains a  
**HEALTHY Tube**  
*The next page  
tells you why*





# The *WHY* of the *HEALTHY* Tubes

**T**UBE-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

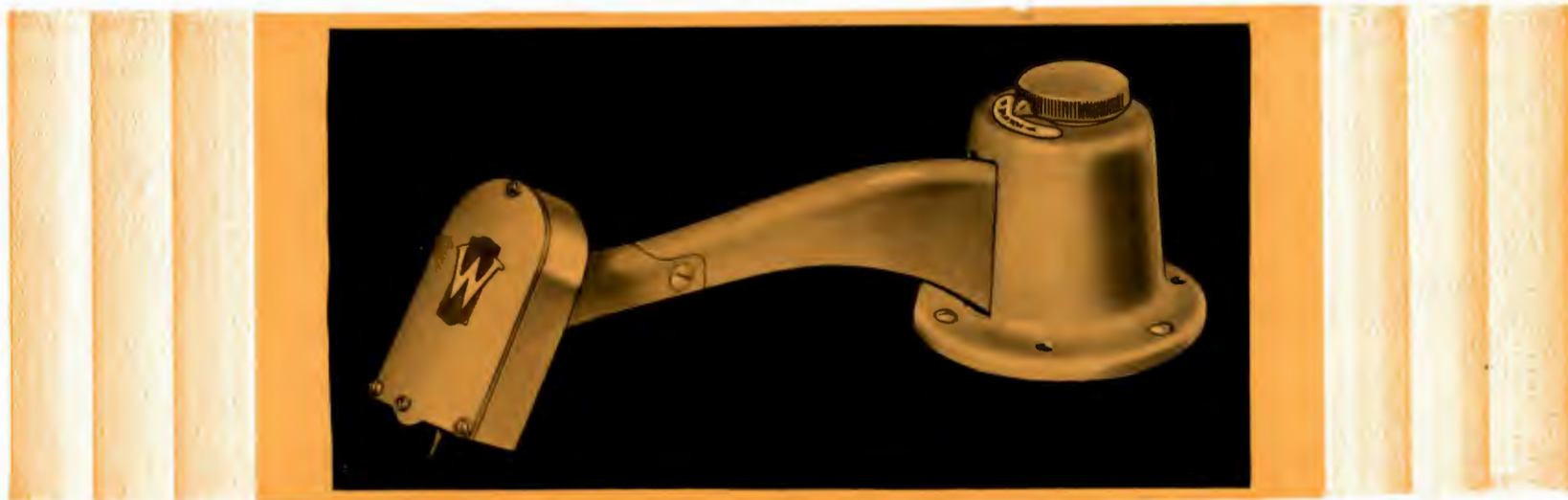
maximum life and prevents microphonic noises, by securely anchoring the elements against any deviation from their correct relative locations.

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.



Model A-210 two-stage amplifier provides great volume with splendid tone quality. List \$105.00. Model A-310 three-stage amplifier produces exceptionally great volume but retains all tone qualities over entire musical range. List \$115.00. Model A-271 two-stage amplifier for home use with phonograph or radio. Fine tonal quality. List \$67.50. Prices slightly higher west of Rockies. Send for full details.



The attractive self-selling counter display carton which contains one Model 1-A or three Model 1-B.

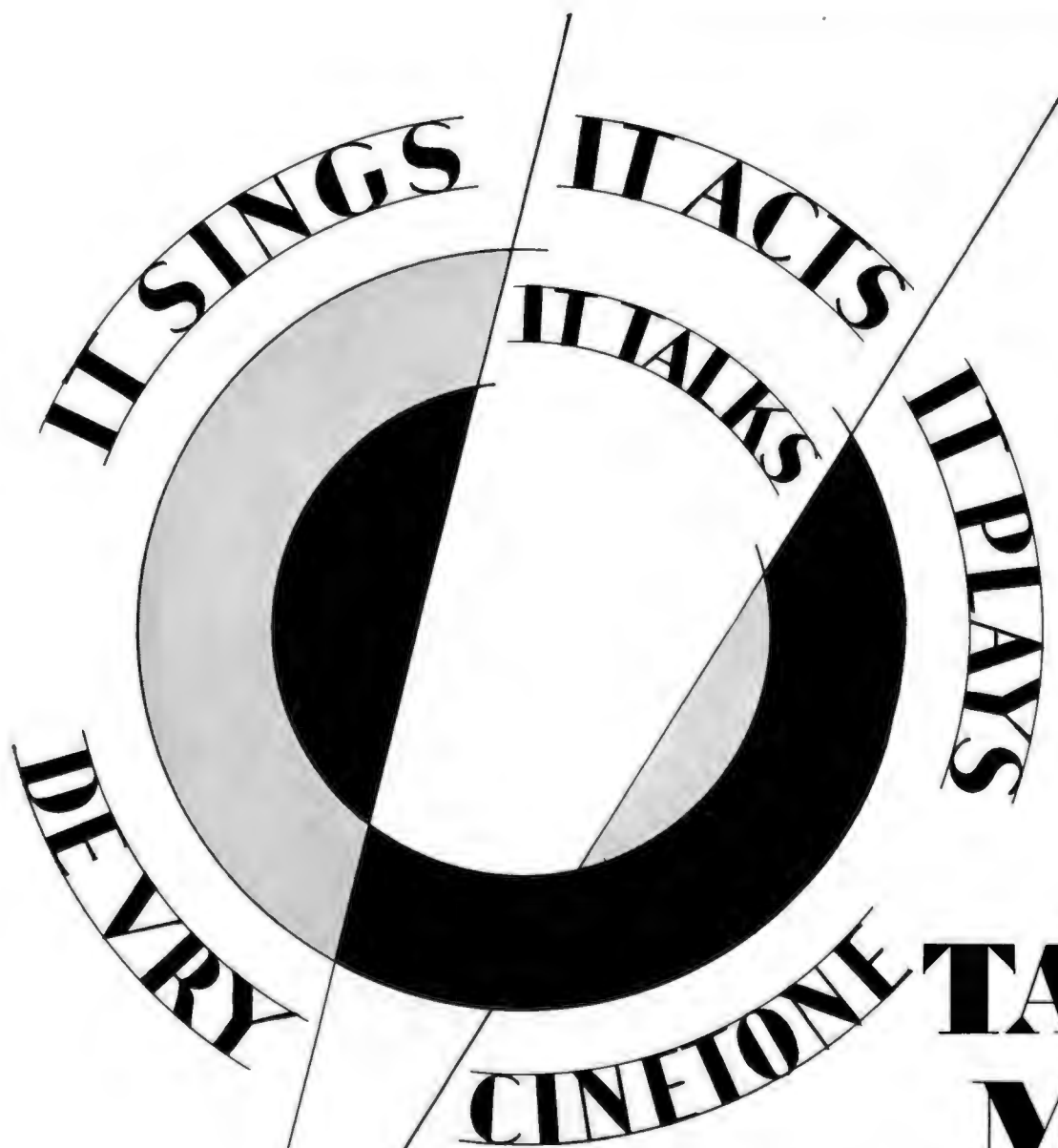
A Universal adapter and full instructions are packed with each model so that pick-up is readily adaptable to either battery operated or A. C. sets.



WEBSTER ELECTRIC COMPANY  
RACINE, WISCONSIN

**Webster**  
*W* **Electric**  
*Pick-up*





# TALKING MOVIES FOR THE HOME

**Be First  
in Your  
Community**

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

# DeVry



WORLD'S LARGEST MANUFACTURERS OF STANDARD MOTION PICTURE

CAMERAS AND PORTABLE PROJECTORS