

## Chicago Dealers View New Victor Models

Chicago Talking Machine Co. Host to 325 Dealers at Luncheon Meeting—E. E. Shumaker Is Principal Speaker

Three hundred and twenty-five Victor dealers were the guests of the Chicago Talking Machine Co., local distributor, at a luncheon and meeting at the Congress Hotel, September 5, at what is said to have been the largest Victor dealer meeting held in recent years in Chicago. The luncheon was held in the Florentine room, where Aileen Stanley, Phil Baker and Ted Silver of "A Night in Spain" furnished entertainment.

After the luncheon the guests repaired to the Gold room of the Congress Hotel, where a business meeting was held. Three new instruments, an automatic Victrola, an automatic Electrola and a de luxe automatic Electrola

Radiola, embodying the new Model 64 Radiola, were exhibited and demonstrated for the benefit of the dealers. It was stated at the meeting that lower prices on these instruments would be in effect and that the price figures would be announced definitely in the near future.

W. C. Griffith, president of the Chicago Talking Machine Co., acted as toastmaster and chairman of the meeting. The guest of honor was E. E. Shumaker, president of the Victor Talking Machine Co. Addresses were made by Mr. Shumaker, Mr. Griffiths, Howard Kupp of the Victor Co., Major Carson of N. W. Ayer & Son, Victor advertising counsel, James T. Bristol of Bankers' Commercial Security Co., G. J. Daley, N. H. Norvell and Arthur Deas, Jr., all of the Victor Talking Machine Co.

### In New Home

PITTSBURGH, PA., September 10.—The Silman Distributing Co., of this city, has taken possession of larger quarters at 620 Grant street.

## Paul McGee Is Edison Chief Radio Inspector

Pioneer in Radio's Development Was a Member of Arctic Expedition in 1925—Has Long Commercial Experience

Paul McGee, a radio man of unusually extensive experience, has been appointed chief



Paul McGee

radio inspector for Thos. A. Edison, Inc., and it will be his duty to pass upon every radio receiver sent out by the company to insure its measuring up to every requirement.

Mr. McGee has been connected with radio for many years and is regarded as a pioneer in the field. In 1925, when the McMillan expedition left for the Arctic wastes, McGee went along as radio officer. It was on this trip that Commander Richard Byrd, who has just started on an Antarctic expedition, was in charge of the airplane division and also looked after the radio communications from the outside world. While in the North McGee sent and received messages from airplanes and while there achieved what is believed to be a record in broadcasting voice programs, his broadcast being heard in New Zealand, 10,500 miles away.

Mr. McGee has also received a wide reputation in the field of commercial radio and has been connected with a number of prominent manufacturers. He has played a prominent part in ironing out technical difficulties in the new Edison instruments and is therefore particularly well qualified to pass upon the finished products of the Edison line.

### Minilux Moves to New Home

The Minilux Sales Corp. has taken possession of its new offices in the same building at 18 East Forty-first street, New York. In addition to the executive offices of President Hayes Cone and George Kruse, sales manager, an attractive display room has been equipped featuring all the models of this imported miniature speaker. During the past month several new decorative motifs have been received, including "diamond incrustated" models. Sales of this speaker are steadily increasing.

### Home From Europe

J. Newcombe Blackman, president of the Blackman Distributing Co., New York, distributor of radio products, returned on the "Mauretania" August 31, after spending several months abroad. Mr. Blackman, who was accompanied on this trip by Mrs. Blackman and their daughter, visited the leading European countries and upon his return to New York was delighted to find that his organization had completed plans for an intensive merchandising campaign this Fall in behalf of the products distributed by the company.

The

# NEW APEX

AC—ALL ELECTRIC NEUTRODYNE



\$85

Slightly Higher West of the Rockies

## The Beautiful 1929 MODEL 36

DEALERS—Make it possible for your customers to enjoy undisturbed and efficient radio reception in their homes. Offer your trade the new APEX AC ALL-ELECTRIC NEUTRODYNE. The 1929 Model-36 is representative of all that is desirable in AC ALL-ELECTRIC Radio performance.

The self-contained, highly perfected power pack means the elimination of all battery trouble. Simply plug into the wall-light socket—turn the single tuning control to the desired station, and there you are—perfect reception—tones that have depth and are perfectly natural. High notes—low notes—all come in clear and in their proper relation. Has illuminated dial making accurate tuning easy.

Be sure and write or wire for complete information relative to an APEX franchise.

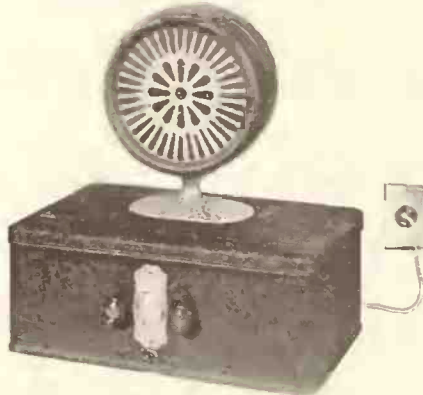
**APEX ELECTRIC MFG. CO.**  
(Division of United States Electric Corp.)  
1410 W. 59th St., Chicago

**APEX**  
ALL ELECTRIC  
**NEUTRODYNE**

See the APEX Exhibit at the  
5th ANNUAL RADIO WORLD'S FAIR  
New Madison Square Garden, New York  
Week of September 17,  
Booths 3 and 4—Section DD

### A GENUINE NEUTRODYNE

- self-contained with highly perfected power-pack
- employs six tubes, plus one rectifier
- just one tuning knob
- illuminated dial
- walnut finish metal cabinet
- distance — selectivity greater than many high-priced sets
- tone—deep, mellow and natural
- easiest set to operate



### APEX SPEAKER \$25

Slightly Higher West of Rockies

Designed especially for APEX Model 36 AC or DC Receiver. This new APEX Magnetic Type Speaker gives a new tone, full but natural, at all times. Easily mounted on lid, giving an ideal combination.